



# The journey of BAME donor recruitment and retention within NHSBT - from bespoke to Business As Usual.

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National BAME Marketing Manager

# BAME – Terminology and Context



‘NHSBT recognise it as: *‘People from a visibly BAME background’*.  
In essence people who are not Caucasian.

# 2000

- Only 4,500 BAME donors

# In the beginning . . .

The NBS created . . .

# THE IMG!

# Triggers for initiative



versus



Each should complement the other resulting in:

# Issues within NBS/NHSBT

Lack of understanding:

- The pertinence to BAU
- The terminology
- The medical need
- The communities themselves – stigma / mystique
- The pathways (internal and external)

Fundamental issue is PEOPLE!

# BESPOKE APPROACH

- Community Specific Materials
- Small Scale Community sessions
- Community microsite
- Community campaigns
- Community 'influencers' utilised.



# BESPOKE BARRIERS

- Not expandable
- No alignment with rest of NHSBT
- Struggled to get beyond early successes
- Not dovetailed with NHSBT landscape
- Not designed to cope with increasing pressures – supply v demand
- No visibility
- No longevity

Something had to change



**It's people who bring change**

# What do 'people' bring to the table?

- Knowledge and expertise
- Authenticity
- The ability to share and discuss and disagree
- Passion – important and infectious
- Pragmatism
- Togetherness
- Other people
- Meritocracy



# Single most important person for making BAME - BAU



# RESULTS

- Reporting far more in depth
- Seen continuous improvement in the face of massive demand hikes
- Creating bespoke methods of donor interaction WITHIN existing frameworks
- Longevity of project and of project relationships
- Reach throughout NHSBT magnified

# RESEARCH AND DEVELOPMENT

2/26/2015

ESNO

NHSBT  
Understanding BAME blood donation  
Final Debrief – 26<sup>th</sup> February 2015

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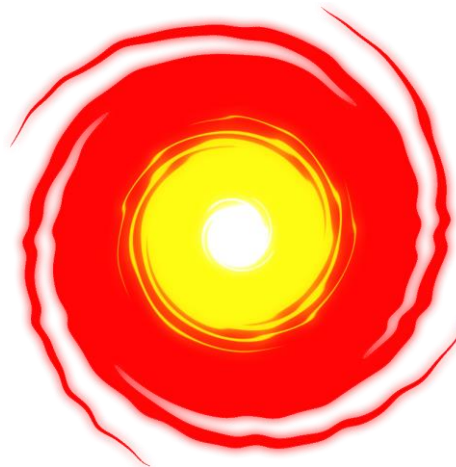
## Background & Methodology

REVEALING REALITY

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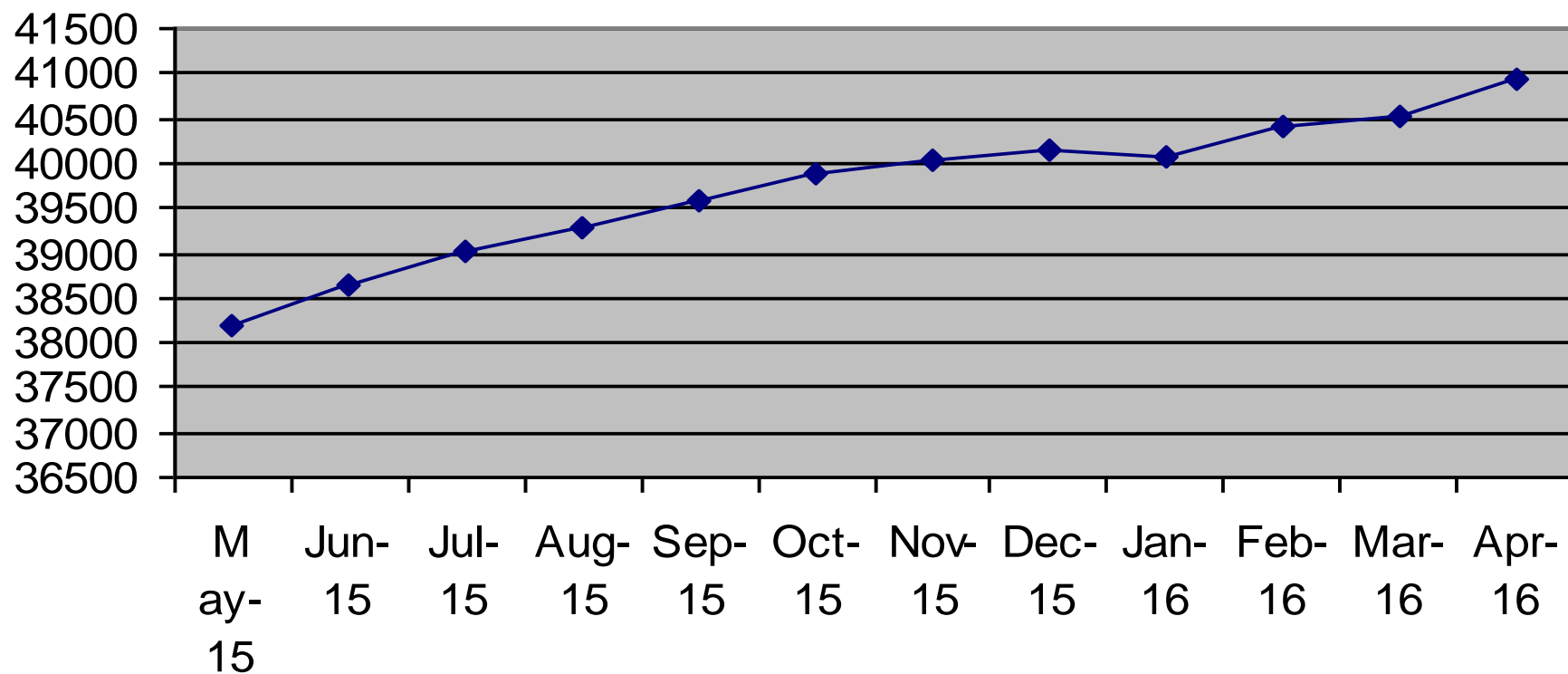
## Action Plan for Minority Recruitment

