

# UK TRANSPLANT: NHS Blood & Transplant

## background

Ethnic Reach were approached to encourage Black and South Asian people to 'put something back' and help their communities by joining the NHS Organ Donation Register.

- Primary audience: All age groups of South Asian and Black Minority Ethnic communities including: Indian, Pakistani, Gujarati, Bangladeshi, African and Caribbean.
- Secondary audience: Retailers

## strategy and plan

Phase 1: Leaflet and poster distribution to the South Asian Communities.

Phase 2: Leaflet distribution to the Black African / Caribbean and South Asian Communities.

## evaluation

- The campaign was very successful with 131,000 South Asian Leaflets distributed in phase 1 and 63,000 Black and South Asian leaflets in phase 2. Positive Feedback showed a clear rise in awareness amongst the Black and South Asian communities in regards to organ donation.

A key success was the amount of registrations and positive response the team received from the different communities.

- A total of 7,234 patients were actively registered for a transplant by 31 March 2007, this was an 8% increase than the same point 12 months earlier.

[www.uktransplant.org.uk/southasiancampaign](http://www.uktransplant.org.uk/southasiancampaign)  
[www.uktransplant.org.uk/blackcampaign](http://www.uktransplant.org.uk/blackcampaign)

**ethnicreach**

[www.ethnicreach.co.uk](http://www.ethnicreach.co.uk)