



# **fleshandblood**

awareness day

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## fab Introduction

# 7000

units of blood are needed every day to meet hospital demand with approximately 225,000 extra blood donors needed per year



# 1000

people die each year waiting for a transplant



## THE CHURCH

is made up of millions of people, who share in a rich tradition of giving, practice a rhythm of generosity and say **YES to a life lived generously.**



The church is an ideal **advocate** with the ability to raise the profile of donation and encourage donation as a **personal gift.**

# WHAT IF THE CHURCH SAW BLOOD AND ORGAN DONATION AS A PART OF ITS GIVING?

**fleshandblood** is a campaign to mobilise the church to increase the number of blood and organ donors in the UK, a call to recognise a need and respond with an act of generosity.

Founded as a partnership between Kore and NHS Blood and Transplant, the campaign aims to raise the profile of donation within the church and encourage donation as a personal gift. It seeks to equip individuals and churches as advocates for donation helping them engage with their family, friends and community.

Sponsored by Give.net and in association with denominations, organisations and festivals, our hope is that the church can make a significant impact on the lives of many and help to support the work of the NHS in caring for our communities.

## Get involved:

visit [fleshandblood.org](http://fleshandblood.org) for more information on the campaign or your the health service donor sites in your own country



### Register online

Sign up to give blood or register as an organ donor



### Make a date to donate

Book a date to give blood at a venue near you



### Be an advocate

Lend your voice, raise awareness, find ways to involve others

## Why run an **awareness day**?

**96%** OF US RELY ON  
**4%** TO GIVE BLOOD

**96%** OF US WOULD TAKE AN ORGAN  
IF WE NEEDED ONE BUT ONLY  
**31%** ARE REGISTERED ORGAN DONORS

Understanding blood and organ donation can be vital in helping us to make informed choices regarding donation. By running an **Awareness Day** it provides the opportunity to invite others to find out more, ask questions and share their thoughts and experiences. **The aim of the day is to:**

- Take a closer look at the facts of blood and organ donation.
- Raise awareness of the need for blood and organ donors in the UK.
- Discuss thoughts and views on the various aspects of donation.
- Reflect on the theme of generosity and how it extends to donation.
- Explore a biblical understanding of both blood and organ donation.
- Hear from those involved in the healthcare profession or local politics.
- Share stories of those impacted by blood or organ donation.

# Running an awareness day

## Who to invite?

Invite your church, C.U. or organisation and those in your local community. Blood and organ donation will interest many in your community and inviting them to join with you is a great way to get to know your neighbours and to act together.

Although you need to be 17 years old to give blood, organ donation has no age limit so inviting children and young people, with their parents permission, may help them to understand blood and organ donation better. Ensure the content is age appropriate and that it's both fun and creative for each child or young person who takes part.

Let your local media know about the Awareness Day to help advertise the event and invite them to cover the event as a community interest story.

## When should I run it?

Ideally the best time to run an Awareness Day is when most people are available such as a Saturday or Sunday. It could also be run on a bank holiday or used as material for a retreat day or staff day. If finding an entire day is difficult consider running a shorter programme on a half-day or evening or splitting the content over a few weeks. Included in this pack are sample schedules for running an Awareness Day in a variety of ways.

## More information

The website [fleshandblood.org](http://fleshandblood.org) offers lots of useful information including:

- Information on those involved in the campaign including partners, associates and sponsor.
- A range of media including logos, posters, leaflets, banners, videos and icons available to download.
- A range of resources to use and ways to get involved.
- Stories from those impacted by donation.
- Further information about blood and organ donation.

# fab Content

We've designed all the resources you'll need to help you run your Awareness Day. Below is a list of the material available ranging from videos to discussion starters to ideas for guests.

A powerpoint presentation is available to accompany this material and can be used to introduce the content throughout the day. Download the presentation from [fleshandblood.org](http://fleshandblood.org).

## fleshandblood video

A perfect start to your Awareness Day, a simple animation giving an overview of the **fleshandblood** campaign in under 2 minutes.  
[fleshandblood.org](http://fleshandblood.org)

## quiz

Introduce the facts of blood and organ donation through the **fleshandblood** quiz included in this pack. Give everyone a copy or split people into teams and see who gets the most right. Don't forget to bring along something for the winner!

