

Adapting Well To Challenges and Delivering During Covid-19

Thursday 15th April 2021

Community Investment Scheme Cohort Three

Housekeeping

- Please keep yourselves on **mute**. This helps us avoid background noise.
- Please submit any questions through the **chat feature**. Any we don't cover will be answered in the wrap up email.
- Please note, this workshop will be recorded.
- This slide deck, along with any resources, will be emailed out after the event.



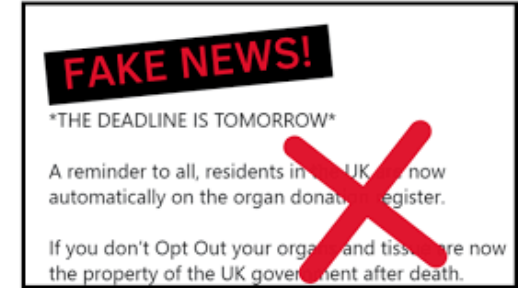
Agenda

- **12.00 – 12.10 *Welcome, Objectives and Current Context***
- **12.10 – 12.20 *Learnings from delivering CIS 2 during Covid-19***
- **12.20 – 12.30 *What happens on a blood donation session during Covid***
- **12.30 – 12.35 *Current situation with organ donation and transplantation***
- **12.35 – 12.40 *Adapting to digital platforms and using digital tools***
- **12.40 – 12.50 *Best practice real example – Malcom X Community Centre, Primrose Grenville***
- **12.50 – 1.00 *Q&A***

Objectives

1. Hear our key learning from delivering CIS 2 during Covid-19
2. Understand the current landscape of blood and organ donation in light of Covid-19 and government restrictions.
3. Advice on how to adapt to digital tools and information on further resources and tools that are available to help facilitate running virtual events.

Current Context



Learnings from delivering CIS 2 during Covid-19

Advice to projects delivering during Covid

- Now more than ever, the impact of COVID-19 is making innovative approaches to community engagement essential.
- We asked that all applicants demonstrate consideration of the current uncertainty around COVID-19 and encouraged digital delivery and contingency planning for any face-to-face work.
- Be flexible in your work and consider where is best to spend your budget e.g. digital licence or catering. Any challenges or concerns please speak to your advisors or email the community funding team.
- Consider the government guidelines when developing promotional materials e.g. when filming / taking photos ensure correct PPE is in place and 2 metres is maintained. If filming at a blood donation session please ensure that you receive permission from anyone that you capture via video or photo. You may have your own form but if you need an NHSBT permission form please contact community.funding@nhsbt.nhs.uk to request one.
- Include [a link](#) to the latest government advice in any face – face event information

Role of credible voices

Key finding:

- Mistrust around the covid vaccine and the lack of confidence in handling of the Covid-19 pandemic by government has meant that some may have opted out and/ or do not wish to donate blood.

Our suggestion:

- Source speakers from your own community who have had first hand experience of blood or organ donation
- Ask religious leaders from your community to speak at events if appropriate
- Request a speaker or supporter from us. Our speakers and supporters bring a wealth of cultural insight and are involved in a number of areas of transplantation and blood donation.
- Our Ambassadors promote organ donation throughout the UK by sharing our key messages alongside their powerful personal testimonies.
- We have a number Event and Outreach Officers (EOO's) working within the blood marketing team. This team is made up of donors, sickle cell patients and people who are touched in one way or another by sickle cell.

To book a speaker, supporter, ambassador or EOO please email - community.funding@nhsbt.nhs.uk

Role of wider health inequalities

Key finding:

- 2020 made health inequalities as a concept mainstream. During 2021 we need to build on this and keep it at the forefront of the public's mind.

Our suggestion:

- Do you already run seminars or events on health and wellbeing or managing lifestyle diseases e.g. heart disease and diabetes? Consider including blood and organ donation within this.
- Use other health inequalities such as Covid-19 infection rates or maternal mortality, as a gateway to talking about blood and organ donation – making it more palatable and ensuring attendance at events.

Role of technology and digital poverty

Key finding:

- The lack of access to digital devices across some audiences caused an additional barrier to projects when trying to reach out and deliver their activity. Where the target audience was older or less familiar with using technology, they required extra support in order to feel more confident.