Working towards a diverse and representative donor population

MIMI Project  
September 2013

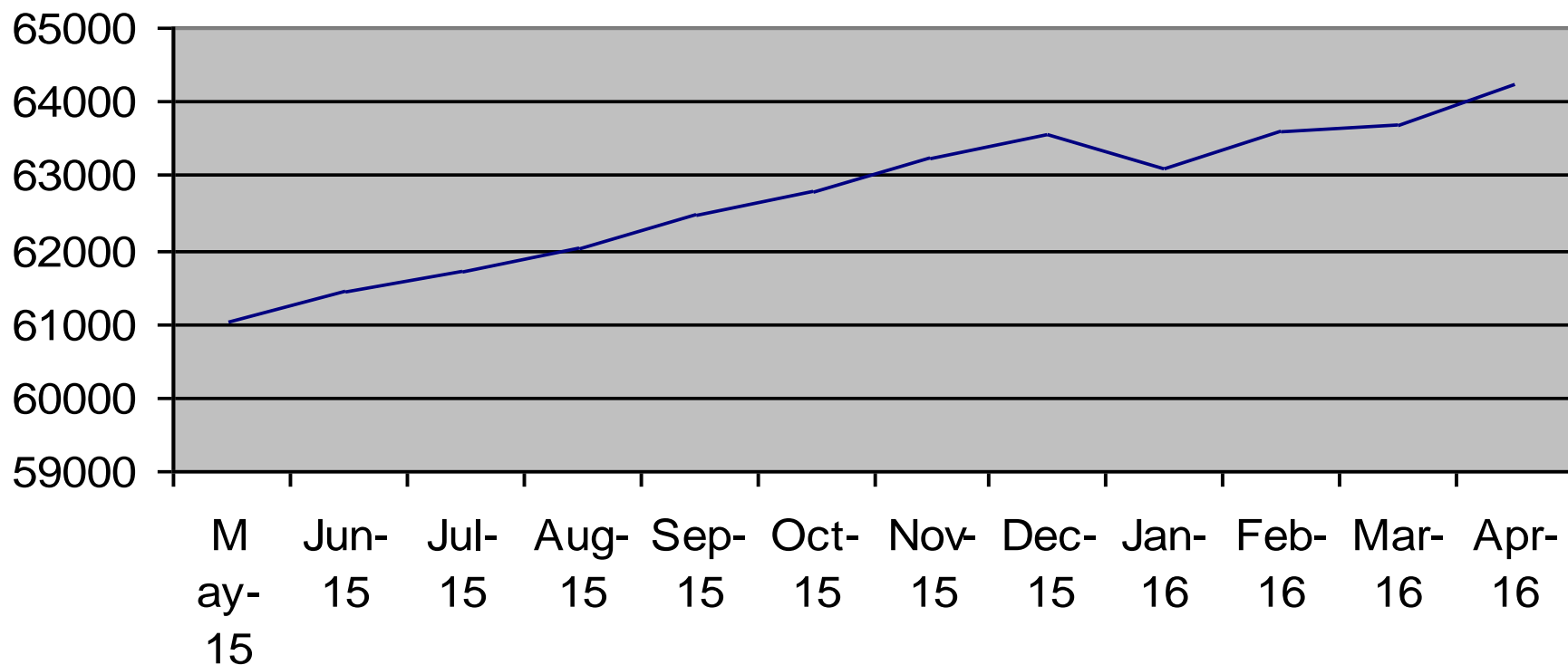
EVENTS – MFF, BAME STAKEHOLDERS CONFERENCE, H-O-P EVENTS

## BAME Donorbase



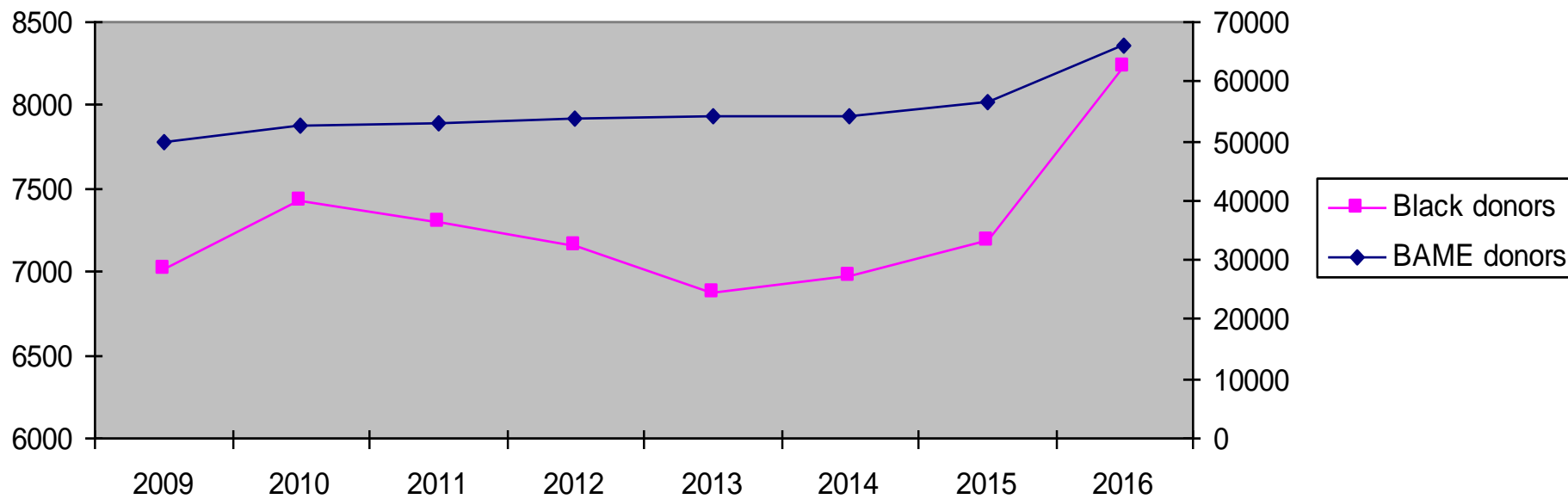
**38,210 – 40,919 = increase of 2709**

## BAME Donations



**61033 – 64211 = increase of 3188**

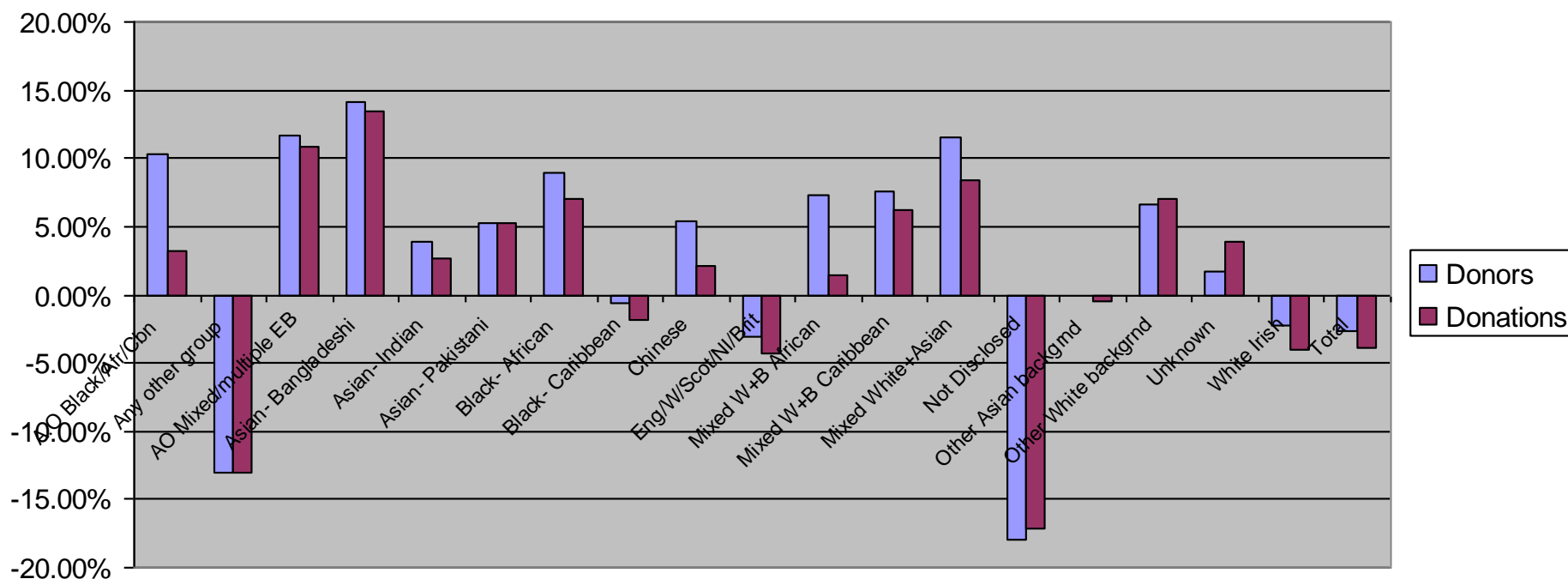
### Active (donor based on 2 year active status) - BAME & black donors





