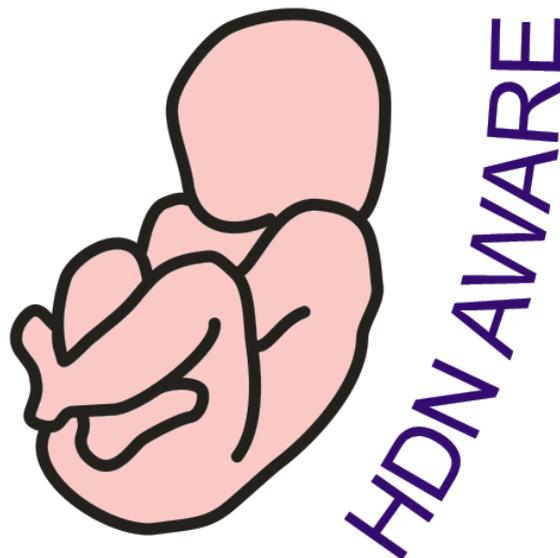


# **A Guide to Planning Events to Raise Awareness of RhD Haemolytic Disease of the Fetus and Newborn (HDN)**



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## **INTRODUCTION**

This guidance booklet has been put together to assist you in planning and facilitating a series of awareness-raising events on RhD Haemolytic Disease of the Newborn (HDN).

The guide will provide you with points to consider and tips and advice on how to run a successful awareness-raising event.

Throughout the whole of this booklet the most important factor to remember is that any type of awareness-raising event needs careful planning, whether it is a one-off event or a longer running campaign.

The booklet will work through a step-by-step guide to some of the areas that need consideration in order for the event to be a success.

## STEP ONE: AIMS AND OBJECTIVES

It is important right at the start to fully consider what the aims and objectives of the awareness-raising event will be:

### ***Why are you undertaking the event?***

Have you identified incidents of poor practice, or errors relating to Anti-D Immunoglobulin?

Is there particular interest in this topic in your area?

Do you want to establish better links with your local maternity unit?

Do you want to promote the new anti-D e-learning module?

### ***What is (are) the key issue(s) that you wish to address?***

These will most likely relate to your reasons for undertaking the event

### ***What are the risks and benefits of running such an event?***

Consider implications on time and resources? Will everyone be supportive and happy for you to stage an event? Can you measure any positive outcomes?

### ***What is it that you hope to achieve?***

Again, this will be closely linked to your reasons for undertaking the event.

## STEP TWO: - PLAN THE PROJECT

After establishing the aim of the campaign ensure that you have a plan of what needs to happen for the event to take place. It may be useful to have a simple checklist or time line consisting of:

### ***A time-frame over which to plan the event***

Think carefully about everything you will need to do, be realistic and try to stick to your timetable.

### ***Match the type of event to the purpose that you want it to serve***

You might want to provide educational sessions to reach a range of healthcare professionals and address a gap in knowledge, e.g. a short meeting over coffee with posters and other educational materials will raise awareness and allow you to establish links with an audience, such as community midwives, who are only able to drop in for a while. A poster display in your hospital concourse will reach staff, as well as pregnant mothers and their partners.

### ***Who will be your audience, how big will the target audience be?***

Obstetricians, hospital and community midwives, GPs, laboratory staff, neonatologists, pregnant mothers and partners? What geographical area, maternity unit(s) and/or GP/Midwifery practices will your event cover?

### ***Do you need the support from others?***

Hospital Trusts, Hospital Transfusion Teams/Hospital Transfusion Committees, managers, service providers etc.

### ***What needs to be done before the event can happen?***

By who, where, and when?

### ***Do you need any financial support?***

Consider contacting representatives from companies from whom you purchase Anti-D Ig.

## STEP THREE- WHAT'S THE MESSAGE AND WHO IS THE AUDIENCE?

Your message needs to do three things:

**Catch your audience's attention**  
**Alert them to an issue in a format that they can understand**  
**Provide them with enough information to address the said issue**

Therefore you could begin by:

### ***Identifying a particular risk that you want to concentrate on***

This might be specific for example: poor management of potentially sensitising events (PSE) during pregnancy, or you might want your event to be much more general.

### ***From there decide who will be your target audience***

Consider all of those who might be involved.

For example in the case of 'poor management of potentially sensitising events (PSE) during pregnancy': who is involved in managing women who present with PSE during pregnancy. Senior medical and midwifery staff who influence policy, procedures and organisation; junior medical staff and midwives working in the triage or admission area; transfusion laboratory staff involved in blood group and antibody testing and often involved in issuing Anti-D Ig; pregnant women who are unaware of the significance of a PSE.