Our suggestion:

- Check what devices your audience have access to and which platforms they feel comfortable using. Provide clear guidance ahead of your event e.g. how to log in, use the camera or microphone, how to ask a question so that they can fully engage.
- Use our resources to help teach those that are less confident with technology.
- The use of digital technology has accelerated in the last year so your audience may be more receptive to digital events. However, we need to be mindful though that not everyone has been on that journey.

Death is being discussed

Our finding:

- There is an increased awareness around death and people are looking for more information on how to plan and prepare and how to talk about death.

Our suggestion:

- Use our *Lets talk about it* resources to help facilitate conversations.

What happens on a blood donation session during Covid-19

Factors affecting perceptions of health risk (Ro)

Factors affecting perceptions of health risk could impact on donation behaviour...

Age and lifestage

- Older were typically more conscious of personal risk to health
- Those with children at school felt more exposed

Health vulnerabilities

- Those with existing health vulnerabilities (e.g. asthma) were more conscious of risk

Exposure to impacts

- Direct knowledge of affected friends, relatives or community members increased awareness of risk
- To some extent also related to location (e.g. lower risk in SW)

Frontline status

- Those working on the frontline, or close to people working on the frontline, were more conscious of risks

Ethnicity

- Wide knowledge of differential impact on black groups impacted consciousness of risk

Applied across ethnicities

More prevalent – or only relevant – amongst black donors

Kantar COVID Research 2020

Additional barriers during COVID (Ro)

Covid has introduced significant new barriers and also impacted on some of pre-existing barriers...

Safety concerns

Fears about personal health and potential exposure to Covid

Disruption

Shift in behaviours due to Covid impacts leading to reprioritisation of behaviour

Availability

Reduced service could lead to challenges booking appointments or cancellations

Accessibility

For some travel via public transport was a greater concern

Health Restrictions

Need to isolate could impact ability to donate

Returning from abroad

Less of an issue due to reduced travel opportunities

Across ethnicities

More prevalent amongst BAME

More common for sporadic donors

Social distancing on session / venue closures due to Covid / Staff shielding and sickness

Kantar COVID Research 2020

Safety measures in place on session

It's safe to give blood. Giving blood is safe and easy.

There are extra safety measures in place including:

- a self-assessment leaflet before you attend to check for coronavirus risk factors
- bigger spaces between chairs
- temperature checks before donating
- extra cleaning
- increased hand washing
- hand gel for donors to use

You will need to wear a fabric face covering when you donate. It doesn't have to be a surgical mask but should cover your mouth and nose.

[Find out more about giving blood during coronavirus](#)



Group bookings

- If you would like to make a group booking for up to 10 people (Covid restrictions). Please email community.funding@nhsbt.nhs.uk
- Please give us 2 months notice so that we can best accommodate you.
- Please note – masks must be worn on session and that social distancing is in place. Donors will not be able to wait for each other and can only attend their own appointment

Thank you for your patience!

