

Report: Give and Let Live Survey

Executive Summary

This report investigates how well the Give and Let Live educational programme has been implemented in secondary schools throughout England on behalf of the Jeanette Crizzle Trust.

A national email survey was conducted across secondary schools in England in 2014 to establish the effectiveness of the Give and Let Live programme since its launch in 2007. We present the research to show that:

- 81% of schools had not heard of Give and Let Live.
- Only 6% of schools were using the educational resource on an annual basis.
- 1 school had previously had the programme as part of the PSHE syllabus, while there were no schools which were using the Give and Let Live on a termly basis.
- Only 3% of the schools asked to complete the questionnaire answered the survey.

The report concludes that:

- The Give and Let Live programme has not been implemented effectively into secondary schools with too few opting to present it as one of their optional PSHE topics.
- Unless proactively addressed, the negative impacts are:
 - o The Give and Let Live programme is unlikely have any impact to increase the blood, organ and bone marrow donors in the UK.
 - o Ineffective use of tax payers' money on the educational resource Give and Let Live.

We ask the Government to make the Give and Let Live educational resource a compulsory topic as part of the PSHE curriculum. This will inform more young people on the key issues regarding donations and encourage more people to join the register and save lives.

Background

In October 2005, Jeanette Crizzle, an English teacher, was diagnosed with Acute Myeloid Leukaemia. She needed a bone marrow transplant, but owing to her mixed racial heritage, a suitable donor could not be found. Her husband, Adam, worked positively by carrying out independent research in schools and with the public into the general awareness levels of donation.

Having found very low general awareness levels throughout the UK, Adam set up the Jeanette Crizzle Trust to campaign for change to be made by the government using the power of education. His campaign led to the House of Commons, where Kettering MP, Philip Hollobone, was successful in gaining governmental support.

This culminated in the UK government giving funding for an educational programme in schools to promote the importance of organ, blood, tissue and bone marrow donation in life and after death.

The educational resource, Give and Let Live, was launched by NHS Blood and Transplant in 2007. Give and Let Live is a topic schools can opt for as part of their PSHE/PSD, Science and Religious Education curriculum. The aim of the resource is to provide students aged 14 or over with the knowledge and understanding of key issues relating to donating parts of their body, either in life or after death, to help others.

Having been launched by the Government and the NHS seven years ago, it is really important to establish how frequently, if at all, Give and Let Live is being taught nationally for not only the taxpayer, but also for the many patients waiting for transplants.

The role of the Jeanette Crizzle Trust is to monitor Give and Let Live's reception and use. This report presents the findings of the latest investigation into how well the Give and Let Live educational resource has been received by schools and the impact it is having on the blood, organ and bone marrow donation registers.

Research Methodology

On behalf of the Jeanette Crizzle Trust, Hillcroft House UK Ltd conducted a national follow-up survey to evaluate the use of the Give and Let Live education programme in schools across the UK. Between May and August 2014, an email was sent to the offices, receptions or head teachers of 1564 secondary schools across England, based on a database of secondary schools. The email requested the attention of a staff member responsible for the PSHE curriculum to complete a 3 minute national school survey with regards to the Give and Let Live education programme (see Appendix i). On following the given link, staff were required to answer the following questions:

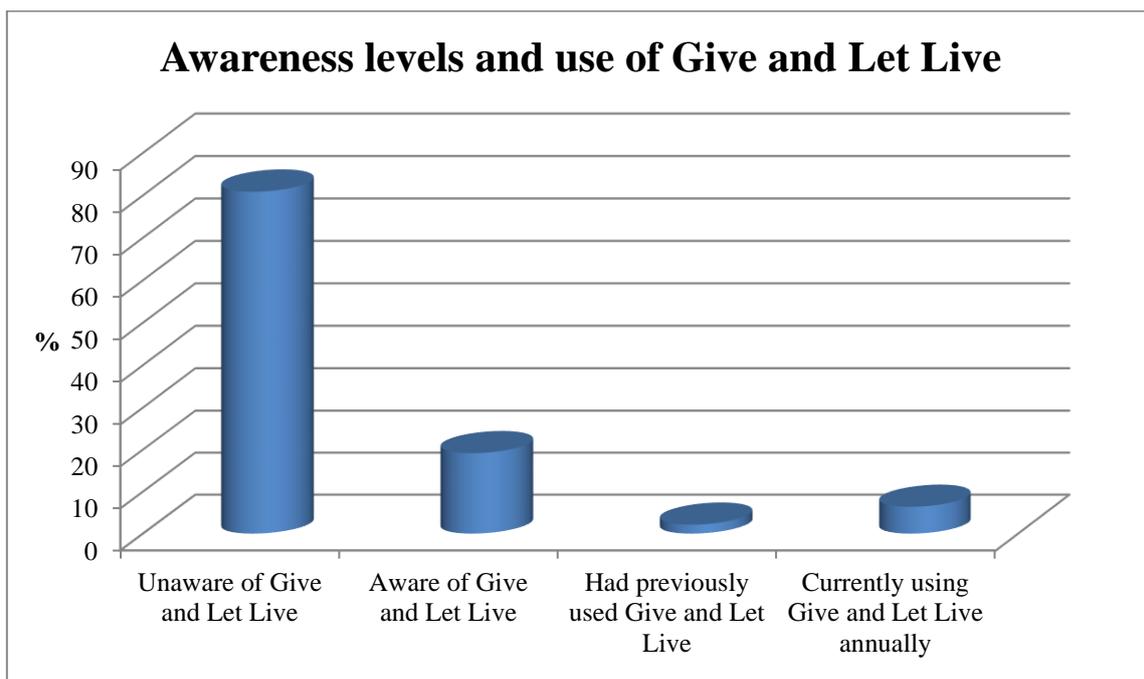
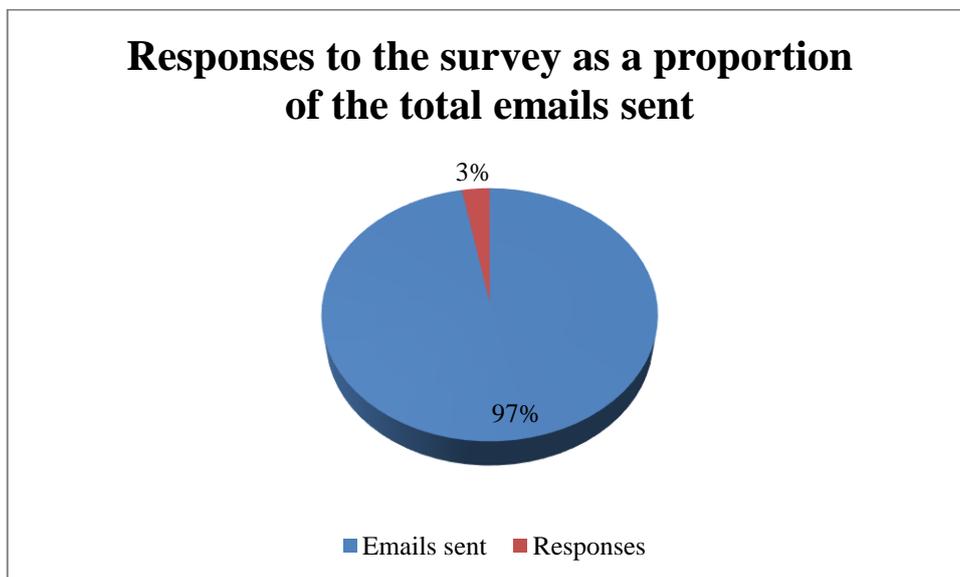
- 1) Name of school:
- 2) Location of school: (select from the drop down menu of the 10 regions of England)
- 3) Have you heard of the education programme, Give and Let Live? This programme is designed to educate pupils about donating blood, organs, tissue and bone marrow.
 - Yes
 - No
- 4) Does your school use the Give and Let Live programme?
 - Every term
 - Once a year
 - Previously used (but not anymore)
 - Not at all

Research Findings

The report found that:

- Out of the 1564 schools emailed, only 47 responded to the survey questionnaire.
- Only 9 of those schools had heard of the Give and Let Live educational resource.
- 43 had never used Give and Let Live.
- 1 school had previously used Give and Let Live, but had had to eliminate the resource from their syllabus as a result of recent changes in the structure of the curriculum.
- 3 were using the Give and Let Live resource once per year.

See Appendix ii for full table of results, including school names.



Conclusions

With too few schools taking the survey, we were unable to evaluate the effectiveness of the content of the programme and instead, were only able to measure how effective the Give and Let Live educational resource is being implemented into schools.

