

Engaging young people  
of African, Caribbean,  
Asian descent in blood  
and organ donation



THE REBEL  
WITH A CAUSE

**#ujimakekeepthebeat2 project**

**Join us as we use cutting edge technology to  
engage with our young people**

# Funder of #ujimakekeepthebeat2 project



**Blood and Transplant**



The aims are to work on Social and Health issues affecting African, Caribbean, Asians and Other visible Minority Ethnic



## *Aim & Objective*

Our Objectives are to promote equality, diversity and inclusion and to deliver the project in partnership with Partner Organisations such as Community Centres, Health Centres, Voluntary Organisations, Radio Stations and Medical Associations



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# Why is there a shortage of blood and organ donors from the African, Caribbean and Other Visible Minority Ethnic communities?

1

Cultural and historic reasons

2

Lack of trust in the organ donation process

3

Myths/lack of information

4

Perceived religious restrictions



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# Engagement of a younger generation

#Ujimakeepthebeat pt 2

PHASE 1

1. Online session January 23 to choose avatars and memes
2. Online session talking about what blood and organ donation means to you

3. Online session building a script

Be part of The Solution!!

[www.trwac.org/support](http://www.trwac.org/support)



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## THE REBEL WITH A CAUSE

**Join our community of lifesaving blood donors**

Support our #UjimaKeeptheBeat project by registering to donate blood. Our unique tracked link can be obtained by clicking 'Read More' below and it will allow you to register for blood donation. **Don't forget to use recruitment code A13.**

Once you have submitted your form NHS BT will contact you directly. Remember "Giving is a beautiful thing".

[Read more](#)

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# Why are we over represented on the transplant waiting list?



1

Generally we present later with renal and other organ issues

2

Dietary factors such as too much salt & lifestyle choices

3

Body building shakes – dense protein

4

Lack of donors



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# OrganDonation ❤️ among the UK African, Caribbean, Asian & Minority Ethnic population



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PHASE 2

1. In person creation at the lab in Bristol – February 15<sup>th</sup> 2023 10am-3pm
2. Transport will be provided
3. Lunch will be provided
4. Final online session to talk about the experience

**All participants receive a certificate of completion!**

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**DONATE**

**Register your decision regarding organ donation**

The NHS Organ Donor Register is a secure database that keeps a record of your organ donation decision.

Register to donate, not donate, amend or withdraw your existing registration below.

[Read more](#)

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# Sign up form and Parental Consent

Name of Young Person	Age	Name of Parent	Parent mobile phone number
Sign Below:		Sign Below:	

This is to confirm that I am signing up for **#Ujimateethebeat2 leading edge technology project** and commit to all sessions – 4 online and 1 in person session. Note that places are limited so sign up quickly. This also confirms my parent’s or responsible adult’s consent.

Transport and lunch will be provided and all supervising adults have been DBS checked. Do contact [info@trwac.org](mailto:info@trwac.org) if you have any further questions.



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# Our Contact Details

For further information please contact:-

- Email: **info@trwac.org**
- Office Mobile: **07763 555908**
- Website: **www.trwac.org/support**
- Facebook Page:  
**<https://www.facebook.com/TheRebelWithACauseCIC/>**
- Instagram: **the\_r\_w\_a\_c**
- Twitter: **@TheRebelWithAC1**



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AND FINALLY .....



Blood & organ donation  
Giving is a beautiful  
thing