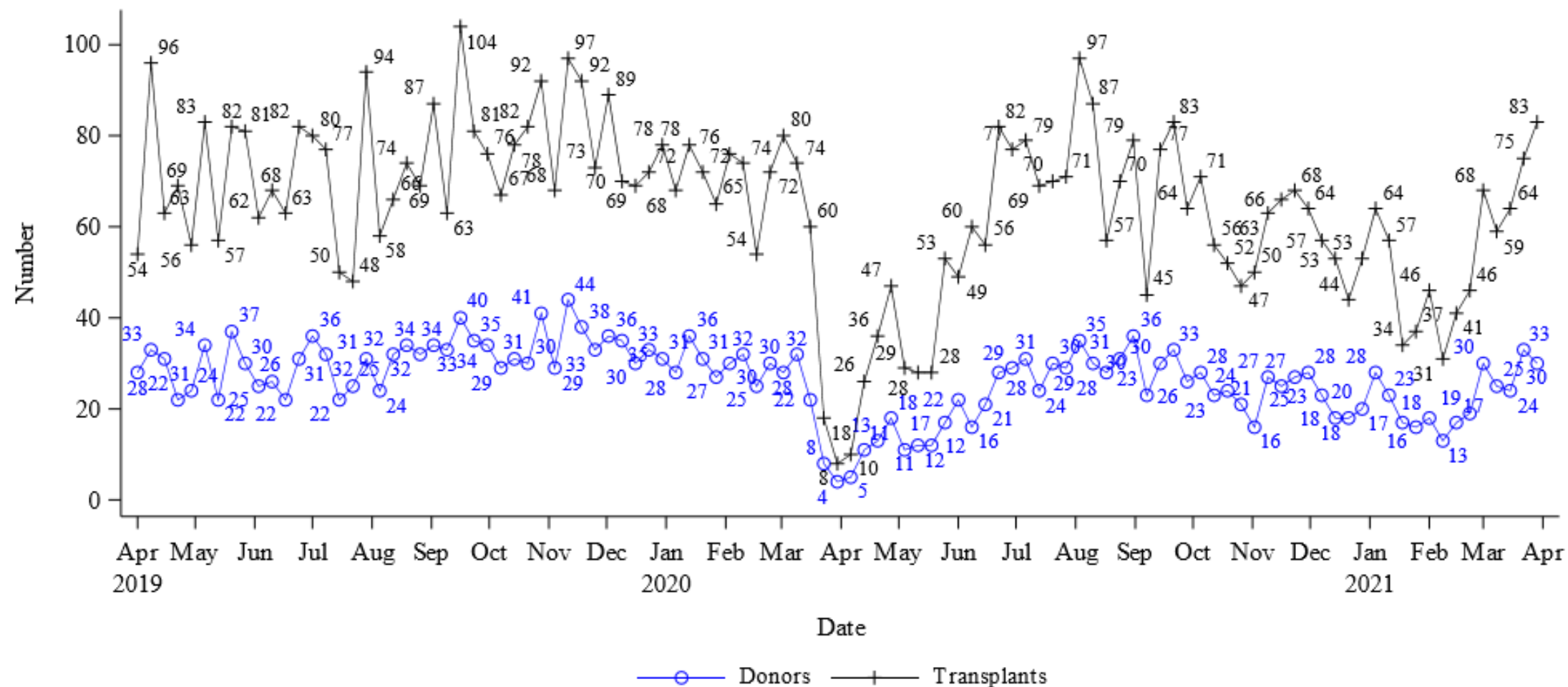
Current situation with organ donation and transplantation

Organs situation currently

- Donor and transplant numbers have been rising, which is very good news. It is a testament to our clinical team and the altruism of donors and their families.
- All our transplant centres are open.
- Living donation was put on pause in the early part of the year but we're delighted that the April kidney matching run is about to take place.
- You can find the latest organ donation and transplantation statistics such as how many people are currently waiting for a transplant and the number of people who have received a transplant since the start of April 2021 on our website – www.organdonation.nhs.uk

Figure 1 Effect CoVID-19 has on Deceased Donation and Transplantation

Number of deceased donors and transplants by week since 1 April 2019



Adapting to digital platforms and using digital tools

Adapting for digital platforms

Objectives:

- Refer back to your objectives can any be achieved digitally?
- Will your project be negatively impacted by delivering elements online?
- Consider a blended approach as we come out of lockdown – virtual and in person events.
- Digital events using breakout rooms facilitate in depth conversations

Audience:

- What digital tools do they already use?
- How have their habits changed since Covid?
- Consider practicalities – what time of day is best for them?

Virtual events in place of face to face - COVID contingency

- Whilst we are waiting for things to get back to normal, with regards to face to face events we will need to maintain a focus on virtual events. These events can be done with the help of Zoom or other suitable platforms.
- Things to think about:
 - Length of meeting, including comfort breaks
 - Preparation of materials before the virtual events
 - Leaving enough time for questions
 - Suitable times for the event – will enough people be available at the time of your event – AM vs PM



Evaluating Digital Success

Promotion: how well is the virtual event promoted?

- Social media
- Email
- During other meetings with large audiences
- WhatsApp and other messaging services

Online events

- Attendee numbers
- Speakers
- Feedback from the event: circulate a survey, or ask by email
- Chat: what questions were asked? Were there themes?

Content creation

- Engagement (comments, likes, reactions, shares)
- Video views
- Link click throughs

Remember to use your tracked link and campaign code in your activity. Email us if you need assistance.