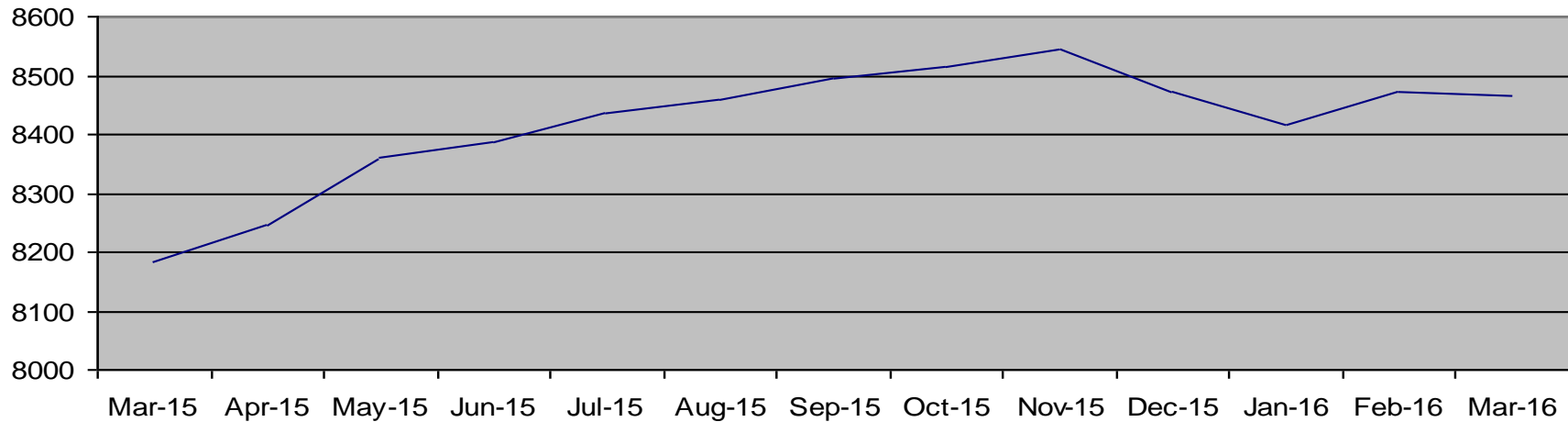
# FUTURE – BAU

YOY Comparisons - BAME donors and donations - 2014/5 - 2015/6

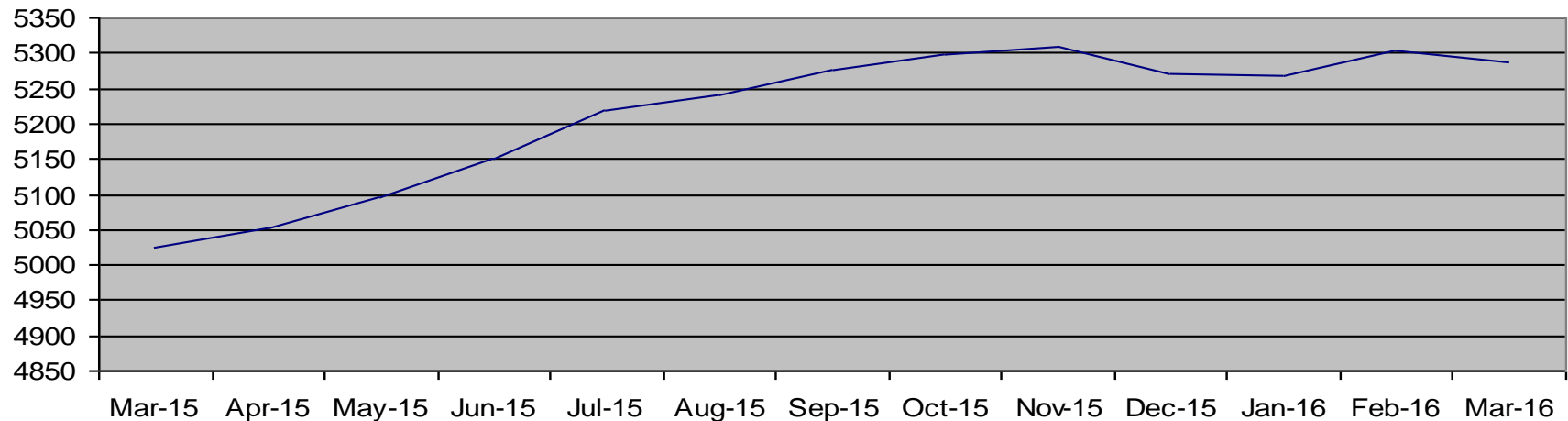


# Black community results

Black Donor Donations

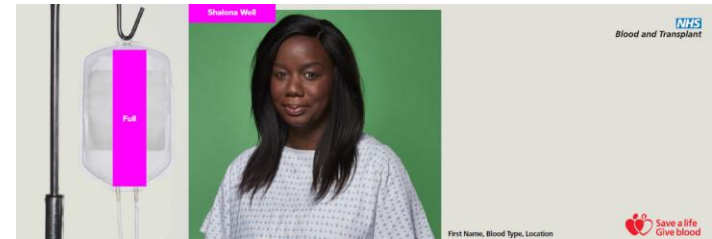


Black Donorbase



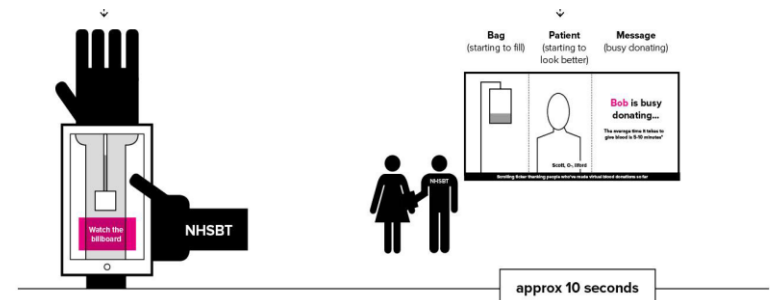
# Paid performance – Ocean Media

- Facebook Black performance:
  - females cheaper at £1.25 CPC vs. males at £3.51
  - Highest overall – Asian male £3.84 CPC
  - Cheapest 68p white female.
  - Best CPR Black Female - £47.50 (av - £23.49)

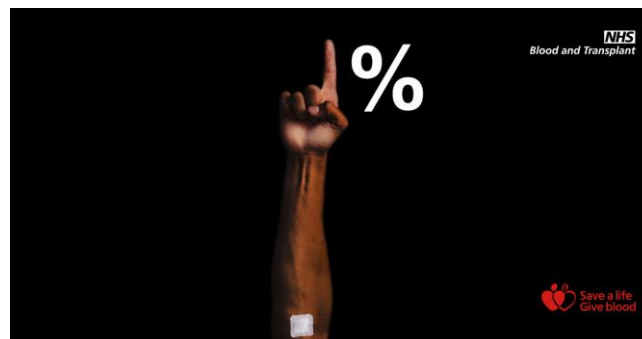
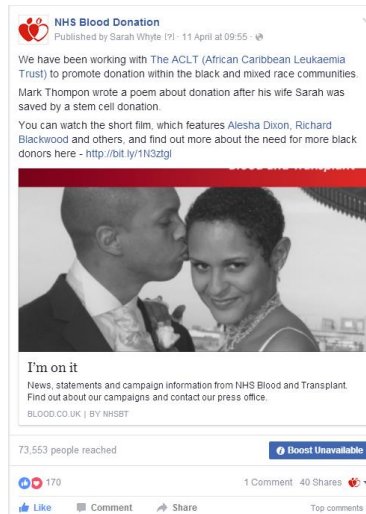


## Twitter Black performance:

- Black females outperformed Black males overall with cost per sign up £22.09 (av £25.60)
- Currently testing generic advertising effectiveness between BAME and Caucasian audiences.

