

Engaging with RO Donors

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Background and Objectives



Blood and Transplant



24/25 Business Objectives:

- Collect blood donations from an additional 135,00 new donors; of which 8,000 are from people of Black heritage and 56,000 occur in our fixed Blood Donor Centres

Communications Objectives and KPI's:

- Increase the % of people of ethnic heritage who say they would probably/definitely give blood in the future from 56% to 60%
- Maintain the % of people of ethnic heritage who agree that there are aware the NHS needs more blood donors of Black heritage at 59%
- Maintain the % of people living in London who say they have seen or heard something about blood donation recently at 63%
- Increase the % of people living in London who say they would probably/definitely give blood in the future from 54% to 57%
- Drive 18,000 registrations to give blood from people of Black Heritage
- Drive 63,000 registrations to give blood from people who live nearby to London Donor Centres

Target Audience:

- People of Black heritage, aged 17-50 in England 
- People aged 17-50 living within locality of Blood Donor Centres (26 across England, with major focus in London to support Black heritage recruitment) 

Targets are set for March 2025 unless otherwise stated. These are draft targets subject to final business modelling.

4 Pillars to our RO Engagement



National
Campaigns



Local Events and
Engagement



Community Grants
Programmes



RO Network

National Campaigns

Creative



Blood and Transplant

During 2024/25 NHS Blood and Transplant are continuing to use the 'Giving Type' creative launched in National Blood Week 2023. It was informed by research and extensive user testing. Since its launch, we have seen the highest levels of awareness about blood donation since our tracking began among ethnic minority groups (53%), London residents (63%), and the under-35 demographic (59%). Additionally, awareness of donating plasma has increased by 19 points. Moving forward into 2024/2025, we aim to further develop The Giving Type, maintaining a coherent and consistent approach throughout the year.

INSPIRE

We need to **INSPIRE** giving types to become a donor through storytelling, allowing us to connect and cut-through a clutter communications landscape to break inertia



EDUCATE

We need to **EDUCATE** potential donors about the impact their donation could have through trusted messengers and through use of social norming



Black heritage:



General population



NAVIGATE

And we need to help **NAVIGATE** potential donors to book an appointment by making it easy. Behaviour change is more likely if we can illuminate the ease of donation for the individual



Disney partnership

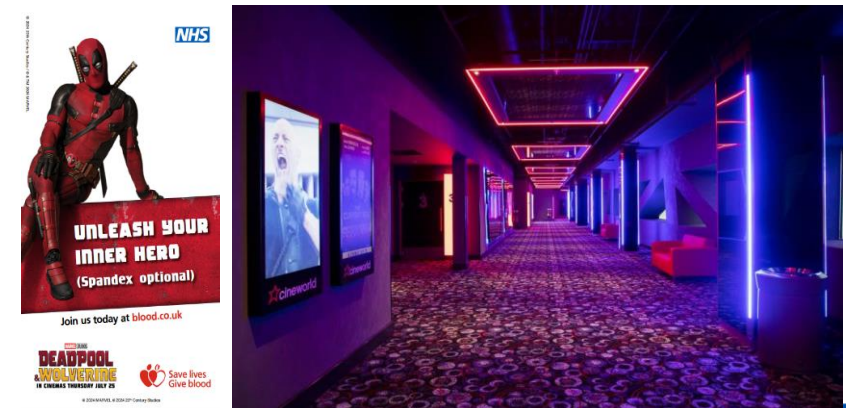
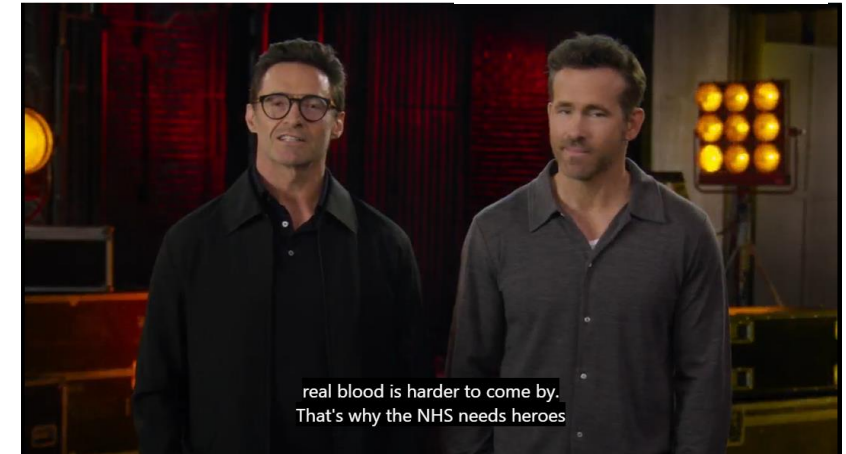
Opportunity: Exclusive collaboration with the year's only Marvel movie.