From the data we did gather in investigating how successful Give and Let Live has been implemented into the secondary school curriculum, the main conclusions that can be drawn are:

- a) Too few schools are aware of the Give and Let Live educational resource and less than half of those are using the resource.
- b) Schools do not see the programme as something of importance; only a third of those who were aware of it were still making use of it.
- c) There were no schools who were making use of the Give and Let Live educational resource on a termly basis.
- d) So few schools were interested in answering the questionnaire.

The above conclusions indicate that tax payers' money is not being used to full effect. The Give and Let Live programme is not being advertised or encouraged to schools in an effective manner, resulting in such little awareness across schools. The programme has not been implemented adequately enough to inform the young people in Britain on the key issues regarding blood, bone marrow and organ donation. Consequently, the future blood, organ and bone marrow donators are unlikely to be increased through this programme at its current rate.

We ask the Government to improve its reception of the Give and Let Live educational resource to schools to improve the number of future blood, organ and bone marrow donations and maximise the use of tax payers' money. We hope this report will lead to the Give and Let Live educational resource moving from being an optional topic in the PSHE syllabus to becoming a compulsory topic within the curriculum.

Appendix i: email to schools by Hillcroft House UK Ltd

Dear Sir or Madam,

We are asking for a staff member responsible for the PSHE curriculum to complete a 3 minute national school survey with regards to the Give and Let Live education programme.

On behalf of the Jeanette Crizzle Trust, Hillcroft House UK Ltd are conducting a national follow-up survey to evaluate the use of the Give and Let Live programme in schools across the UK.

Having been launched by the Government and the NHS in 2007, it is really important to establish how frequently, if at all, Give and Let Live is being taught nationally for not only the taxpayer, but also for the many patients waiting for transplants.

Please follow this link for the survey <http://bit.ly/1uAunfM>.

The findings will be published in a report to be sent to the Secretary of State for Education. For more information on the previous reports, please visit <http://www.jeanettecrizzletrust.org/default.asp?page=206>.

Thank you for taking your time to complete the survey.

Kind regards,

Emily Crizzle

Appendix ii

Q1 - Name of school	Q2 - Location of your school	Q3 - Have you heard of the education programme, Give and Let Live?	Q4 - Does your school use the Give and Let Live programme?
Magdalen College School	East Midlands	No	Not at all
The Ellen Wilkinson School For Girls	London	No	Not at all
Dagenham Park Church of England School	London	No	Not at all
Parliament Hill School	London	No	Not at all
Kingswood Secondary Academey	East Midlands	No	Not at all
John Roan	London	No	Not at all
Soham Village College	East of England	No	Not at all
The King Edmund School	East of England	No	Not at all
Abbey College	East of England	Yes	Not at all
sacred heart high school	North East	No	Not at all
Southend High School for Boys	East of England	No	Not at all
Kettering Buccleuch Academy	East Midlands	No	Not at all
Wymondham High Academy Trust	East of England	No	Not at all
Oriel High School	South East	Yes	Once a year
Notre Dame High School	East of England	No	Not at all
Heworth Grange School	North East	No	Not at all
Long Stratton High	East of England	Yes	Not at all
Bedale High School	Yorkshire and the Humber	Yes	Not at all
Harrogate Grammar School	Yorkshire and the Humber	No	Not at all
St Anthony's Girls' Catholic Academy	North East	No	Not at all
East Point Academy	East of England	No	Not at all
George Stephenson High School	North East	No	Not at all
Stalham High School	East of England	No	Not at all
Biddick School Sports College	North East	No	Not at all
Maricourt Catholic High School	North West	No	Not at all
Park High School	London	No	Not at all
Old Buckenham High School	East of England	Yes	Not at all
The Barlow RC High	North West	No	Not at all
Falinge Park High School	North West	No	Not at all
Poynton High School	North West	No	Not at all
Didcot Girls' School	South East	No	Not at all
Dorothy stringer	South East	No	Not at all
St Gregorys Catholic Science College	London	No	Not at all
Wrotham Secondary	South East	Yes	Once a year

School			
Failsworth School	North West	No	Not at all
Crompton House	North West	No	Not at all
Copley Academy	North West	No	Not at all
Wey valley School	South West	Yes	Once a year
Heston Community School	London	No	Not at all
Gosford Hill school	South East	No	Not at all
Hartford Church of England High School	North West	No	Not at all
Waldegrave School	London	No	Not at all
longhill high school	South East	No	Not at all
Sharples School	North West	No	Not at all
St Christopher's CE High School	West Midlands	Yes	Not at all
Queen Elizabeth's School	South West	Yes	Previously used but not anymore
King Arthur's Community School	South West	No	Not at all