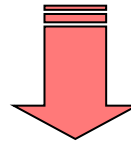


# Increased Social Media Presence

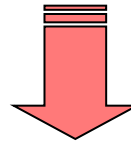


# The Gamechanger - Ro

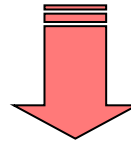
INCREASED UNDERSTANDING



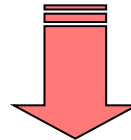
INCREASED VISIBILITY



INCREASED UNDERSTANDING OF RAMIFICATIONS

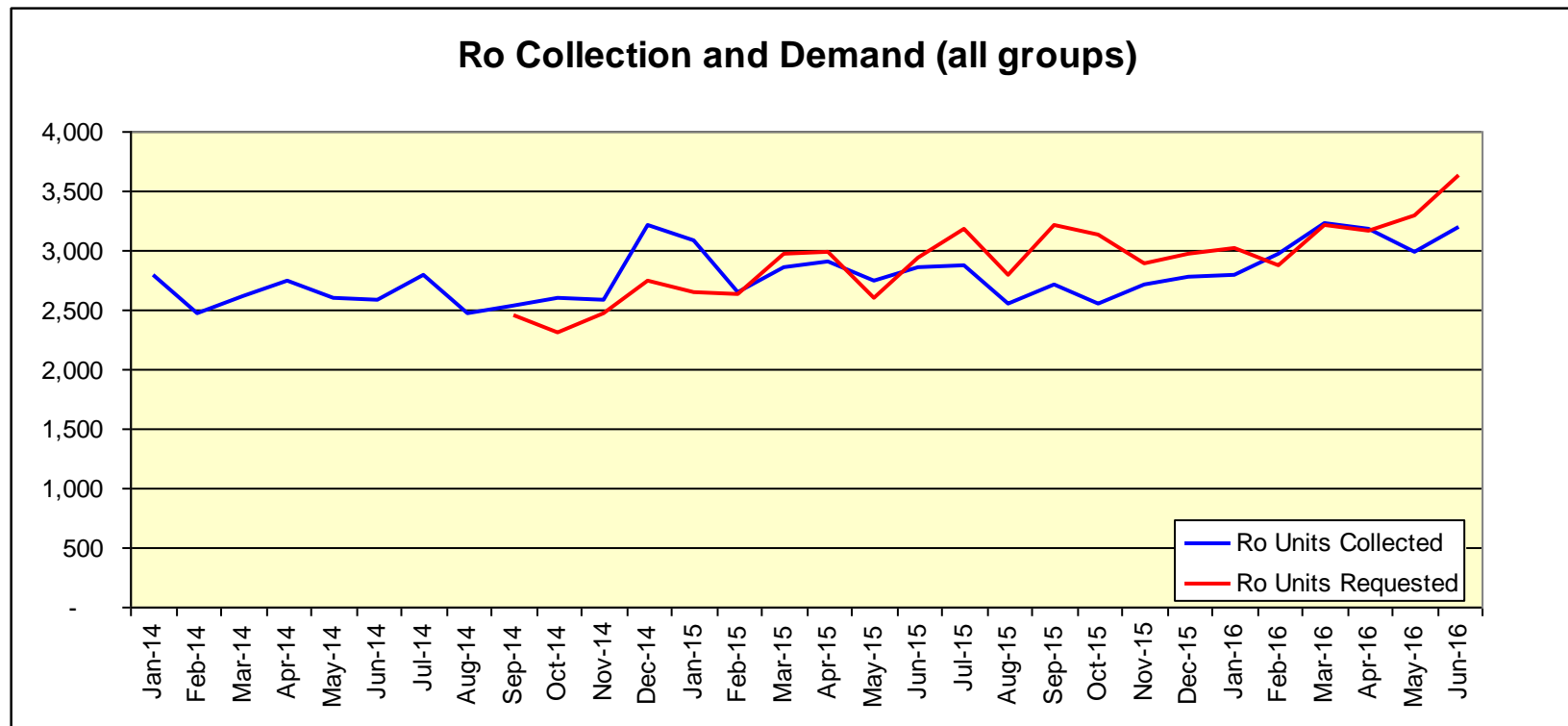


INCREASED VIGOUR TO SOLVE THE ISSUE



CONTINUOUS IMPROVEMENT TASKFORCE CREATED

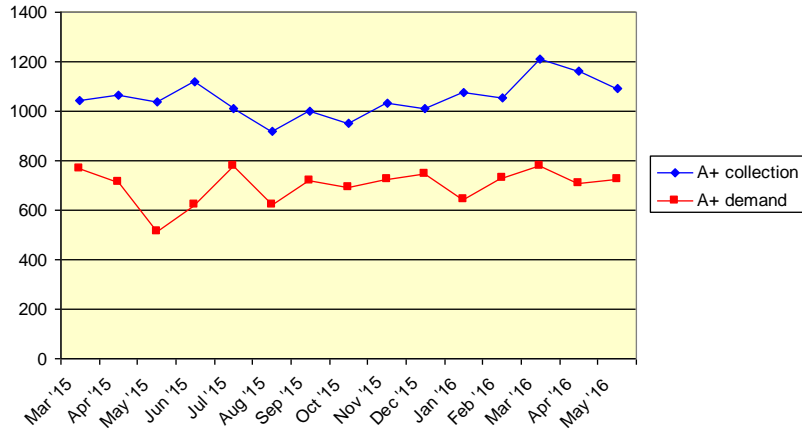
# Reporting examples



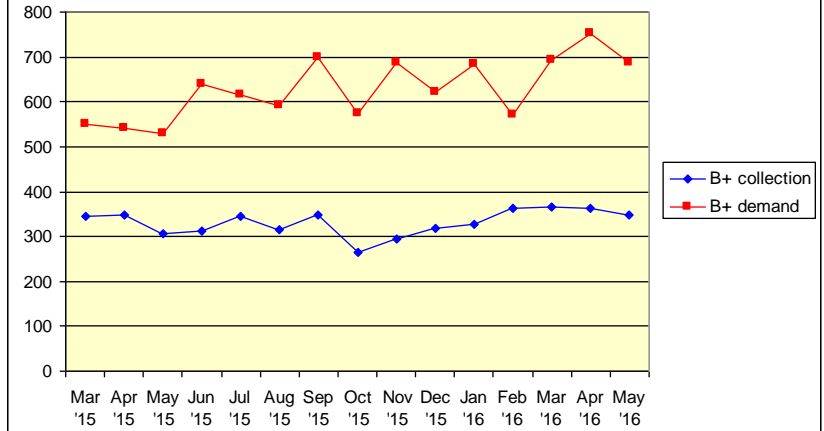
- Ro units requested for June hit an all time high of 3633
- Units collected have recovered after the 200 unit drop during April
- Ro red cells supply vs. demand was up from May at 58%
- Units collected remain below units requested, with June seeing the gap widening