Target Audiences: Primarily Black heritage communities and those near donor centres, especially in London. Insights show high interest in superhero films within these groups.

Campaign Highlight: Ryan Reynolds and Hugh Jackman emphasizing blood donation in a campaign spread across various media channels, becoming a major aspect of press coverage, using infamous irreverent humour

Activities: Cinema advertising, an exclusive Cineworld takeover, targeted activities to fans (e.g.Fandom, Reddit), Out of Home advertising as well as press outreach.

Impact: Collaboration with Disney has enhanced media value, reducing registration costs, boosting sign-ups, and improving brand visibility during campaign periods.



Brixton Donor Centre Opening

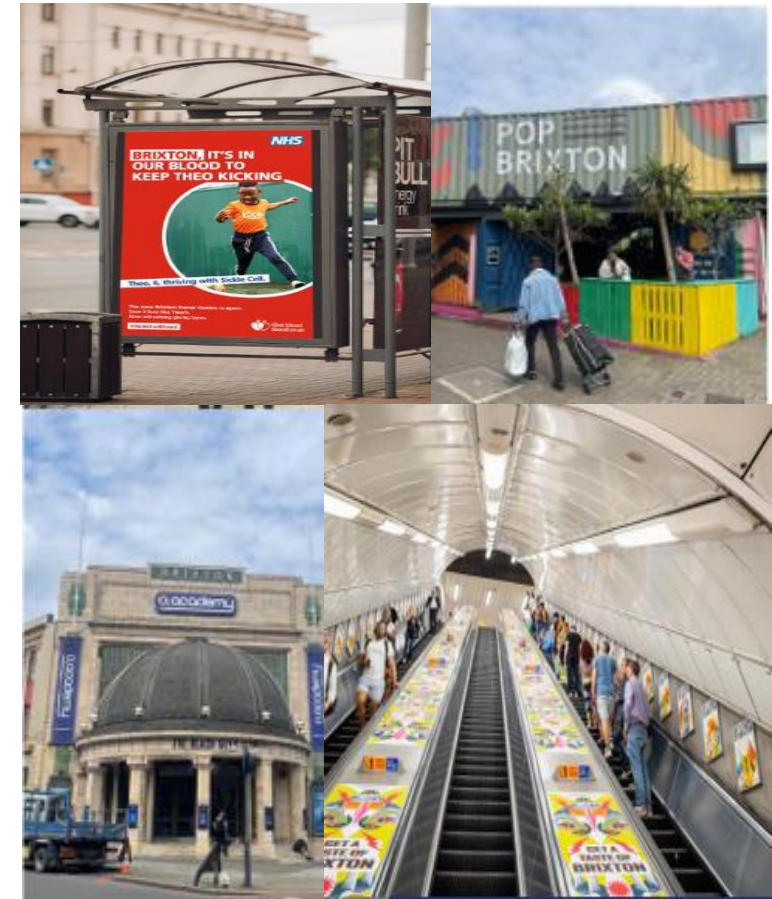
Opportunity: Launching the third-largest NHSBT donor center in vibrant Brixton, a hub with a significant Black heritage population.

Target Audiences: Brixton is one of the most densely populated Black heritage locations (25% vs. national 4%) in the country.

Campaign Highlight: Tailoring our Giving Types campaign to resonate with Brixton's unique character, acknowledging local concerns and historical sensitivities. We will be partnering with a community-focused agency, local leaders, and residents to craft a community-centric marketing strategy.

Activities: Celebrating with a local artist-created mural honouring Brixton's heroes and collaborating with influencers and community figures.

Ongoing Initiatives: Hosting events, engaging with local media and spaces (e.g., Pop Brixton, Rerezent radio), investing in the community, and participating in local festivals, plus organizing blood type testing events.



