

Title of Paper:

The Lord Mayor of Bristol's Blood and Organ Donation Campaign in Collaboration with The Bristol MultiFaith Forum (BMFF), The Renal Patient Support Group (RPSG), NHS Blood & Transplant (NHSBT), UJIMA and BCFM Radio Stations

Author(s):

Shahid Muhammad¹, Sifaw Kherbish¹, Filson Ali¹, Maureen Omondi-Rowland¹, Aneesha Rashid¹, Vicky Gardner¹, John Gardner¹, Farzana Saker², Faruk Choudhury³, Joanne Seddon⁴, Caroline Rodaway⁴, Amanda Harman⁴, Anusha Edwards⁵, Adebomi Olaitan⁶, Primrose Granville⁶, Paulette North⁶, Sangeeta Dewan⁷

¹ Registered Scientist, Biomedical Scientist Practitioner, Campaign Driver/ Champion, Co-Founder and Chief in Research Renal Patient Support Group (RPSG), Bristol England UK

¹ Sifaw Kherbish, Campaign Driver/ Champion, Chester, England UK

¹ General Practitioner and Renal Patient Support Group (RPSG) Honorary Research Event Coordinator, Manchester, England UK

¹ Maureen Omondi-Rowland¹, Campaign Driver/ Champion and Administrator, Renal Patient Support Group

¹ Aneesha Rashid, Campaign Champion and Member, Renal Patient Support Group (RPSG), Bristol, England UK

¹ Vicky Gardner, Co-Founder and Chief Administrator, Campaign Champion, Renal Patient Support Group (RPSG), Bristol England UK

¹ John Gardner, Co-Founder and Chief Administrator, Campaign Champion, Renal Patient Support Group (RPSG), Bristol, England UK

² Farzana Saker, Campaign Driver/ Champion, Development Officer, Bristol MultiFaith Forum (BMFF), Bristol, England UK

³ Faruk Choudhury, Councillor, The Lord Mayor of Bristol, Bristol City Council, England UK

⁴ Caroline Rodaway, Blood Donation, NHS Blood and Transplant (NHSBT), Filton, Bristol, England UK

⁴ Joanne Seddon, Donor Relations Co-ordinator (Local Marketing), NHS Blood and Transplant (NHSBT), Filton, Bristol, England UK

⁴ Amanda Herman, Organ Donation, Specialist Nurse, South West Organ Donation Team, NHS Blood and Transplant (NHSBT), Filton, Bristol, England UK

⁵ Anusha Edwards - Consultant Renal Transplant and Endocrine Surgeon, North Bristol NHS Trust, England UK

⁶ Adebomi Olaitan, Joint Campaign Co-ordinator and Community Champion, Ujima Radio CIC, Bristol, England UK

⁶ Primrose Granville, Community Champion, Ujima Radio CIC, Bristol, England UK

⁶ Paulette North, Joint Campaign Co-ordinator, Ujima Radio CIC, Bristol, England UK

⁷ Sangeeta Dewan, Broadcaster, BCFM Radio, Bristol, England UK

Institution: _The Renal Patient Support Group (RPSG)_____

Abstract: Please type in Times New Roman 11 point font

Following the Launch of the All Parliamentary Party Kidney Group (APPKG)/ National Kidney Federation (NKF) Organ Donation Manifesto (2011-2012), the National Black, Asian and Minority Ethnic (BAME) Transplant Alliance (NBTA) (2012) and the Faith Engagement and Organ Donation Action Plan (2013); from September (2013), The Lord Mayor of Bristol City set out to further highlight the importance of Blood and Organ donation in BAME groups since there are still pressing issues - the main being that people from these groups are still not completely aware of how blood or organ donation can help save lives.

In collaboration with local and international organizations, including The Bristol MultiFaith Forum (BMFF), The Renal Patient Support Group (RPSG), NHS Blood & Transplant (NHSBT), UJIMA and BCFM radio stations, The Lord Mayor of Bristol, Faruk Choudhury aimed to increase the Blood/ Organ donation pool from these particular communities. The Lord Mayor's campaign highlights 7 strategies and the chosen theme by local patient and carer campaign drivers/ champions was *Taking Ownership* following the APPKG/ NKF Manifesto (2011-2012).

This report highlights activities, outcomes and projections surrounding the 7 strategies, including: Strategy (1) – Education, Strategy (2) - Awareness/ Promotion, Strategy (3) - Science behind Blood Transfusion/ Transplantation, Strategy (4) – Ethics, Strategy (5) - Religious/ Cultural Beliefs, Strategy (6) – Taking Ownership and Strategy (7) - Reporting and Dissemination.

Blood/ organ donation awareness has taken place since (2011) through various projects and these are also highlighted. However, from Bristol City, The Lord Mayor raised awareness and invited people from BAME communities to sign the blood/ organ donation register (ODR).

The Lord Mayor's campaign highlights the importance of all faiths and communities *taking ownership*. Local examples of community engagement are highlighted so all can learn about Bristol City's initiative and how *Taking Ownership* can be translated more widely. Bristol City has been an exceptional example.

Name of presenting Author(s):_Shahid Muhammad_____

Profession of presenting Author (s): _Chief in Research, The Renal Patient Support Group (RPSG)_____