

Using Comics to Promote Organ Donation Among UK Ethnic Minorities: Randomized Control Trial

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BACKGROUND

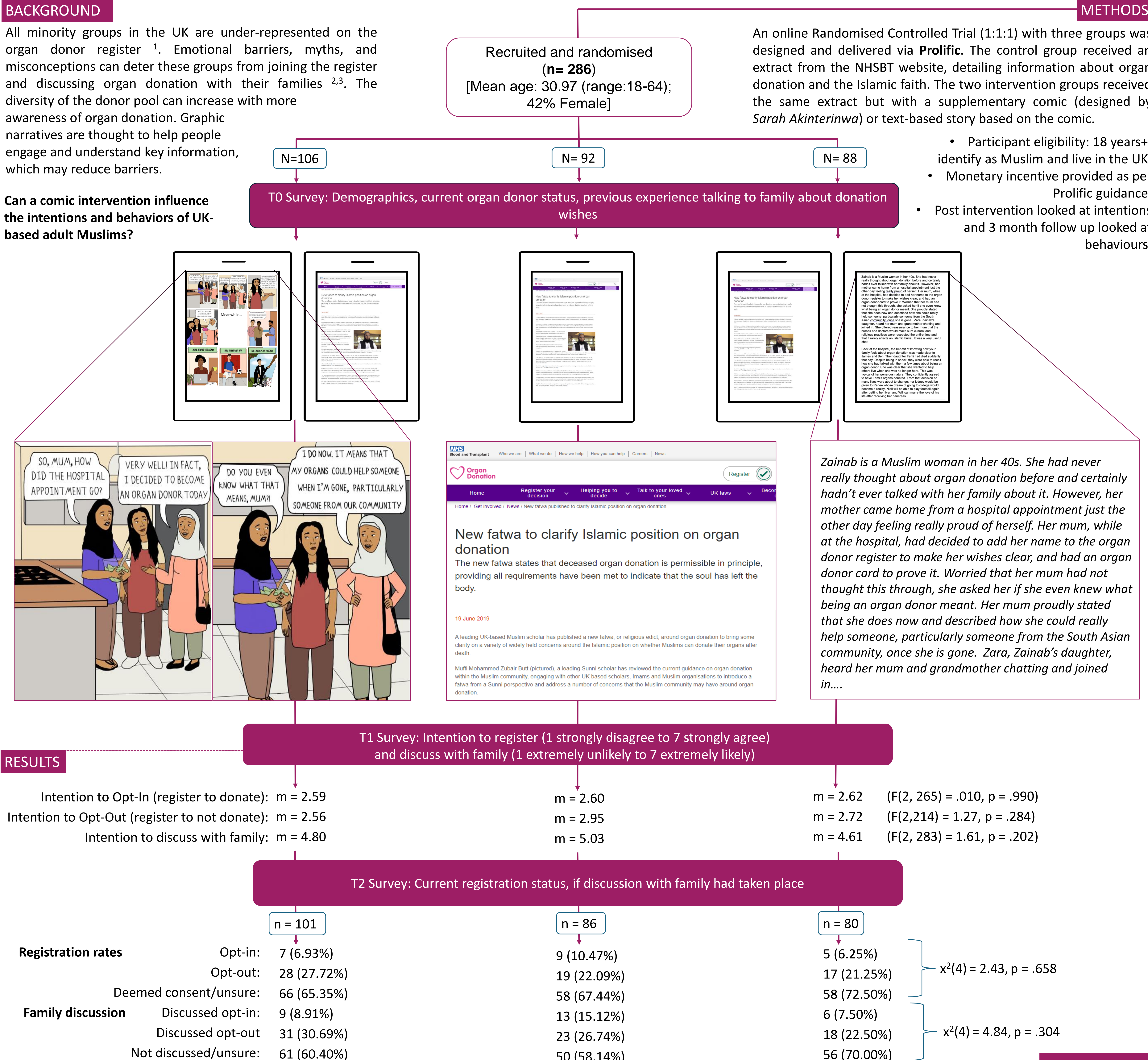
All minority groups in the UK are under-represented on the organ donor register¹. Emotional barriers, myths, and misconceptions can deter these groups from joining the register and discussing organ donation with their families^{2,3}. The diversity of the donor pool can increase with more awareness of organ donation. Graphic narratives are thought to help people engage and understand key information, which may reduce barriers.

Can a comic intervention influence the intentions and behaviors of UK-based adult Muslims?

METHODS

An online Randomised Controlled Trial (1:1:1) with three groups was designed and delivered via Prolific. The control group received an extract from the NHSBT website, detailing information about organ donation and the Islamic faith. The two intervention groups received the same extract but with a supplementary comic (designed by Sarah Akinterinwa) or text-based story based on the comic.

- Participant eligibility: 18 years+; identify as Muslim and live in the UK.
- Monetary incentive provided as per Prolific guidance.
- Post intervention looked at intentions and 3 month follow up looked at behaviours.



RESULTS

- T0:** 24% had already opted out and 6% had opted in; 70% no decision (deemed consent); 74% had never spoken to family about their views on organ donation. For those who had discussed organ donation with family, 81% had done so more than a year ago.
- T1:** Intention to register a decision within the next month was low with no between-group differences for opt-in or opt-out. Intention to discuss with family was more positive but again no significant difference between study groups.
- T2:** 93% completed the 3-month follow up survey. There were no association of condition with a) OD (including opt-in and opt-out) registrations or b) discussion with family about OD wishes.

CONCLUSIONS

Comic narratives did not impact the intentions or behaviours of adult Muslims regarding OD decisions or discussions with family. Currently, NHSBT are not encouraged to supplement their standard online information. Further work to develop and evaluate the intervention materials, such as in a community setting, is needed.

REFERENCES

1. NHS Blood and Transplant. Annual Report on Ethnicity Differences in Organ Donation and Transplantation: Report for 2021/2022. Available at: https://nhsbt.dbe.blob.core.windows.net/umbraco-assets-corp/28665/annual-report-on-ethnicity-differences-2021_2022.pdf 2. Shepherd L, O'Carroll RE, Ferguson E. Assessing the factors that influence the donation of a deceased family member's organs in an opt-out system for organ donation. Social Science & Medicine. 2023 Jan 1;317:115545. 3. Miller J, Currie S, O'Carroll RE. 'What if I'm not dead?'—Myth-busting and organ donation. British journal of health psychology. 2019 Feb;24(1):141-58.