## journey of blood video

Most people know that when a donor gives blood it is collected and eventually administered to someone in order to improve or quite often save their life but not everybody is aware of what happens in between. The **Journey of Blood** video gives you a complete picture including how blood is manufactured, processed and tested.  
[vimeo.com/58244267](http://vimeo.com/58244267)

## organ infographics

**NHS Blood and Transplant** have put together some fantastic infographics to give an overview of the statistics relating to organ donation. These are available as part of the awareness day powerpoint presentation.

## research statistics

From Dec 2012 - Jan 2013, **fleshandblood** conducted research across the Church to gain a snapshot of its response to blood and organ donation. We surveyed almost 3,200 Christians that regularly attend church to find out donor levels, views on donation and the profile of donation in churches. The research was repeated in 2015 to help measure the impact of the campaign. The research is available to download and can be used in discussions to reflect on how the results compare to the UK average and what implications they have in mobilising the church to encourage donation.  
[fleshandblood.org](http://fleshandblood.org)



## research questions

Use the survey compiled by **fleshandblood** in order to find out the blood and organ donation habits and views of those in your church, C.U. or organisation and compare the results to ours. The survey is included in this pack and can be printed for each individual who attends the Awareness Day or used to survey an entire church, C.U. or organisation at another occasion.

## discussion questions

We've developed a range of questions to help aid discussion about the various aspects of donation, generosity and the role of the church in encouraging donation. These can be used to talk about both blood and organ donation together or separately and are included in this pack.

## theological reflections

Reflect on how key themes of the bible such as generosity, stewardship and our view of the body impact our understanding and participation in blood and organ donation. You can find a range of theological reflections on the website each including bible passages and questions for a group to explore together.

[fleshandblood.org](http://fleshandblood.org)

## presentation

Invite healthcare professionals from the community or your church congregation to speak at your Awareness Day such as **doctors**, **nurses** or the **staff of your local donor session**. Ask them to bring a different perspective on blood and organ donation; reflecting on the medical aspects of donation and the impact they see it having in the environments they work in. Some may want to do a presentation, others may be more comfortable adding their thoughts throughout the day.

## stories

One of the easiest and most effective ways to help others understand donation is for someone to tell their story. By inviting donors or recipients to share their experiences you give others the opportunity to hear the personal impact donation has on both those who donate and those who receive. Make sure to leave space for questions as often hearing the story of another provokes questions that may not have been answered previously.

Alternatively, you could also use some of the stories available on the **fleshandblood** website. [fleshandblood.org](http://fleshandblood.org)

## interview

As well as inviting guests to speak at your Awareness Day, you can also invite others to be interviewed. This may include **healthcare professionals** or those **impacted by donation** or may simply be your church, C.U. or organisation leader. Being interviewed may particularly suit those who get nervous speaking in front of a group.

## panel

Invite interested parties in your community to take part in a panel discussion or debate using some of the discussion questions included in the pack. It could be a great opportunity to ask questions and hear different perspectives on the need for donation, generosity and the role of the church in encouraging donation. Consider inviting your **local MP** or counsellors as well as healthcare professionals, community leaders and those whose lives have been **transformed** by blood or organ donation.

## fab Actions

An important part of the day is providing an opportunity for people to act. Below are a list of actions that you can encourage people to do at any point in the day, all of which are included in the Awareness Day powerpoint.



### Register online

Register online to become a blood donor or join the organ donor register in your country or region.



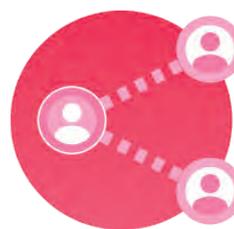
### Register **together**

Register together during the day using text codes or mobile websites provided by your national donor healthcare providers.



### Make a date to **donate**

Book sessions online via the session searcher or download the app and book a slot in a session locally.



### Share it



**Be an advocate** for blood and organ donation and pass it on or share your story with your friends and via social media

# GET INVOLVED

Visit [fleshandblood.org](http://fleshandblood.org) to find more ways for you and your church, C.U. or organisation to get involved.