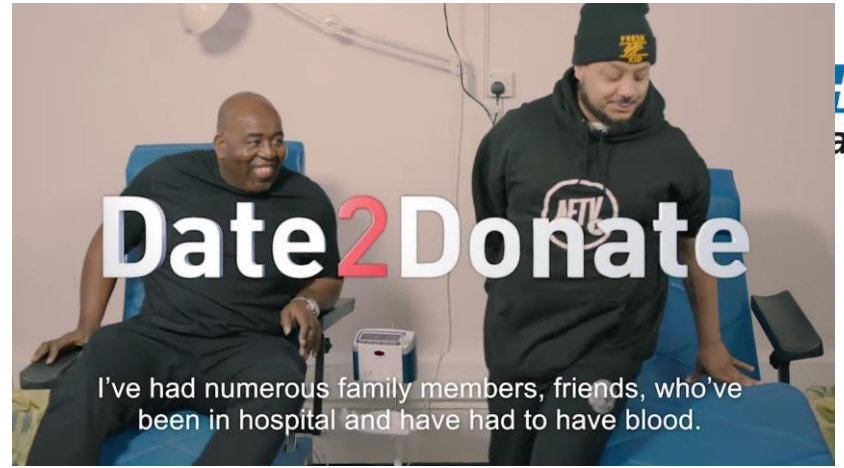
Date2Donate

Opportunity: Show the process of donation and the ease of donation by creating video content where actually donating blood becomes background for the audience: it's the stories, the gossip and the laughter the characters share that the audience are drawn to.

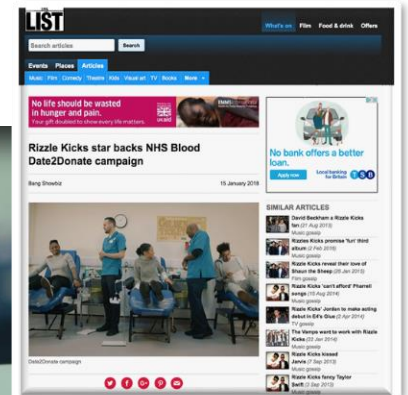
Target Audiences: Focusing on the 'Young & Undecided' group, encouraging them to see donation as simple, easy and quick.

Campaign Highlight: Utilising key topical moments for our target audience, an ongoing content series that features influential friends, families and couples donating together. Using the right mix of talent and influencers, key topical moments and channels we can connect with our priority audiences through authentic voices. Enabling NHSBT to engage on platforms NHSBT cannot traditionally utilise. The campaign will be staggered release of episodes that collectively contribute to the overall success of the campaign.

Activities: Distributed by the talent themselves, through targeted PR, on paid and NHSBT owned channels.

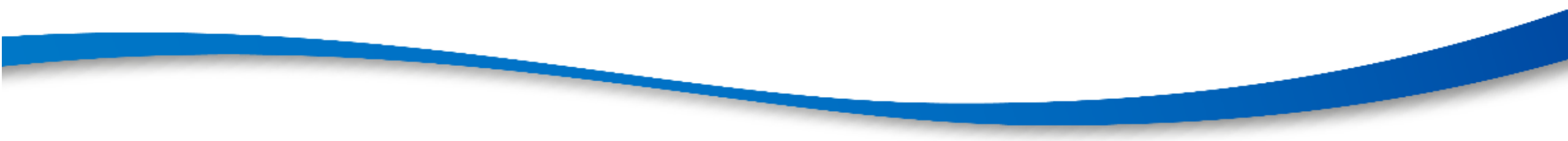


NHS
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Local Campaigns

Community Grants Programmes



Community Grants Programmes

- The Community Grants Programme funds community and faith/beliefs organisations to drive awareness, understanding and behaviour change. We know that trusted local organisations can be effective at achieving these goals due to their specialist knowledge, understanding and footprint in the community and we are seeking innovative ideas to support and provide sustainable investment.
 - In its latest round of funding, we are excited to announce that the programme looks to deepen our commitment to community organisations by awarding successful applicants two years of funding to deliver life-saving work, with £600,000 of total funding per year available.
 - This year we funded 51 organisations.
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Action on Blood



- The main objective of this project, run by RAFFA, was promoting the need for blood donation across Birmingham. This was carried out through education, cultural harmonisation and health promotion events.
- The team hosted healthy living lifestyle events to promote the importance of blood donation within the community and increase community awareness around health. The events informed people about illnesses that need blood transfusions for treatment, such as sickle cell, leukaemia or kidney disease.
- The project also established a team of local ambassadors to raise awareness of blood donation during the project and beyond. The project team have established partnerships with local NHS and voluntary organisations, as well as developing relationships within faith communities, to further promote the importance of blood donation across these communities.

RO Network

RO Network

Bringing together the expertise of our partners from within the community to help build and improve our services.

This includes marketing messaging, campaign activity and giving us insights on their experiences.

It also allows us a chance to show how we work, so that together we can help to save and improve even more lives.

