

## Regional BAME Leads in ODT

### Overview

Each of the 12 regional organ donation service teams throughout the UK have appointed a BAME lead to focus on increasing the levels of consent from the BAME community. There are a number of reasons why this approach has been taken.

Firstly, by appointing a Specialist Nurse – Organ Donation (SNOD) from within the regional team they are able to utilise their knowledge of the region, the make up of its communities, their ties within the regional team and in the wider NHS/ Community to identify and implement local actions to increase levels of consent from within their communities.

Secondly, it is appreciated that each community will have different needs and concerns in relation to organ donation. By having a SNOD in each of the Organ Donation Service teams they are able to identify the specific requirements of their communities and coordinate any actions and events.

The third benefit of local BAME leads is that there is an opportunity for the development of the SNOD role, which can be recognised as part of individual annual personal development plans (PDP). The position does not have a specific job description as this allows the SNOD to be responsive to the requirements of their communities.

The BAME lead in each regional team act as the link and point of contact for NHSBT's communication department.

Regional Leads are as follows:

Region	BAME Specialist
Eastern	Alia Rashid
London by 'cluster'	Carol Wylie – North West London Natalie Akenzua/Bimbi Fernando - North London James Feely/Prof. Magdi Yaqoob – East London Karen Debeer/Phil Hopkins – South London
Midlands	Janice Bayliss
Northern	Michelle Hunter (SNOD)/ Dr Sanjay Deshpande (CLOD)
Northern Ireland	Jo Byrne
North West	Angela Ditchfield
Scotland	Ros O'Sullivan
South Central	Lindsay Finch
South East	Melanie Roberts/Chrissy Redmond
South Wales	Emma Bennett
South West	Jim O'Sullivan/ Amanda Herman
Yorkshire	Jayne Fisher

## Faith Action Plan

The Faith Action Plan is being facilitated by the regional leads at a local level and work is being supported the Commissioning Team.

## Regional Activity

Some examples of the types of activity currently being undertaken by the regional leads is as follows. The complexity of the work undertaken and levels of engagement varies between regions. The activity listed excludes local media publicity.

Region	Initiative
<b>London</b>	<ul style="list-style-type: none"> <li>• There is a dedicated BAME CLOD/SNOD Group to co-ordinate all activity</li> <li>• 2014 Collaborative to have a BAME focus</li> </ul>
<b>London Clusters</b>	<ul style="list-style-type: none"> <li>• London divided into Cluster areas and each cluster has an individual plans</li> <li>• Activity broken down to individual hospital level to concentrate activity on the specific BAME population served.</li> <li>• Imam Symposium – to discuss and raise awareness of Organ Donation</li> <li>• Attendance at promotional events held in local temples, mosques and churches</li> <li>• ODR registration forms included to payslips at large East London NHS Trust</li> <li>• Engaging with GP and trialling GP prompted choice program</li> </ul>
<b>Eastern</b>	<ul style="list-style-type: none"> <li>• Numerous activities in conjunction with Gurch</li> <li>• Attendance at MELA's</li> <li>• Ongoing work in Luton and Dunstable and Bedford Hospitals to promote Organ Donation</li> </ul>
<b>Midlands</b>	<ul style="list-style-type: none"> <li>• City/Sandwell - have run a whole BME TV campaign through a local Asian TV channel called Sangat TV, comms team at NHSBT aware.</li> <li>• Birmingham Children's - running a Faith meeting at the council chambers with the Lord Mayor attending.</li> <li>• Leicester &amp; Derby - running an 'Ambassador' scheme for organ donation promotion, with a team of volunteers from a BME background.</li> </ul>

	<ul style="list-style-type: none"> <li>• Dedicated study day Burton Trust to raise awareness.</li> <li>• Russell's Hall Hospital in Dudley was the first in the region to sign up to the 'Council Partnership Scheme'.</li> </ul>
<b>Northern</b>	<ul style="list-style-type: none"> <li>• Working in conjunction with local CL-OD undertaking media work encouraging BAME donation</li> <li>• CL-OD was interviewed and involved in discussion on SPICE FM radio</li> <li>• CL-OD presented to collaborative meeting on the BAME 2020 strategy</li> <li>• Workshops organised in conjunction with Newcastle Science City and Eritrean Community to dispel myths and promote donation</li> <li>• Presented at health awareness days at Hindu Temple in Newcastle on Donation, ODR and informing relatives of their wishes.</li> <li>• Planned presentations at Muslim Temples within Newcastle and South Tyneside, Hindu Temple in Middlesbrough and Sikh Temple in Newcastle on the ODR, their wishes and donation</li> </ul>
<b>Northern Ireland</b>	<ul style="list-style-type: none"> <li>• Planned attendance at London BAME event for shared learning</li> <li>• Engagement plan with Chinese community being developed</li> </ul>
<b>North West</b>	<ul style="list-style-type: none"> <li>• Significant work with 'One Voice' in Lancashire to promote OD, including attending evening and weekend events and speaking at their Annual Dinner</li> <li>• Lead has forged ongoing links with community leaders</li> </ul>
<b>Scotland</b>	<ul style="list-style-type: none"> <li>• BAME activity is largely led on and directed by the Scottish Government. The BAME lead works in close conjunction with The Government to ensure a unified approach.</li> <li>• Current project involves working with Peer Educators to engage with communities and raise awareness.</li> <li>• The BAME lead has attended Mela's and other Faith events. 77 ODR sign ups from recent Glasgow Mela event,.</li> <li>• Liaison with Scottish Government through provision of BAME donation data</li> <li>• Representation at GGC ODC by Consultant Anaesthetist (Member of South Asia Voluntary</li> </ul>

	enterprise).
<b>South East</b>	<ul style="list-style-type: none"> <li>The BAME leads are working together to support a number of local publicity and raising awareness events in the region, these are mainly around St Georges and Croydon Hospitals as this is the main catchment area.</li> </ul>
<b>South Wales</b>	<ul style="list-style-type: none"> <li>Liaison with Welsh Government to organise large conference on Islam and Organ Donation</li> <li>BME health events being organised across Wales to include OD information</li> </ul>
<b>South West</b>	<ul style="list-style-type: none"> <li>Community Volunteer Champions programme established and training provided to help educate about OD</li> <li>Providing considerable support to the Lord Mayor of Bristol for his Blood and Organ Donation campaign including radio work and TV work and visiting local religious centres</li> </ul>
<b>Yorkshire</b>	<ul style="list-style-type: none"> <li>Links with Bradford newspapers for use as required</li> <li>Previous attendance at faith events and Mela's</li> </ul>
<b>South Central</b>	<ul style="list-style-type: none"> <li>Attending local various Faith events, such as Mela's, Eid festivals etc.</li> <li>Planning to link into local women's groups.</li> <li>Local community and commercial radio station interviews promoting BAME issues and encouraging enrolment onto ODR.</li> <li>Completed local radio interview in Northampton - donor family, recipient and faith representatives from Sikh, Buddhist &amp; Hindu faiths were interviewed</li> <li>Local organ/tissue donation study day with Professor Gurch Randhawa presenting on organ donation within BAME groups and how to engage with the BAME communities.</li> <li>Utilise hospital Chaplaincy departments to develop links into the wider community.</li> <li>Review regional KPI data to establish any trends for potential education need within the team.</li> <li>Maintaining links with other teams to share learning.</li> </ul>

**Fiona Wellington**  
**Head of Operations**  
**ODT**