

Increasing awareness about organ donation in the South Asian community and reducing treatment costs (Pradeep 2015)

Inputs

Investment

Set up/Running/costs £71,180

Resources

- Staff Band 8 Staff £52675
- Band 3 staff WTE 0.4 £8805
- Travel £4000
- Supplies/equipment £1,000
- Laptop x2 + Projector (£400x2)+£300 = £1,100
- Telephone + Wi-Fi = £600
- Facilities/premises N/A
- NHSBT Leaflets, ODR forms, Stationary – Supplied by NHSBT
- **Total Cost: £ 71,180 (12 months)**

The Service

Journey through Service

- Increased organ donor and consent rate
- Saving organ failure patients lives
- Ability to provide best available quality care to patients
- Patient/carer/community/professional rapport develop

Practical support delivered through this education event

- Health education among hard to reach community
- Raising awareness on early detection and treatment options
- Engaging with community and making the trusted rapport

Activity/delivery

- 5 potential actual donors from one region and registering 250 potential donors onto organ donor register
- 5 potential donors could save 40 lives as one donor could save 9 lives
- Educating on Asians susceptibility of developing hypertension and diabetes will encourage them to attend their GP's for regular annual check up

Summary of Benefits

For Community

- Increased knowledge on organ donation
- Improved trust in medical system
- Increased knowledge to enable community to monitor their own well-being

For healthcare (NHS) system

- Increased organ donor rate: two deceased donors from kidney perspective alone saves **£110,122 on treatment costs**
- Wider economic benefits realized through additional organs donated
- Positive rapport developed with hard to reach community and increased trust in the medical team
- Helping NHS to provide the best available care to the organ failed/failing patients

Opportunities for service development

- Potential to develop in other regions
- Focus on young people who are more likely to pass on message to future generations