

Save someone's life

While going about yours



Be there for black patients

Why we need more black donors
and how you can help save lives

**Partner &
Stakeholder pack**

There are currently 15,000 people with sickle cell disease in England. The majority of them are black heritage.

We need more black donors of black heritage because patients with certain conditions, such as sickle cell disease need blood which is as closely matched as possible. The best way to get this match is from blood of a similar ethnic background.

There are 250,000 people in the UK who carry Sickle Cell Trait – those with trait can donate!

We have approximately 10,000 donors of black African and black Caribbean heritage

Join them in saving lives!

Be there for patients like Paige

Paige has sickle cell disease and requires blood transfusions on a regular basis.

“I have been having painful crisis for the last 10 years – having nearly lost my life twice as a result. I have had a blood exchange transfusion every 3 months for the past 2 years. Without the exchange transfusion I would not be able to live my life the way I do.

I would like to thank every donor who has given their time and blood to enable me, and many others like me, to lead a normal life.”



I'm here – I'm involved

Our ask is simple: help us to spread the word amongst your friends, family, colleagues and supporters. Ask people to join us in making a difference to the lives of patients.

Please see some options below of how we can work together.

- Host a recruitment stand at an event, community hub or workplace so people can register and book an appointment to give blood.
- Work with us to coordinate group bookings so large groups can donate together at a local session.
- We can provide screensavers, articles and digital assets for your emails, newsletters, whatsapp groups or website.
- We can provide promotional leaflets and posters.
- Support our national campaigns on your social media channels.
- **Let us know of any** stories of people donating or receiving blood.



NHS
Blood and Transplant

SICKLE CELL SOCIETY

This World Sickle Cell Awareness Day spread the word – Trait CAN Donate!

We need more donors with black and mixed race heritage, we're more likely to have rare blood types needed to treat Sickle Cell Disease.

Register today at blood.co.uk or call 0300 123 23 23

Save a life Give blood

16170204



NHS
Blood and Transplant

I was there

One love, one blood. Saves lives

More black donors are needed to help save and improve lives. We are more likely to have rare blood types.

Register today, visit blood.co.uk or call 0300 123 23 23

Save a life Give blood

Or become a community champion and help us recruit more donors email: onelove@nhsbt.nhs.uk

RAFA **BLOOD FOR LIFE** **THE ROYAL BLOOD GROUP** **1955** **1967**

16170204

Want to do something different?

We are also keen to explore opportunities for tailored or bespoke assets and activities and can work together to generate creative ideas to ensure they stand out and create a buzz around your support.





We look forward to hearing from you, just get in touch.

partnerships@nhsbt.nhs.uk

Please state: 'I'm here for black patients' in the subject heading.

A guide and assets will be available on our dedicated portal or from your contact. A link will be sent to you.

Call to action:

- Register to become a blood donor at blood.co.uk
- Follow us:
-  **GiveBloodNHS**
-  **@GiveBloodNHS**
-  **GiveBloodNHS**
-  **NHSGiveBlood**



Other ways to get involved:

Get involved in our national campaigns

You can also support us by helping to maximise media exposure by contacting the media in your area or by letting us know about any local activities you are doing – the NHS Blood and Transplant press team can provide you with statistics around how much blood is needed and messages to ensure consistency.

Has someone you know got a great story to tell?

If you have any personal stories about blood, stem cell or organ donation to share and would like our help to promote this, please contact our press team on: pressoffice@nhsbt.nhs.uk

We also run a number of campaigns throughout the year. Here is a snapshot of the recent campaigns we have done/are doing.

April – June 2017

National Blood Week June

July – September 2017

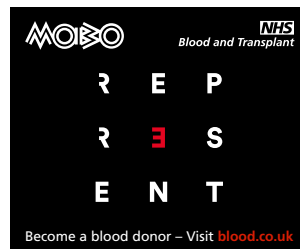
MOBO Campaign
Sept/October

October – December 2017

Winter stock build
Nov – Dec

January 2018

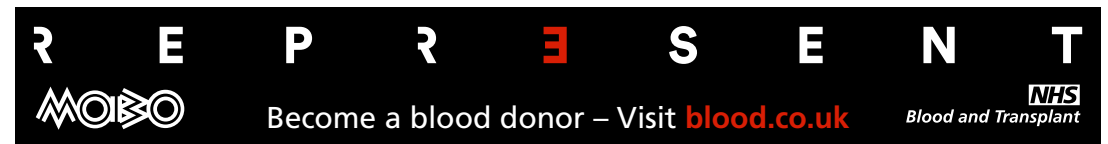
New Year campaign January



What's in it for you?

