

Messaging Conference action plan update from the IMPACT Working Group

Date: November 2025



Background

On 4th June 2024, The National Black, Asian and Minority Ethnic (BAME) Transplant Alliance (NBTA) and NHS Blood and Transplant (NHSBT) held a joint conference focused on developing messaging to promote organ donation among faith communities within minority ethnic groups. The event brought together faith leaders, researchers, community representatives, and NHSBT representatives. A report from the Conference was published and is available [here](#).

Following the conference, the IMPACT action group was formed, jointly chaired by Kirit Modi, MBE, Hon President (NBTA) and John Richardson, Assistant Director – Organ and Tissue Donation (NHSBT), to implement a two-year, 10-point action plan.

We are pleased to provide a progress report on the work done by the IMPACT Working Group. A final report will be published in Summer 2016. Any queries about this report should be sent to John Richardson john.richardson@nhsbt.nhs.uk or Kirit Modi kiritmodi1@hotmail.com.

Progress report

Recommendation 1: Publish faith-based guidance on messaging

- Five digital guidance documents covering Jain, Muslim, Sikh, Hindu, and Black Christian communities have been developed and were published in September 2025 by NHSBT and NBTA.
- Each booklet contains new messages relevant to the faith, on organ donation after death and living kidney donation and faith-specific messaging.
- The existing public-facing leaflets and videos are currently under review to ensure consistent, inclusive messaging.

Recommendation 2: Developing resources to support the faith messages

Following publication of the guidance documents, the IMPACT group is now considering how resources to help promote the messages can be developed and published.

Recommendation 3: New messages to be used by Community

All projects funded through the Community Grants Programme will be encouraged to integrate the new faith-based messages into their work. Grant recipients have been sent the new faith-based messages and requested to use them in their work.

An evaluation form to provide feedback on the new messages will be sent to the grant recipients in 2026.

Recommendation 4: Follow up to the recommendations emerging from the survey of Specialist Nurses (SNODs)

Feedback from SNODs, collected through a survey and presented at the conference, highlighted a need for better training around culture and religion. NHSBT has:

- Completed thematic analysis of the survey.
- Incorporated recommendations into the action plan.
- Begun planning updated training to build confidence among SNODs.
- Delivered a full day, virtual conference on Culture & Impact on Donation for internal and external donation and transplantation stakeholder (4 November 2025).

Recommendation 5: Chaplaincy Engagement

A chaplaincy working group has concluded that existing national forums are the best avenue for engagement. The IMPACT working group has delivered:

- Two 70-minute workshops at the Congress for the College of Healthcare Chaplains (6–8 October 2025).
- Further engagement with national chaplaincy services is under exploration.

Recommendation 6: Engagement with Organ Donation Committees (ODCs)

To assess and enhance the role of ODCs in raising awareness among ethnic minority/faith groups:

- A survey of all 146 UK ODCs is under development.
- Findings will inform the broader public engagement strategy.

Recommendation 7: Review of resources on websites

- A review of resources to promote organ donation among ethnic minority and faith groups available from the NHSBT and NBTA websites is underway.
- This will be followed up by updating websites and improving access to resources.

Recommendation 8: Establishing lead faith groups to engage with NHSBT

The idea of establishing lead groups within specific faith communities (e.g., JHOD and ACLT models) and the role of these groups is under consideration.

Recommendation 9: Establish group to implement the recommendations from the messaging conference

The Impact Group was established in September 2024. It meets every two months and is jointly chaired by John Richardson and Kirit Modi. It will conclude its work by July 2026. The work of the Impact Group is monitored regularly at full NBTA meetings and the NHSBT/NBTA Partnership Board meetings.

Recommendation 10: Provide six monthly updates on progress to all attendees at the Conference

This is the second progress report published by the Impact Group. The first one was published in June 2025.