### ***Why does this audience not comply?***

Is it lack of awareness of policy, guidance or issues? Is it something within the organisational processes? Consider looking at the results of past audits/papers/SHOT reports and speak to the people directly involved.

### ***What does your target audience know and what do you want them to know?***

Speak to your target audience and ask them what they think would help them improve practice.

### ***What will be the best mode of communication to attract this core audience?***

Awareness events held in individual maternity units?  
Educational sessions targeting specific staff groups?  
Information targeted at pregnant women?  
Revisiting policy and procedures with senior staff?

### ***Will your core message be accompanied by supporting messages?***

Whole patient approach to best practice: involving patient ID; good history taking; awareness of current guidance; engagement of clinical staff with HTC or transfusion laboratory to produce workable local policies

### ***How is the core message relevant to the target audience?***

Are they directly involved in patient care? What might happen if the target audience does not comply? Relate failures in administration of Anti-D Ig to SHOT reports

### ***How does it impact on them?***

Maternal sensitisation? Fetal mortality and morbidity? Costs of treating HDN?  
Potential litigation? Desire to provide quality of care?

## **STEP FOUR – WHAT RESOURCES/TOOLS DO YOU NEED?**

Once you have established what message(s) you want to portray and to which target audience, you need to use the necessary tools to catch your audience's attention and deliver that message. It is therefore important that the right message goes through the most appropriate channel

***Consider building a toolkit containing all educational requirements, i.e. fact sheets, questionnaires, patient information leaflets, posters.***

***Prepare a series of posters on the identified topic to display in areas where your targeted audience work or visit***

A series of posters are available to download from [www.transfusionguidelines.org](http://www.transfusionguidelines.org) (then click on National Blood Transfusion Committee and then Transfusion Awareness). You might want to choose the ones that are relevant to your particular area of interest.

***Prepare a PowerPoint presentation to give at dedicated educational sessions***

This might be based on the information available on the posters from the HDN Awareness Group and other sources such as NICE, SHOT, BCSH, RCM, RCOG etc.

***Arrange for a team of experts to visit specific areas to provide question and answer sessions***

Is there a local obstetrician, neonatologist, midwife, transfusion medicine specialist, haematologist or laboratory manager who has a particular interest in this subject and would be willing to act as your expert(s)?

***Explore other educational resources to share***

This includes patient information leaflets produced by the Blood Services or companies who manufacture Anti-D Ig and SHOT guidance on Anti-D for healthcare staff. The companies can also provide aids to calculate Anti-D Ig dose 'gestation wheels' and, of course, pens and postits.

## STEP FIVE – HOW WILL YOU ADVERTISE YOUR EVENT?

Getting publicity is a vital part of any awareness raising campaign as it increases how far you can spread the message. Ensure that the event is advertised early and reinforced right up until the campaign commences

### ***Use available existing contacts to help spread the word***

Do you have existing links with someone in your target area? Has a member of staff in your target area been involved in past projects? Does your laboratory manager or transfusion medicine consultant have good links with your target area?

### ***Network in the target areas to increase your profile***

Use your awareness campaign as an opportunity to introduce yourself to key people in your target area, ask them to spread the word among colleagues and introduce to others.

### ***Consider displaying posters/flyers to advertise your event in areas populated by the target audience – bold and colourful are most eye-catching***

***If appropriate approach your local hospital radio, intranet or digital display boards to broadcast details of the event***

***Utilise all forms of communication to advertise, i.e. personalised invites, telephone calls or emails***

***Sell the benefit of the campaign to the target audience – what is in it for them if they attend?***

Midwives will be able to count educational events towards their CPD, managers might use it as an opportunity to encourage staff to complete e-learning.

## STEP SIX – WHAT TO DO ON THE DAY

- Arrive early to prepare for the event
- Arrange to pre-meet all of the team involved and allocate roles and responsibilities
- Gather the necessary resources for the day i.e. projector, extra chairs
- Display any relevant educational materials
- Keep a record of attendance
- Obtain feedback from the day i.e. evaluation form
- Take photos

## STEP SEVEN - EVALUATE THE EVENT

Gauge the success of the event(s) by reviewing evaluation forms, informal feedback and attendance numbers

### Awareness Raising Event

Plan	Comments	Completed
Establish the aim and objectives of the campaign		
Project plan the event		
Establish what will be your campaign message		
Gather together the resources that you need for the event		
Advertise the event		
Develop an action plan for the day of the event		
Evaluate the event		
Celebrate your success		

**And finally.... Celebrate your success and thank everyone that supported the event**