



Team Margot Foundation: Tackling inequity in the healthcare system

Challenge: The UK's mixed heritage and ethnic minority population faces a double whammy of inequity. They are more likely to need blood, stem cell or organ donors due to conditions which disproportionately affect them, such as sickle cell and kidney disease, but less likely to find well-matched donors on the blood, stem cell and organ donor registers.

Solution: We partnered with charity Team Margot Foundation, offering pro bono support to launch a new report from the All-Party Parliamentary Group (APPG) for Ethnicity Transplantation and Transfusion, highlighting the extent of this crisis and calling for tangible action.

Key takeaway: By leading with robust data and adopting a highly targeted sell-in approach, we ensured this overlooked issue captured the attention of the nation.

Key stats:

- Two dedicated pieces of coverage in The Guardian
- Audience reach of 640m
- Over 100 attendees at the APPG report launch event in Portcullis House

Understanding the opportunity

The APPG's report examined the many reasons why this double inequity exists. The report followed an inquiry held by the Chair of the APPG, Sarah Olney MP, along with Jackie Doyle-Price MP and Rt Hon Mark Tami MP. The inquiry received 54 pieces of written evidence and held two oral evidence sessions with expert witnesses. We analysed the report's insights to identify the key headlines, to ensure the report landed with impact and started an important conversation about equitable access to blood, stem cell and organ donors.

Defining the gap

Despite a recommendation in 2010 by the UK Stem Cell Strategic Forum to establish national sets of ethnicity categories, progress to address this crisis has been minimal. The absence of meaningful ethnicity data undermines accountability and jeopardises the lives of those awaiting life-saving treatments. The issue impacts the entire nation, with one-third of school age children and one in five of the working age UK population being mixed heritage / ethnic minority. As well as highlighting the issues in the system, we clarified the solutions needed – improved governance and accountability, improved data, reporting and transparency, and improved education, awareness and activity.

Engaging audiences

We targeted national publications to reach as wide an audience as possible, as we knew national coverage would serve as a powerful tool to drive engagement and advocate for meaningful change.

Building value

We secured an interview and two exclusive articles in The Guardian, addressing the critical issue of donation disparities within minority ethnic and mixed heritage people across the UK. The pieces used key stats from the APPG report, highlighting issues including the lack of consistency in data across healthcare systems, which directly jeopardises the lives of those awaiting treatment. The call for government intervention also presents an opportunity to leverage public awareness and support for change in the system.