

	<b><u>Agenda Item: 10a</u></b>
<b>Report to:</b>	<b>Birmingham Health &amp; Wellbeing Board</b>
<b>Date:</b>	<b>4<sup>th</sup> September 2018</b>
<b>TITLE:</b>	<b>DONOR CITY PROGRAMME</b>
<b>Organisation</b>	<b>Birmingham City Council Public Health</b>
<b>Presenting Officer</b>	<b>Becky Pollard, Interim Director of Public Health</b>

<b>Report Type:</b>	<b>AOB - Information</b>
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<b>1. Purpose:</b>
<p>This report seeks to brief the Health and Wellbeing Board on the proposal and implementation of the Donor City Programme in Birmingham from September 2018 to August 2020.</p>

2. Implications:		
BHWB Strategy Priorities	Detect and Prevent Adverse Childhood Experiences	
	All children in permanent housing	
	Increase the control of individuals over their care through Integrated Personal Commissioning (Personal Health Budgets and Direct Payments)	
	Increasing employment/ meaningful activity and stable accommodation for those with mental health problems	
	Improving stable and independent accommodation for those learning disability	

	Improve the wellbeing of those with multiple complex needs	
	Improve air quality	
	Increased mental wellbeing in the workplace	
Joint Strategic Needs Assessment		
Joint Commissioning and Service Integration		
Maximising transfer of Public Health functions		
Financial		
Patient and Public Involvement		<b>x</b>
Early Intervention		
Prevention		

### **3. Recommendations**

The recommendations for the Health and Wellbeing Board are :

- Raise awareness of organ donation in BAME Communities
- Support the organ donation strategy.
- Support the work of the steering group.

### **4. Background**

The British Transplant Games promotes the benefits of transplantation, the desperate need for organ donors and to celebrate the many incredible achievements of transplant athletes.

The Games also embraces the Donor Family Network and Adult Live Donors, celebrating the many families who have enabled the “Gift of Life” to be fulfilled.

The City of Birmingham has shown its commitment to organ donation and transplantation as Host City for the Transplant Games 2018. Birmingham is also home to the largest transplant units in Europe. As a legacy of the Games, the City pledges to work with stakeholders to raise the position of Birmingham on the organ donor register.

The aim of this programme is; -

- To increase awareness of organ donation
- Increase the number of registrants living or working in Birmingham
- Improve Birmingham's ranking on the organ donor register.
- The focus of the City is to increase the number of members of the Black, Asian and other ethnic minority groups (BAME) joining the Organ Donor Register (ODR) over a two-year period.

In addition to raising awareness of organ donation, particularly amongst the BAME communities in Birmingham, the Games will inject £2m into the local economy and generate significant national media profile.

On Sunday 5<sup>th</sup> August, the Minister for Organ Donation Transplantation and Blood Jackie Doyle-Price, was at the Celebration Evening of the Games to make the Donor City Award.

## **5. Future development**

To use the leadership, expertise and authority of Birmingham City Council to lead in the development and implementation of strategies that will reach the stated goals in collaboration with other leaders and businesses. Birmingham Public Health will support and co-ordinate the project.

The responsibility for the strategy will lie with the Cabinet Member for Health and Social Care who will set up and chair a steering group that will report to the Council on an annual basis and supervise the work of the executive group.

The steering group will include two representatives from the Council (excluding the chair), the University of Birmingham, Birmingham City Council, the Birmingham Chamber of Commerce and University Hospital Birmingham and the Children's Hospital Birmingham. Other organisation and people who have expressed an interest in joining the steering group will include businesses/organisations such as: Warwickshire County Cricket Club Community Foundation, Greater Birmingham Chambers of Commerce, Asian Business Forum, Donor Family Network, Transplant Sport, NBTA and will include representatives of the BAME communities.

The executive group will include representatives from City of Birmingham, NHS Blood and Transplant, Birmingham transplant health care professionals and selected others.

Approaches that will be explored by the Executive Group will include:

- Supporting NHSBT educational packs to promote organ donation in local schools amongst young people to encourage dialog and debate.
- Encouraging local businesses to promote organ donation to customers. Encouraging local businesses to encourage their employees to consider organ donation
- Use of Council resources to promote organ donation such as signage on collection bins “we recycle your waste, you can recycle your organs when you no longer need them”, promotion for organ donation on letter heads, envelopes; supporting organ donation in newsletters and websites.
- Support local faith leaders to promote organ donation
- Working with local community media channels to raise awareness of organ donation

**Current Actions:**

- Press release with the Daily Mirror
- Develop a two year project plan from September 2018-september 2020.
- Produce City’s Document of Intent
- Invitation to attend the opening ceremony and invitation to accept the award.

<b>6.</b>	<b>Compliance Issues</b>
<b>6.1</b>	<b><i>Strategy Implications</i></b>
	N/A
<b>6.2</b>	<b><i>Governance &amp; Delivery</i></b>
	<p>There will be a strategy group that will meet twice a year which will oversee and support the work of the Executive Group.</p> <p>Sarah Kirby from BCC will be supporting with communication and issuing messages around the transplant games.</p> <p>Donor Programme Project Team; -</p> <p>Becky Pollard, Director of Public Health  <a href="mailto:Becky.Pollard@birmingham.gov.uk">Becky.Pollard@birmingham.gov.uk</a></p>

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### **6.3 Management Responsibility**

The responsibility for the strategy will lie with the Cabinet member for Health and Social Care who will set up and chair a steering group , that will report to the Council on an annual basis and supervise the work of the executive group.

## **6. Risk Analysis**

<b>Identified Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Actions to Manage Risk</b>
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### **Appendices**

None

### **Signatures**

**Chair of Health & Wellbeing Board  
(Councillor Paulette Hamilton)**

**Date:**