# Ro collection vs. demand by group

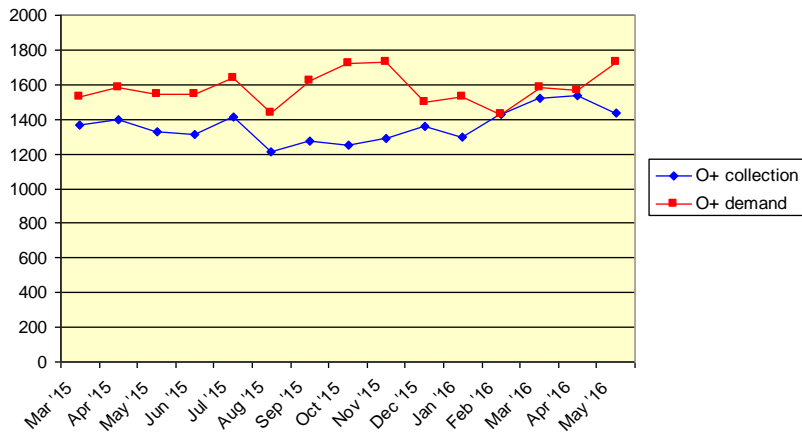
A+ collection vs. demand



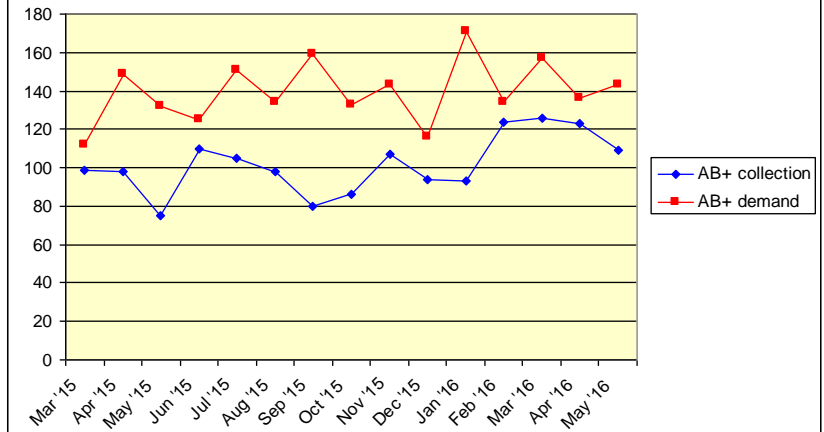
B+ collection vs. demand



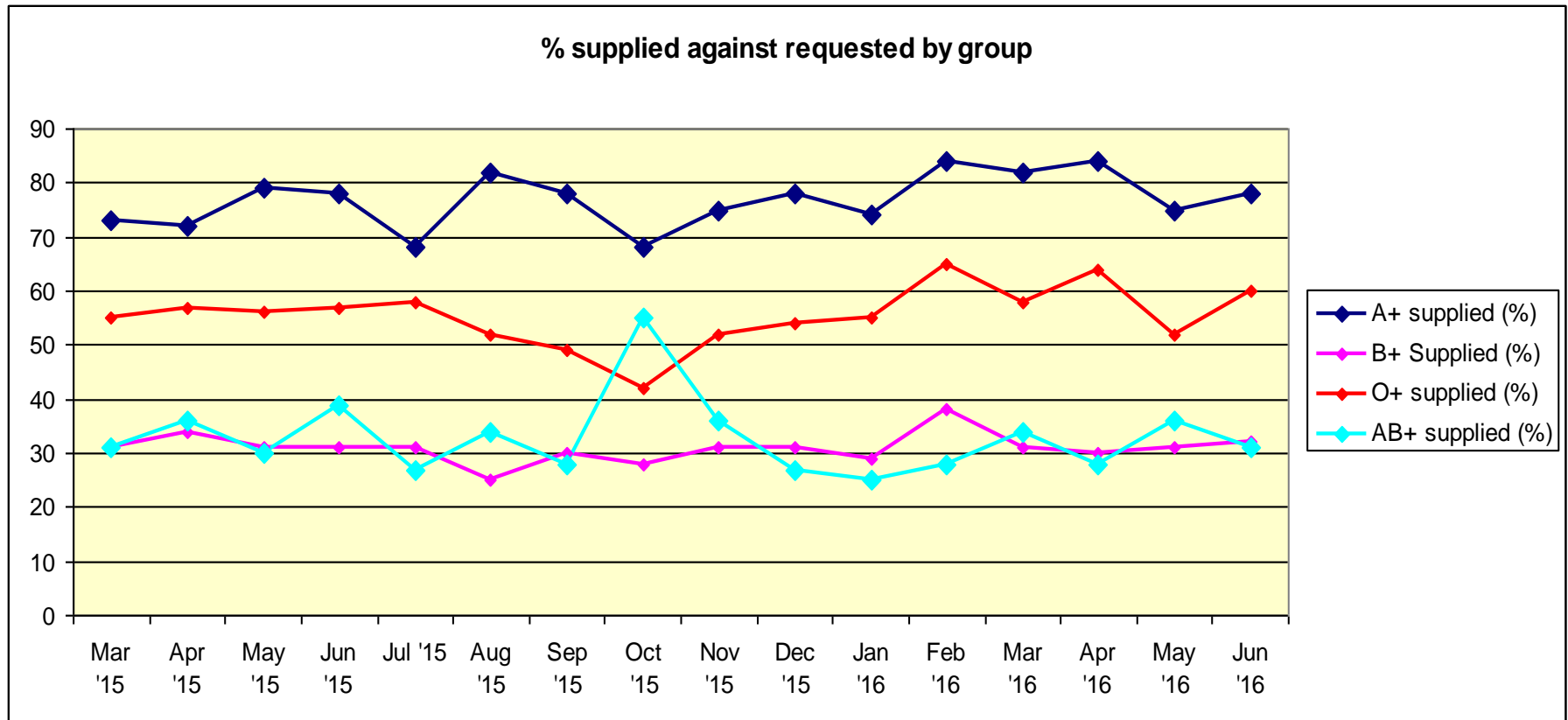
O+ collection vs. demand



AB+ collection vs. demand



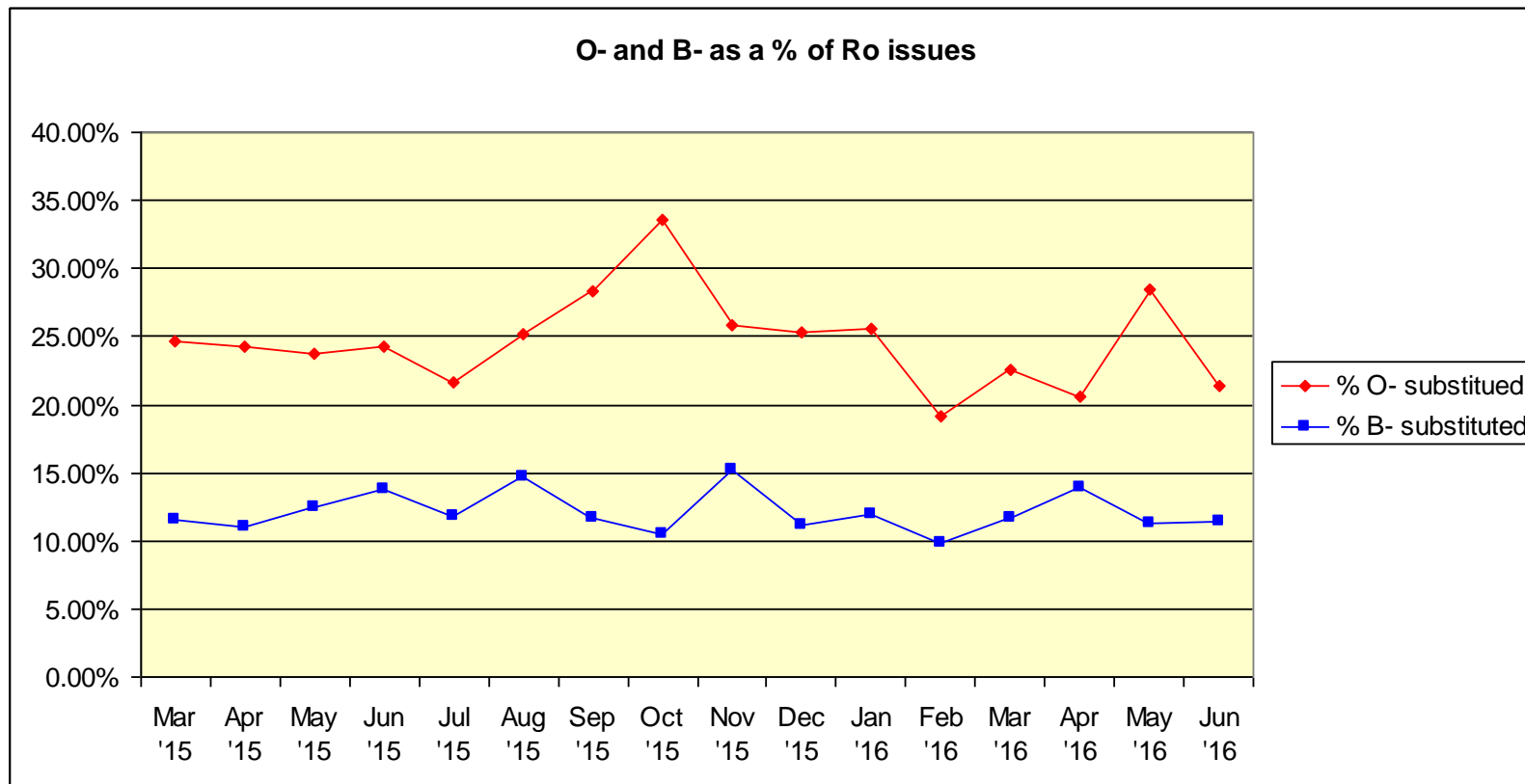
# Supplied against requested by group



- O+ and B+ still remain the biggest