

The Lord Mayor's Blood and Organ Campaign September 2013 to June 2014



The Lord Mayor for Bristol (2013 – 2014) Cllr Faruk Choudhury selected the Blood and Organ Donation campaign as his special project for his year of office. In particular, the Lord Mayors aim was to raise awareness and increase blood and organ donation in Bristol with a particular focus on those groups who are under-represented in the donation service, and whose community members have to wait longer for transplants.

This is a short report of the work done during his time in the office.

Campaign

A small working group made up of representatives from Bristol City Council, Public Health, Bristol City Council Marketing and Bristol Libraries, NHS Blood and Organ Transplant, Bristol Multi Faith Forum and the Lord Mayor Faruk Choudhury was set up to steer the programme.

Media and Marketing

Bristol City Council marketing team developed have campaign materials in the form of leaflets, posters and banners. The leaflets also serve as a registration form, and this will allows us to track the impact of the programme.

Community engagement has been led by the Development Officer, Bristol Multi Faith Forum with support from staff from NHS Blood and Transplant.

The campaign began in August 2013 with attendances by the Lord Mayor at community festivals and at was official launched by the on 17th September 2013 at an event for community and faith leaders the Mansion House in Bristol. A number of donor recipients and those who are awaiting an organ match spoke movingly at the launch event

Bristol City Council communication team worked closely with NHS Blood and Transplant resulting in extensive coverage on radio, TV and in the press during the period August - November. Ujima Radio made a particular feature of the campaign giving it both considerable air time but also promoting through their own staff group, one of the Ujima volunteers Adebomu Olaitan who is a awaiting an organ match, was one of those who spoke at the campaign launch . BCfm93 also featured the campaign inviting guest speakers.



Adebomi Olaitan

Promotion at Community Events and Venues

<div>2013</div> <ul style="list-style-type: none">• 25th August Islamic Festival• 7th September Faith Forum Health Event – City Academy• 17th September Faith and Community Leaders event at the Mansion House• 8th – 9th November Afrika Eye film festival at the Watershed• 16th November- The Lord Mayor and Anusha Edwards attended a Buddhist event with Sri Lanken Community.• 18th Nov St. Brendan Sixth Form College (Distributed leaflets).• 29th November Southmead Hospital• 12th Dec Organ Donation Community Champion Training at 162 Pennywell Road. <div></div>	<div>2014</div> <ul style="list-style-type: none">• 17th January Sikh / Muslim Dinner• 21st January Easton Community Centre• 4th February St Werburghs Community Centre• 7th Feb 2014 Easton Jamia Mosque• 13th Feb 2014 Somali Forum• 14th Feb 2014.Bristol Jamia Mosque,• 4th March 2014. Tawfik Mosque• 10th March 2014. Waring House, Redcliff• 14th March 2014. Shah Jalal Mosque• 16th March 2014. Bristol Hindu Temple• 18th March 2014. Info stall at an event Rose Green Centre• 23rd March 2014. Bristol Hindu Temple 2nd Visit• 23rd March 2014. The Bristol Hotel, Syrian Fund raising event• 30th March 2014. Sikh Temple (Siri Sabha Gurdwara) at Church Road• 27th April 2014. Bristol Sikh Temple, Fishponds• 4th May 2014. Conference held by Black led churches at the City Academy.• The Mall, Cribbs Causeway• 18th May 2014. Sikh Temple (Siri Sabha Gurdwara) at Church Road• 29th May 2014. Colston Hall-Sherya Ghosal performances.
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The campaign has been supported by the head of Bristol libraries outreach team and the display has been circulating local libraries including:

- Juction 3
- Central library
- Fisponds
- Bedminster
- St George

The local Blood and Organ Donation teams, supported by members of the steering group have visited schools and promoted the campaign at student events.

Community Volunteers

As a result of both the media coverage and the promotion at community events and venues a number of individuals have come forward.

- 28 people have attended community training sessions,
- 12 individuals have agreed to volunteer as community champions.

Measuring the impact of the campaign

The Lord Mayors campaign began in August 2013 culminating in the formal launch in September.

In assessing the impact of the campaign a number of factors can be taken into account.

- Any overall increase in numbers on the Organ Donor Register for Bristol. This can also be compared to increases in other areas.
- Any percentage increase in particular ethnic groups within Bristol
- Levels of engagement and discussion within communities. This is particularly important, as raising awareness and being able to talk about blood and organ donation is a vitally important element in supporting decision making.

Data obtained for this period from NHS Blood and Transplant indicates that between 5Th August 13 and 30th May 2014 there has been a steady increase of registration from BAME communities with 2 peaks in March 2014 and May 2014.

The amount of interest from community and faith groups is increasingly incrementally, with initial interest being cautious. As the events calendar and the volunteer recruitment data demonstrates, interest, trust and confidence has been growing during the term of the Lord Mayor Farun Choudhury with on-going focus with the support from Bristol Multi Faith Forum, the personal efforts of the Lord Mayor, and from other partner organisations, volunteers, community and faith leaders.

Next Steps

On 4th June partner organisations, volunteers community champions, BCC, NHS and the community representatives came together to witness the legacy of the campaign - the signing of an agreement between BCC and the NHS Blood and Organ Transplant; a formal agreement to continue with this vital work.

The campaign will continue with the same vigorous during 2014/2015 as was in 2013/2014. Bristol Multi Faith Forum will be coordinating the campaign in partnership with Public Health with support from colleagues at NHS Blood and Organ Transplant.



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