# fab Full Day sample schedule

Welcome & Introduction to the Day	5 mins
<b>fleshandblood</b> video	2 mins
Quiz: in tables	20 mins
Journey of blood video	15 mins
Exploring the Statistics: Organ Infographics	10 mins
Research question sheet	10 mins
<b>fleshandblood</b> research results	10 mins
Discussion questions: 1-7	30 mins
<b>Tea &amp; Biscuits</b>	
Including an invitation to explore the virtual session at a computer station or laptop.	
Presentation(s): <b>Local GP</b> Naresh Singh	15 mins
Questions for Naresh	15 mins
Theological reflection: Generosity	30 mins
Discussion questions: 8-12	30 mins
<b>Break for lunch</b>	
Including an invitation to explore the virtual session on the 2 laptops at the back.	
<b>Stories:</b> Sharon Willis, a blood donor and Carl Shen, a recipient of a kidney transplant.	10 mins x 2
Questions for Sharon or Carl	10 mins
<b>Interview:</b> Catherine Williamson, a nurse at the Community Centre blood donor session.	15 mins
<p>What is your role at the donor session?</p> <p>What does a typical donor session look like?</p> <p>What is it like to be involved in the process of donation?</p> <p>How important is it for more people to become blood donors?</p> <p>Do you see giving blood as a community activity?</p>	
<b>Panel:</b> GP Naresh Singh, Nurse Catherine Williamson, Rev Graham Poole, Jenny Penton MP, Carl Shen and Sharon Willis.	30 mins
<p>How can we encourage generosity in our community?</p> <p>As advocates for donation how can we work together?</p> <p>How can we encourage regular blood donation in our community?</p>	
Questions for the panel	15 mins
<b>Action</b>	10 mins
<p>Use txt codes to register together</p> <p>Encourage those with smartphones to download the blood app to make a date to donate or book via the online session searcher</p>	
Encourage attendees to register online, share their story or find more ways to get involved.	
Thank yous	2 mins

# **fab** Half Day or Evening sample schedule

Tea & Biscuits on arrival

## **Welcome & Introduction to the day**

5 mins

**fleshandblood** video

2 mins

Quiz: in groups

20 mins

Journey of blood video

15 mins

Exploring the Statistics: Organ Infographics

10 mins

Discussion questions: 1, 4, 5

20 mins

**Interview: Local GP** Helen Poole

10 mins

Questions for Helen

15 mins

Theological reflection: Stewardship

30 mins

Discussion questions: 9, 12

15 mins

**Interview:** Donna Williamson, a nurse at the Community Centre blood donor session.

15 mins

What is your role at the donor session?

What does a typical donor session look like?

What is it like to be involved in the process of donation?

How important is it for more people to become blood donors?

Do you see giving blood as a community activity?

**Story:** Harry King, whose late wife was an organ donor.

10 mins

Questions for Harry

10 mins

## **Action**

10 mins

Use txt codes to register together

Encourage those with smartphones to download the blood app to make a date to donate or book via the online session searcher

Encourage attendees to register online, share their story or find more ways to get involved.

Thank yous

2 mins



# Three week course sample schedule

## Week 1: The facts and figures

Welcome	2 mins
<b>fleshandblood</b> video	2 mins
Quiz: in tables	20 mins
Journey of blood video	15 mins
Exploring the Statistics: Organ Infographics	10 mins
Discussion questions: 1 - 4 & 10	30 mins
<b>Presentation:</b> Local GP	15 mins
<b>Including questions</b>	
Theological Reflection: Stewardship	30 mins
Action	

## Week 2: Generosity explored

Welcome	2 mins
Research question sheet	10 mins
<b>fleshandblood</b> research results	10 mins
<b>Interview:</b> Catherine Williamson, a nurse at the Community Centre blood donor session.	15 mins

- What is your role at the donor session?
- What does a typical donor session look like?
- What is it like to be involved in the process of donation?
- How important is it for more people to become blood donors?
- Do you see giving blood as a community activity?

Questions for Catherine	15 mins
Theological reflection: Generosity	30 mins
Discussion questions: 5, 8, 9	30 mins
Action	

## Week 3: Church/Donation & Community

Welcome	2 mins
<b>Stories:</b> Sharon Willis, a blood donor and Carl Shen, a recipient of a kidney transplant.	10 mins x 2
<b>Questions for Sharon or Carl</b>	10 mins
Discussion questions: 6 & 7	
Theological Reflection: The role of church in society	30 mins
Discussion questions: 11 & 12	
<b>Panel:</b> GP Naresh Singh, Nurse Catherine Williamson, Rev Graham Poole, Jenny Penton MP, Carl Shen and Sharon Willis.	30 mins

- How can we encourage generosity in our community?
- As advocates for donation how can we work together?
- How can we encourage regular blood donation in our community?

Questions for the panel	15 mins
Action	