challenge, particularly due to the pressure it puts on O- and B- stocks.



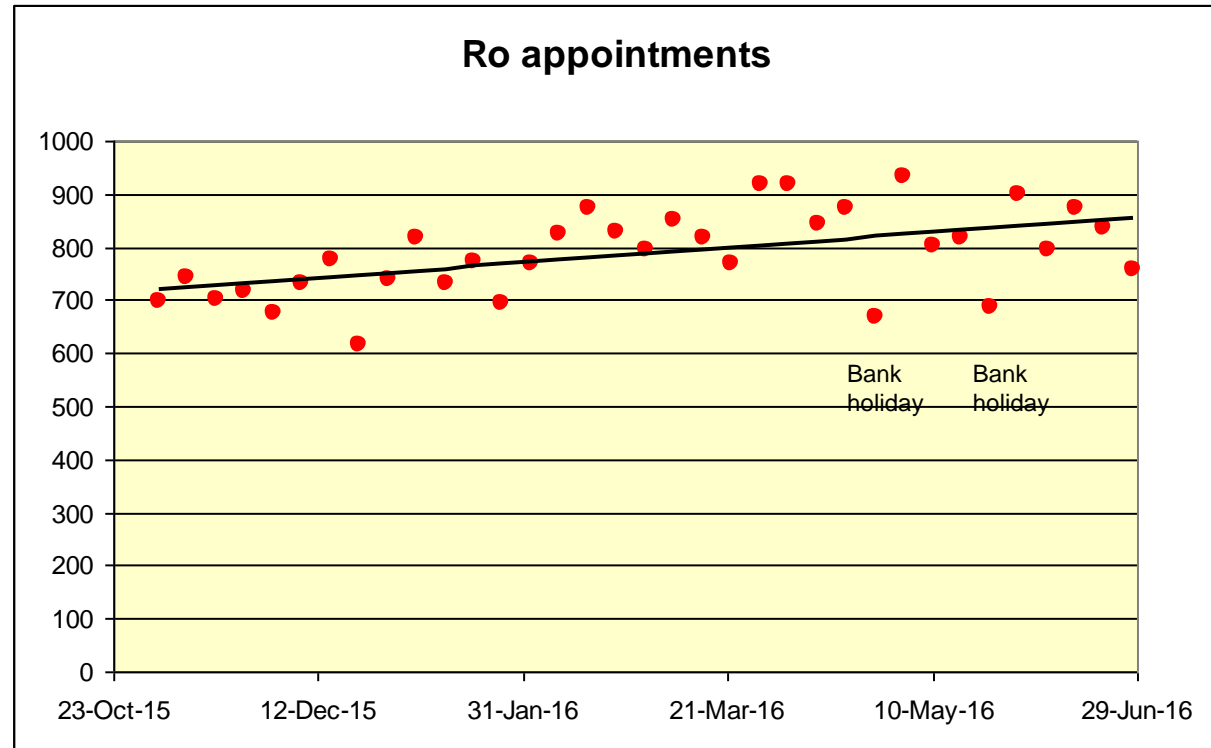
# Impact on O- & B-



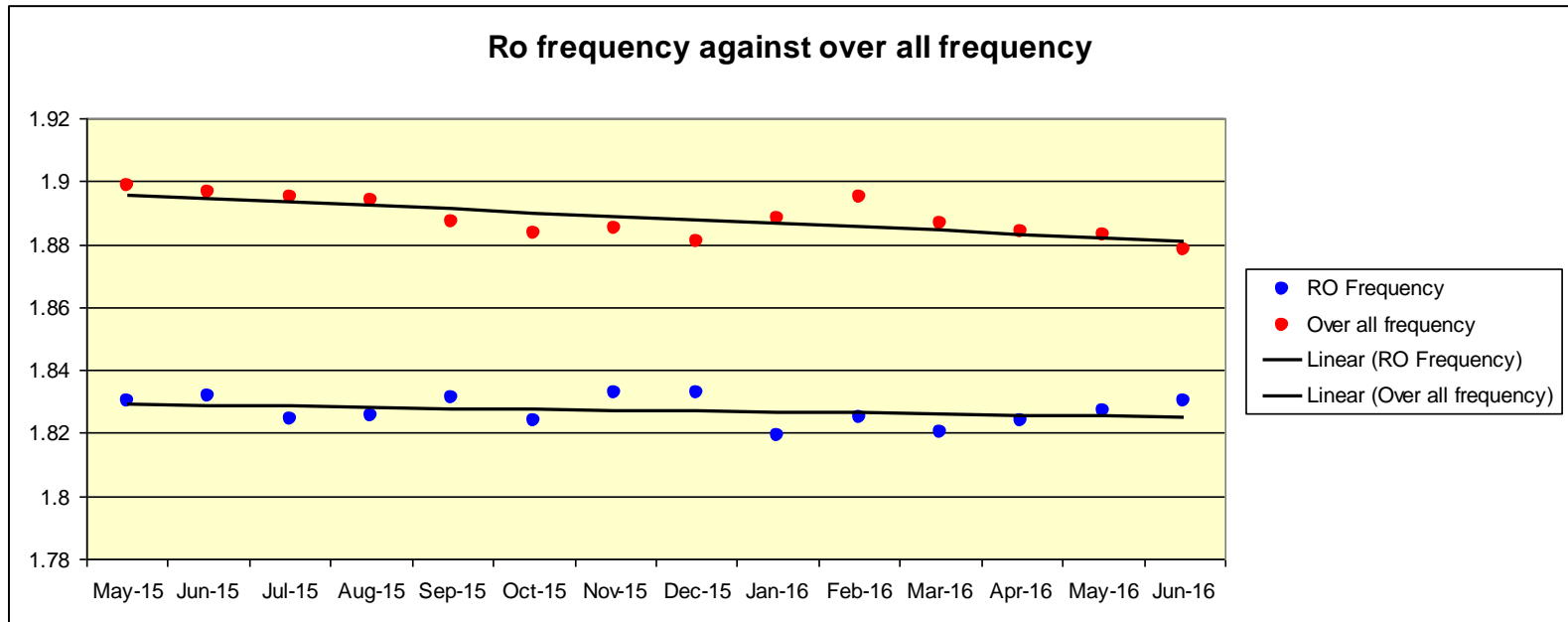
- Since March 2015 the monthly average O negative issues as Ro substitution is 745 units – approximately a days collection.
- Since March 2015 the monthly average B negative issues as Ro substitution is 367