Useful tools

- Information on digital tools is available in the [Sway Document](#) if you scroll to the bottom.
- We suggest that you [watch](#) our previous CIS Digital Delivery zoom recording.



Best practice real example – Malcom X Community Centre, Primrose Grenville

How we started



MALCOLM X COMMUNITY CENTRE

'BE A HERO AND DONATE'

An Interactive Information Project aimed at the African/Caribbean Community. The aim is to encourage people to engage in discussion that will effect a change in attitude about ORGAN DONATION.

**JAN - MAR - MAY - SEPT - NOV (2020)
JAN - MAR (2021)**

Contact the Malcolm X Centre on
0117955497/07436261835
to confirm - Venues, Dates & Times

141 City Road - St. Pauls - Bristol BS2 8YH
Email info@malcolmx.org

How we transformed



NHS
Blood and Transplant

MALCOLM X COMMUNITY CENTRE PRESENTS

**BE A HERO AND
DONATE**

NHS Blood and Organ Donation Virtual Events 2021

- | | |
|-------------------------------|--|
| Sat 20 th February | Health and Wellbeing during the Pandemic |
| Sat 27 th February | General Health Session |
| Thurs 11 th March | World Kidney Day 2021 |
| Sat 27 th March | General Health among Young People |



Malcolm X, Primrose Granville

This is how we promoted our events. We made sure the marketing materials were specific to both the host and speakers.

Free Webinar


HEALTH AND WELLBEING DURING THE PANDEMIC
3 - 4:30pm Saturday 20th February 2021

Introducing our host...

DA FUCHAMAN

(ZEMROY THOMAS)

Born and raised in St Ann, Jamaica, Da Fuchaman is an international reggae recording artist, songwriter and educator who now lives in Bristol, where he has built a strong reputation for himself in the music scene and community support network. Through the pandemic he has continued to work with vulnerable youths at a special education school, and recently shared his experience of taking the vaccine.



Register for the event:
www.bit.ly/mxccc2021

Free Webinar

MALCOLM X COMMUNITY CENTRE PRESENTS
HEALTH AND WELLBEING DURING THE PANDEMIC
3 - 4:30pm Saturday 20th February 2021

Introducing our panel...

DR CAROL IGHOFOSE

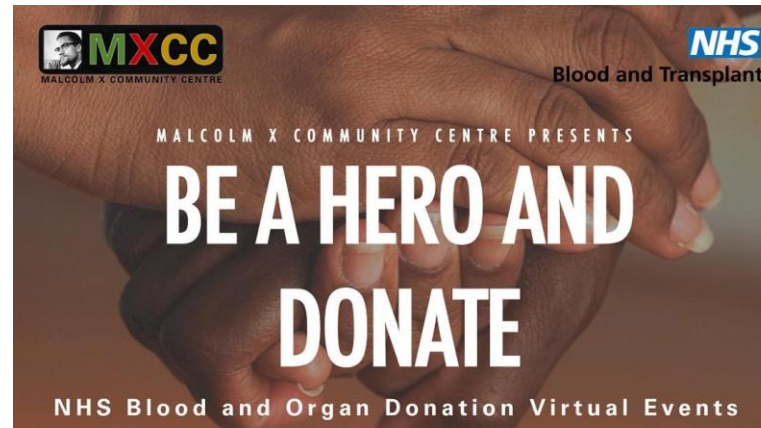
Dr Carol Ighofose is a Leicester-based General Medical Practitioner, researcher, author, speaker, missionary and a patient navigating the healthcare system. Carol's clinical repertoire also includes over 13 years of international nursing/midwifery experience. In 2011 she founded LydiMed, a medical consultation and educational services company.