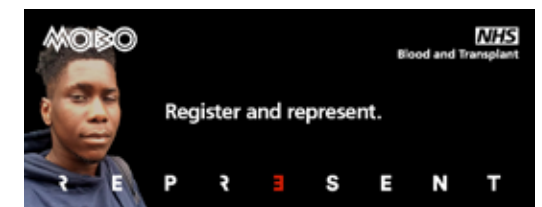
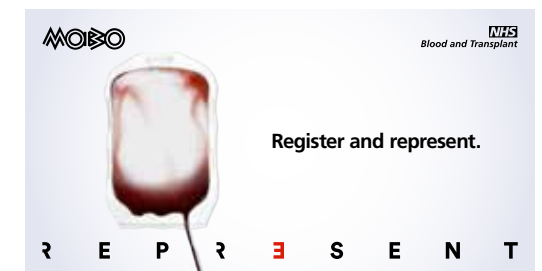
- A chance for you to really make a difference to the lives of black patients
- Positive news coverage and social media activity around your success story.
- It's a really great way for the community to come together and to let them know how needed they are, to save lives!
- It's never been easier to be a hero.
- You will feel great afterwards! In only one hour, each person can save or improve up to three lives. Something to really shout about.
- We can track activity should you wish to, so we can feedback to you after the campaign about the registrations and social media activity that your support helped us achieve.

Last year we undertook a partnership with the MOBOs – with fantastic results. You can be part of this year's work.



MOBO case study

Over **250,000** people viewed the music video, we got more black donors attending sessions than the last three years.



It's not just blood which matters – we need more black organ and stem cell donors too.

Organs

People of black heritage more frequently develop conditions such as diabetes and certain forms of hepatitis, making them more likely to need a transplant.

Black patients make up a third of the active kidney transplant waiting list. Generally, these patients wait significantly longer for a kidney transplant than white patients.

For many patients the best match will come from a donor from the same ethnic background.

While some people with a black background go on to donate when they die each year, this is not enough to meet the needs of all patients waiting for a transplant from those communities.

Proportionally, there are significantly less people of black heritage signed up to the NHS Organ Donor Register than other ethnicities. These groups are also much less likely to consent to donating a relative's organs.

You could help improve the chances of black patients getting the transplant they need by signing up to the NHS Organ Donor Register and by talking to your family and other people important to you, about what you want.



   [nhsorgandonor](https://www.nhs.org/organ-donor)
[organdonation.nhs.uk](https://www.organdonation.nhs.uk)




Stem Cell (aka Bone Marrow)

Why do we need bone marrow and stem cell donors?


There are a number of diseases that prevent a patient's bone marrow from working properly. These include leukaemia and aplastic anaemia as well as other diseases of the immune system. Although chemotherapy will successfully treat some of these patients, for many the only possibility of a cure is to have a stem cell transplant from a healthy donor. In about 30% of cases, a matched donor can be found from within the patient's family, such as a brother or sister.

The other 70% of patients have to rely on a matched volunteer donor, identified through the British Bone Marrow Registry (BBMR). We need to continue to recruit more donors, particularly from ethnic communities. This is important as finding a suitable match, whenever a bone marrow/stem cell transplant is needed, is often difficult due to the lack of appropriate volunteers on the Registry. We ask our blood donors to join the Stem Cell Registry, but we need to continue to recruit more donors, particularly from black and South Asian communities, as the best match often comes from people from the same ethnic background.



**Change someone's
life tomorrow...
ask about joining the
British Bone
Marrow Registry
today.**

**Your community
needs you**



Visit www.bbmr.co.uk
or call **0300 123 23 23**

**British Bone
Marrow Registry**

The British Bone Marrow Registry (BBMR)

The British Bone Marrow Registry (BBMR) is a division of NHS Blood and Transplant, working in co-operation with the other UK bone marrow/blood donor registries such as Anthony Nolan. It is also part of an international network, performing searches around the world to find suitable stem cell donors.

How can I join the BBMR?

You can join when you next give blood, or at the same time as your first donation.

Please inform the staff at the blood donation session that you wish to join the BBMR before your blood donation is taken.

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**For further information, please
respond to your contact.**

partnerships@nhsbt.nhs.uk

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in the subject heading.**

**THANK YOU FOR YOUR
SUPPORT AND FOR JOINING
US IN HELPING TO SOLVE A
HEALTH INEQUALITY**