# Ro Mobilisation

- The number of Ro appointments in the grid is rising, delivering increased Ro collection
- Appointment numbers for w/c 31/05/16 were approx. **30%** higher than at the beginning of November 2015.
- As a proportion of the grid the increase is faster: Ro donors were 1.9% of appointments in Nov '15 and are 2.34% now – an improvement in Ro grid penetration of about **20%**

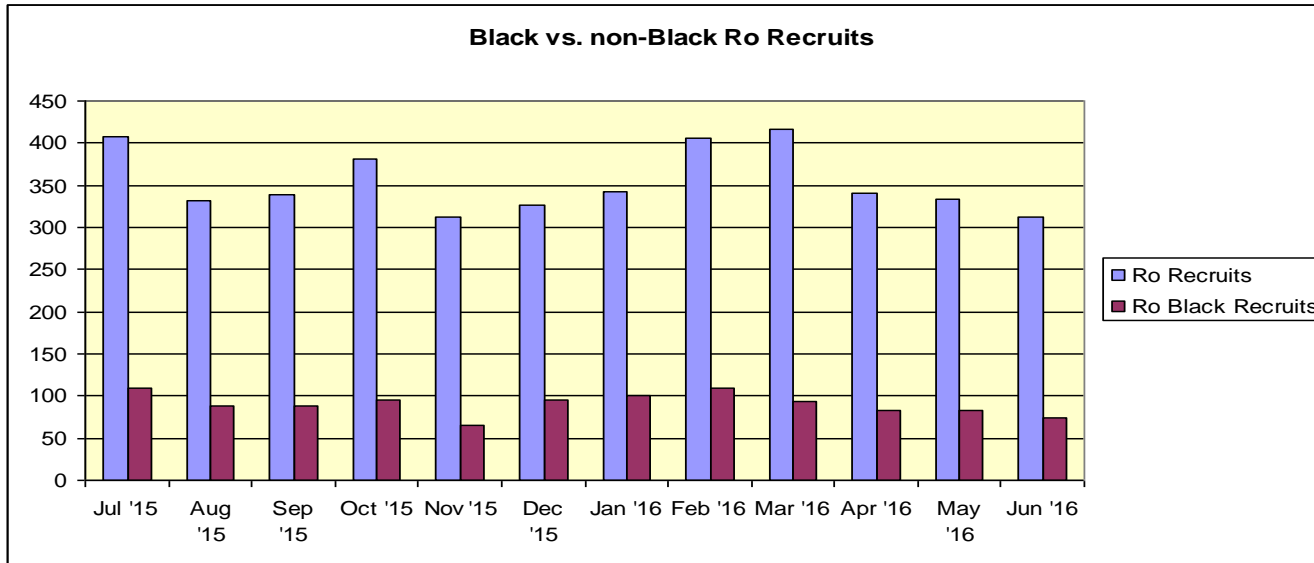


# Ro Donor Retention



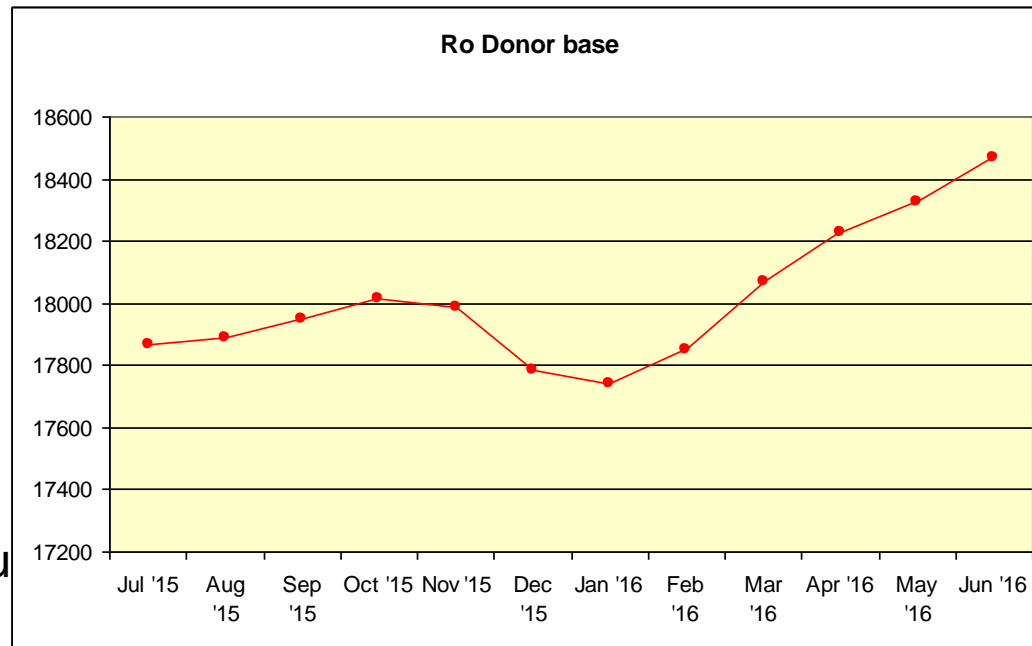
- Ro donor frequency is 2.5% lower than overall WB donor frequency
- Ro donation frequency has held steady over the past 12 months against a background of falling frequency amongst donors in general. In June Ro frequency was up at 1.83.
- Drop in Ro frequency for March is likely attributable to the increase in recruitment

# Ro Recruitment



- Ro donor recruitment is slowly trending downwards since a peak in March.
- Black recruits still make up a small proportion of Ro recruitment over all, despite being approx. 10 times as prevalent in the black population.