Register for the event:
www.bit.ly/mxccc2021

 BE A HERO AND DONATE  Blood and Transplant

Malcolm X, Primrose Granville



3 - 4:30pm Saturday 20th February 2021

Health and Wellbeing during the Pandemic

Free Webinar

A general
health
discussion
surrounding
wellness, organ
donation and
Covid-19

Register online:
bit.ly/MXCC2021

Speakers

Da Fuchaman/Zemroy Thomas (Host)
*International Reggae Artist, Educator,
Vaccine Recipient, Community Supporter*

Dr Carol S. Ighofosez
*Leicester-based GP, Author, Speaker,
Missionary, Patient and Founder of LydiMed*

Dr Jo Brooks
*Consultant Community Paediatrician and
Vice-Chair of Bristol Race Equality Covid-19
Steering Group*

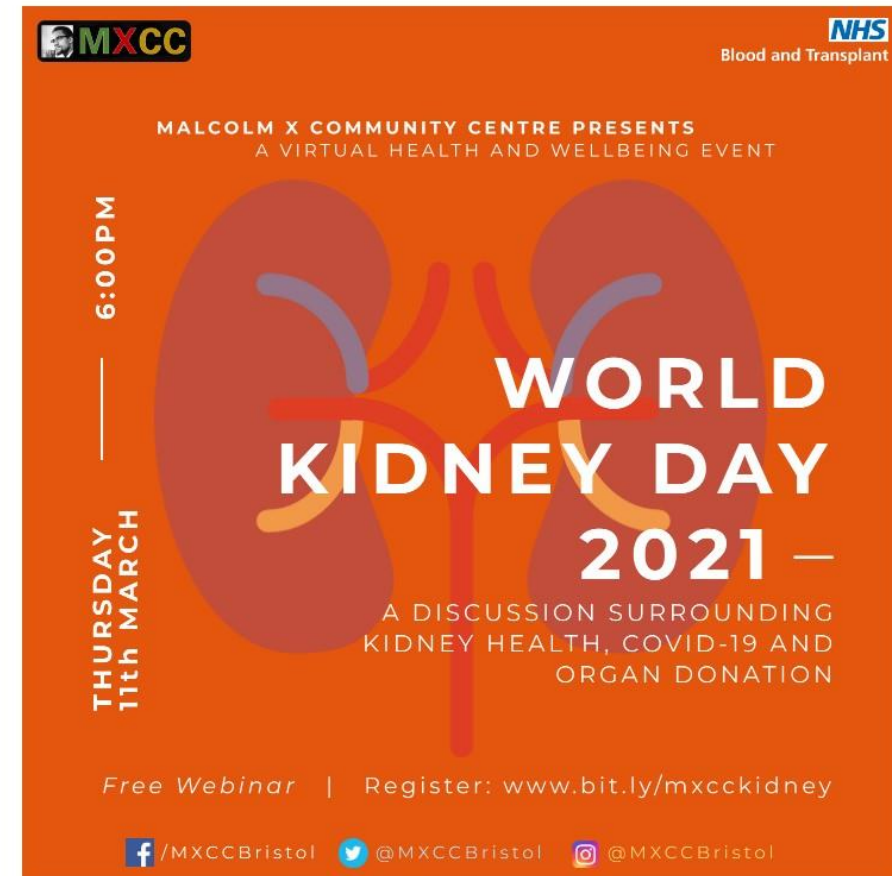
Dela Idowa
*Founder of Gift of Living Donation, Author,
Producer, Writer, Member of LDKT & NBTA*

Elaine Richards
*Nurse for 30+ years, Manager of nursing
team in inner city GP Practice*



Malcolm X, Primrose Granville

We maintained our schedule as per our original schedule despite the pandemic and changes.



Malcolm X, Primrose Granville

We kept our content and guest's current. Talking about Organ Donation alone during the pandemic would have alienated attendees so we blended both areas in every event.



Adapting Well To Challenges Q&A



Next steps

1. Attend the next Zoom workshop on Thursday 29th April, 12pm – 1pm. This will look at Living Donation. Zoom joining details are in the [Sway calendar](#). Do let us know if there is a topic you feel requires a lunchtime workshop.
2. Familiarise yourself with existing resources including the Sway document and digital tools. Also visit our new [CIS Resources webpage](#).
3. Consider booking a lunchtime drop-in sessions if you have any questions. You can join via your phone or using Microsoft Teams on a laptop, tablet or computer.
4. Set up your first meeting with your Advisor if you haven't yet done so.
5. Be sure to add your campaign code and tracked link to all marketing activity you prepare. More information on this is available in the Measuring Success from the Start presentation slides from the 1st April.

Thank You For Attending

Any questions please contact us:
community.funding@nhsbt.nhs.uk