

## NHS Blood and Transplant BME Organ Donation Campaign Evaluation



NHS Blood and Transplant carried out an awareness campaign targeted at Black and Asian residents in Birmingham, to inform them of key messages surrounding organ donation. The campaign was made up of a range of activities including leaflet door drops, posters in shops, outreach events, radio community messaging and social media. BMG Research was commissioned to assess the impact of this campaign. The research comprised 500 pre-campaign and 700 post-campaign interviews, via a mix of in-street and home interviewing across Birmingham using CAPI (computer aided personal interviewing).

The research identified significant uplifts in recognition of the campaign, but relatively little cross-over in terms of the campaign elements recalled, with the majority recognising a single medium.

The campaign was viewed as clear and thought-provoking, but a significant minority disagreed that it was relevant to them and that it told them something new.

The perceived relevance of the campaign was high among the Indian and African audiences, and among Christians, Hindus and Sikhs. However, it was particularly low among the Bangladeshi and Pakistani communities, and among Muslims. This insight suggested that alternative ways of delivering key messages around organ donation were needed for these groups in particular.