# Ro Donor base

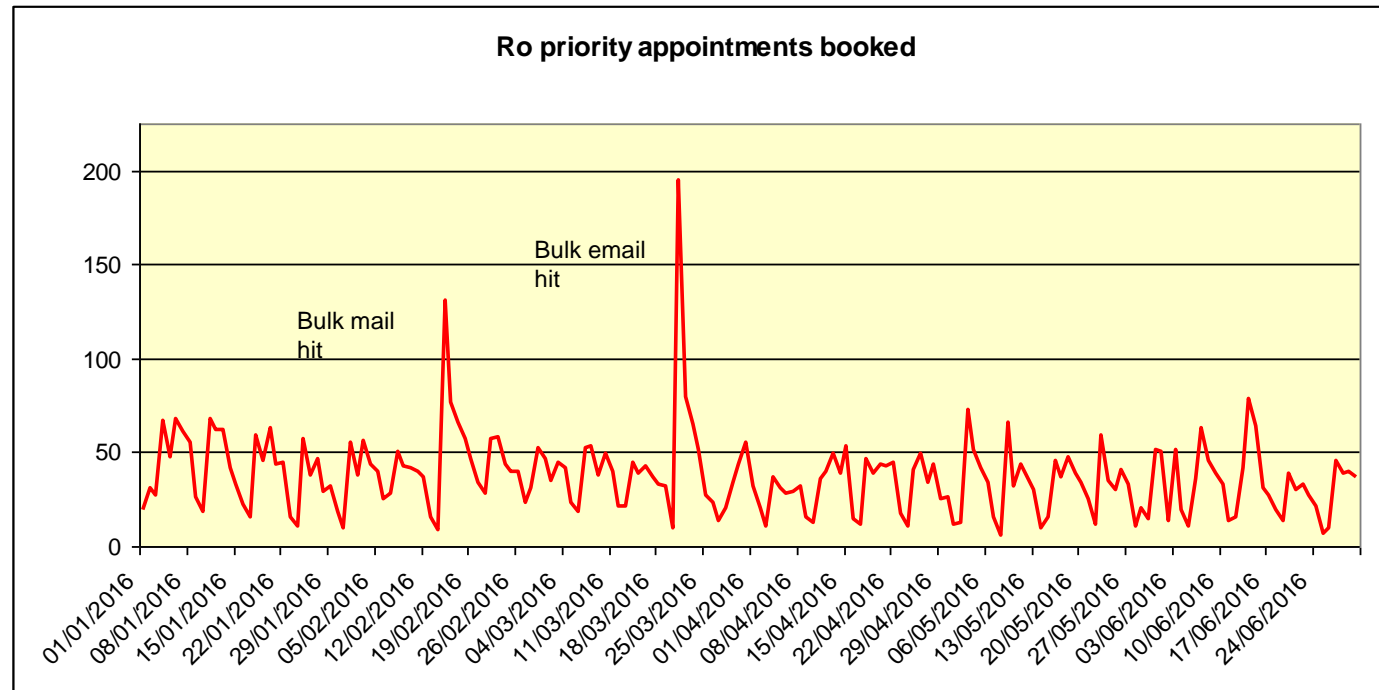


- Ro donor base is just over 3% higher than it was 12 months ago.

- June saw the donor base grow by 141

base is trending gently upwards. Feb '16 saw numbers recover after the drop in Dec '15 and is continuing to rise

# Ro Bookings in Priority Slots



- Both large-scale communications to all Ro donors saw significant spikes in appointments booked into priority slots, with the email having the largest impact on bookings
- Ro priority appointments booked via the Portal remain higher than those booked by NCC, which is not reflected by any other priority group. This is an indication that the regular email communication is having an impact.

# Retention Activity

## Improved communications with Ro donors:

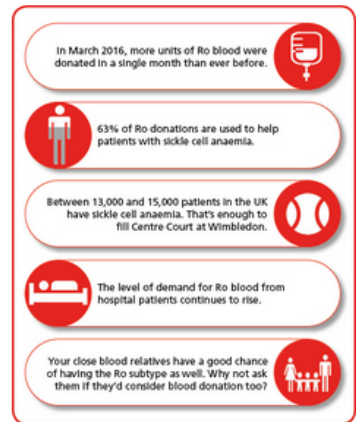
- Ro intro mailing and email sent out to newly typed Ro Donors on a 5 weekly basis
- Ro copy variant included in boost communications
- Ro e-newsletter – first edition on WBDD - Sent to 14,500 donors
- Reactivation campaign for lapsed Ro donors – w/c 11/07/0



Dear Donor,

Tuesday 14th June is **World Blood Donor Day**, an international celebration of blood donors from around the globe.

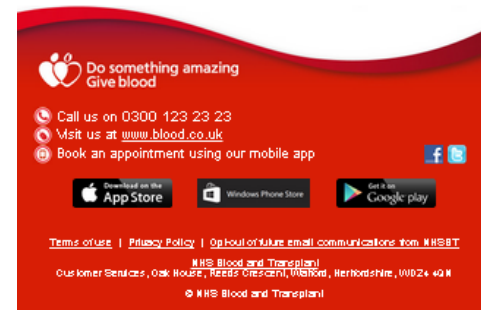
This time this year is **'blood connects us all'** and to mark the occasion, we'd like to say thank you for your support and remind you just how incredibly important your Ro donations are to patients.



We look forward to seeing you at a donation session again soon and Happy World Blood Donor Day.

Yours sincerely,

**Mr R. Stedder**  
Director of Blood Donation



# Targeted rec. materials

**NHS**  
Blood and Transplant

**Change someone's tomorrow, today.**

**Sign up to be a blood donor.**



**Save a life Give blood**

Register now at **blood.co.uk**  
or call **0300 123 23 23**

 NHSBlood
  @GiveBloodNHS
  GiveBloodNHS
  NHSGiveBlood
  Download the app
  NHSGiveBlood

**When your son or daughter needs it?**

**Save a life Give blood**

**Blood is needed from all ethnic backgrounds**

Less than 5% of our blood donations come from Black, Asian, Minority Ethnic and mixed race communities.

However, these communities are more susceptible to conditions which require regular transfusions such as Sickle Cell Disease and Thalassemia Major.

A blood transfusion must come from someone who shares the same blood group but some blood types are specific to certain Black, Asian, Minority Ethnic and mixed race communities and more common within Black and Asian people. That's why we need more donors with Black and Asian heritage.

**Who can give blood?**

Most people can give blood. If you're generally in good health, between the age of 17 and 65 and weigh at least 75 lbs (35 kg), you could start giving blood today. And when you do, you'll see how easy it is to save someone's life.





**When your mum or dad needs it?**

**Get in touch to save a life.**

- Call us now on 0300 123 23 23. Our friendly staff are on hand 24 hours a day seven days a week. They'll answer all your questions on every aspect of giving blood such as who can give, where and when you can donate and how to book an appointment.
- Visit us online at [blood.co.uk](http://blood.co.uk). You can register, check for your nearest session, experience our virtual donor session or simply learn more about NHS Blood and Transplant and its vital work.
- Alternatively, fill in the form inside and return it to us.

Soon after we hear from you, we'll send you a welcome pack telling you more about being a blood donor and then we'll write to invite you to a session.

Call 0300 123 23 23 at anytime, visit [blood.co.uk](http://blood.co.uk)

 NHSBlood
  @GiveBloodNHS
  GiveBloodNHS
  NHSGiveBlood

or complete and return the enclosed form to save a life.

As you read this the life of someone you know could depend on them needing blood. You could save their life. If you think you could give blood please get in touch today.

**What will it take for you to give blood?**

**NHS**  
Blood and Transplant

**Save a life Give blood**

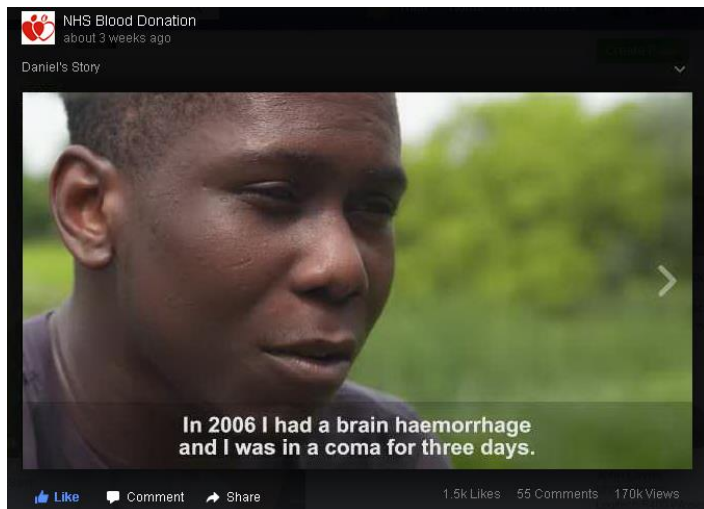






# Black focussed BAU

- Utilising recipient Daniel – son of founder of Sickle Cell Young Stroke Survivors Ass0ciation
- Live on World Sickle Day June 19th
- Had over 170k views – the most of any video showing exclusively black content.
- 530k people reached , 180k organic reach, 2600 comments
- Accompanied by other black posts which got over 1500 likes.



**Thank you**  
**Any Questions?**