

NHSBT Community Grants Programme

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Community Engagement : Supporting NHSBT mission, vision and strategic priorities

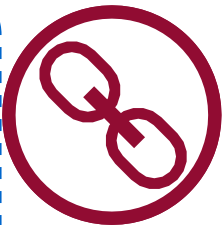
As we look to the future, our ambition is to save and improve even more lives, creating a world where every patient receives the donation they need.

To deliver this we will focus on five strategic priorities:



Grow and diversify our donor base

to meet clinical demand and reduce health inequalities



Modernise our operations

to improve safety, resilience and efficiency



Invest in people and culture

to ensure a high performing, inclusive organisation



Drive innovation

to improve patient outcomes



Collaborate with partners

to develop and scale new services for the NHS

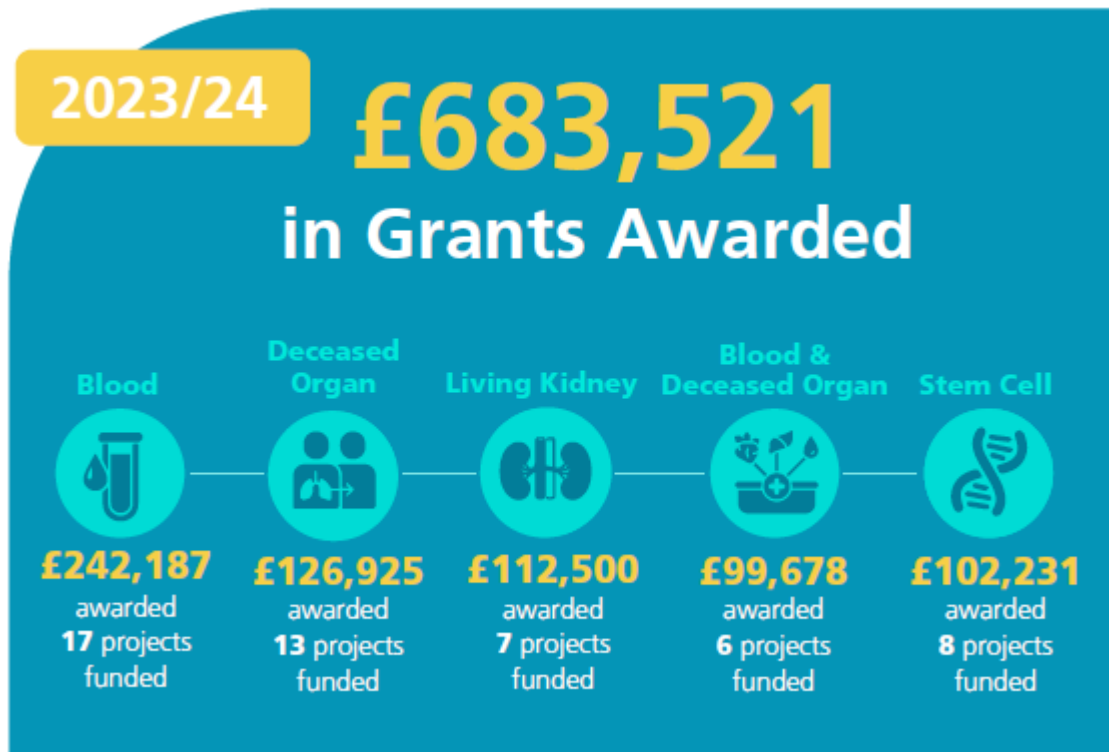
How Community Engagement can make it happen:

- **Build trust** with community members using effective place-based strategies
- **Shift attitudes** of priority audiences with clear messages around the need
- **Encourage action** to donate and advocate



Play this video to hear more about the powerful role we play

Community → Trust → Behaviour change → Impact



11.3 million people reached through online content and public-facing activity - amplifying awareness at scale.



90,545 direct conversations held in community settings - creating space for honest dialogue and informed choices that drive action.



Over 417 community-led events held in the hearts of our communities - building trust, visibility, and connection.



Over 700 community activities — plus **2,592** social media posts and **10,000** shares amplifying messaging online.



Over 3,662 blood donation registrations - potentially saving and improving over 10,986 lives.



Over 873 opted in to the Organ Donor Register, increasing the number of potential lifesaving organ donors.

Building Blocks for a successful community-led approach



Engaging Young People as Change Agents



Generational Differences



Involving Clinical Specialists



Tapping into Faith Moments and Communities



Creating Relevant, Culturally-Rooted Materials



Community Collaboration



Using Social Media to Reach Young Adults



The Importance of Face-to-Face Engagement

Building on success: Two-year funding and new opportunities

