

# Valid Metrics Framework Case Study



**BHS Blood and Transplant**

**Missing Type campaign**

### **Preparation and implementation:**

#### **Organisation Objectives:**

NHS Blood and Transplant (NHSBT) is a Special Health Authority. It provides a wide range of services to the National Health Service that save and improve lives. The authority encourages people to donate organs, blood, stem cells and tissues and ensures that a safe and adequate supply of blood and blood components is delivered to hospitals across England and North Wales

#### **Communication objectives:**

A key objective of the NHSBT Missing Type campaign was to raise public awareness of the decline in donor numbers and to recruit 40,000 new donors in a month.

#### **Target audiences:**

There was a particular focus on raising awareness and increasing the number of donors amongst young people and ethnic groups

#### **Strategy:**

NHSBT faces a challenge in recruiting new donors - there has been a 40% reduction in new donors coming forward in the last decade which has meant that those regularly donating tend to be older – half of current donors are over 45. This means that supply is struggling to meet demand.

200,000 new volunteers are needed each year to help meet patient needs. Ethnic groups are a particular challenge – Black, Asian and minority ethnic people (BAME) make up 14% of the eligible donor population but only 5% have given blood in the last year.

#### **Activities:**

The campaign stimulated mainstream and social media activity by removing the letters representing the blood types 'A', 'O' and 'B' from recognizable names places and brands. Examples included the Odeon Leicester Square, Waterstones in Trafalgar Square and the street sign on Downing Street. In addition, NHSBT issued a series of press releases conveying hard hitting facts about blood donation and promoted a number of patient stories. Quotes from spokespeople were used to help convey the message that the number of donors had declined. In addition there were a number of specific events aimed at raising awareness among ethnic groups.

### Measurement and insights:

#### Outputs:

- Mainstream media volumes doubled compared to last year.
- The use of spokespeople helped to drive message delivery. 97% of articles delivered a key message – a year on year increase of 16 percentage points. “New donors had decreased by 40%” was the most prevalent message, delivered in 78% of content.
- The website address featured prominently and was the most frequently mentioned ‘call to action’
- The national campaign reached 69% of 18-24 year olds and 73% of ethnic groups

#### Out-takes:

- There was significant engagement on social media with more than 19,000 posts, more than double the previous year. Coverage had a longer ‘burn time’ than previous years and was sustained over many weeks. A strong driver of social media engagement was the sharing of the #MissingType hashtag which featured in more than 12,000 tweets.
- 11,000 people visited the campaign website with 17% clicking through to book an appointment to give blood.

#### Outcomes:

- Registrations during the campaign period reached 47,000 (more than double the number the previous year) while the total for the whole month was 57,000
- Registrations for ethnic groups increased by 151% while registrations for young adults more than doubled

#### Impact and learnings:

- The overall number of donor registrations exceeded the monthly target of 40,000
- There were strong correlations between media coverage and registrations which showed peaks of registrations around key media activity on the 5th and 8th of June, suggesting a strong causal link.. In addition there were significant correlations between coverage that reached key audiences of young people and ethnic groups and the resulting registrations of those specific audiences
- A high proportion of visitors to the website came from Facebook with the majority using the mobile app. This feedback has been used to justify additional budget to optimise the website for mobile audiences.
- Regional analysis showed that an experimental tactic of comparing local registration numbers generated a strong interest in regional media channels.

PREPARATION

		PLAN, SET TARGETS & OTHER INPUTS	
ORGANIZATIONAL OBJECTIVES	COMMUNICATIONS OBJECTIVES	TARGET AUDIENCE	STRATEGY
NHSBT encourages people to donate organs, blood, stem cells and tissues and ensures that a safe and adequate supply of blood to hospitals in England and North Wales.	Recruit new blood donors by drawing attention to the need for new volunteers to come forward	General public  18-24 year olds  Black and Asian minority ethnic groups (BAME)	40% reduction in new donors coming forward over the last decade.  Only 5% of Black, Asian and minority ethnic people have given blood in the past year

IMPLEMENTATION

IMPLEMENT	MEASUREMENT & INSIGHTS	MEASURE ACTIVITY	AUDIENCE RESPONSE & EFFECTS		ORGANISATION & STAKEHOLDER EFFECTS
ACTIVITY		OUTPUT	OUT-TAKES	OUTCOMES	IMPACT
<ul style="list-style-type: none"> <li>E Working with organisations to remove the letters A, O and B</li> <li>E Press releases on NHSBT research with hard hitting facts</li> <li>E Placing spokesperson quotes in press releases for interview</li> <li>E Case studies on real life stories of donors and recipients</li> <li>E Events targeting ethnic minority groups</li> </ul>		<ul style="list-style-type: none"> <li>E Mainstream media coverage doubled from 230 to 459 articles</li> <li>E 97% of articles delivered a key message</li> <li>E 62% of coverage featured a spokesperson</li> <li>E 79% of articles featured a call to action</li> <li>E 69% of 18-24 year olds and 73% of ethnic groups reached</li> </ul>	<ul style="list-style-type: none"> <li>Rise in social media posts from 8k to 20k</li> <li>12k tweets and retweets of #MissingType hashtag</li> <li>11k visitors to campaign website with 17% clicking through to book appointment</li> </ul>	<ul style="list-style-type: none"> <li>Total registrations increased from 22k to 47k</li> <li>BAME registrations increased by 151%</li> <li>Registrations from young adults more than doubled</li> </ul>	<ul style="list-style-type: none"> <li>Total donor registrations exceeded the monthly target of 40k</li> <li>Significant correlations between media coverage and donor registrations</li> <li>Social media analysis used to make business case to optimise website for mobile.</li> <li>Positive results from experimental regional media tactics</li> </ul>