



# Encouraging positive change for people with bleeding disorders through a national awards scheme

## Reason for the Programme

This initiative was undertaken to generate a more favourable political and social climate for haemophilia care in the UK by raising awareness of bleeding disorders and understanding of the practical challenges faced by young people who have to cope with them.

## Methods Used

Created to recognise the support provided by families, friends, teachers and carers, the UK Haemophilia Society's Buddy Awards were launched at the House of Commons, where MPs and peers, children's TV personalities and some 150 patients and their families attended. Working with 60 Haemophilia Centres throughout the UK, nominations were sought, many of which were developed into case studies and have been recruited as media spokespeople and for informal liaison with MPs and opinion leaders. These profiles are a powerful way of bringing the underlying issues to life.



### Buddy Award Winner:

Farrah Allarakha pictured from left to right with brothers and sister, Riaz, Farzila, (Farrah) & Ridwan

## Results

The Buddy award launch and successful inaugural awards ceremony have generated extensive press coverage includes regional, teaching and nursing media, in addition to social media activity and MP websites. The programme has provided three separate media opportunities; the launch, case studies and award ceremony and has reached 540 families affected by bleeding disorders.

Access to a bank of personal insights from a broad range of carers provides a valuable resource for helping to correct public misconceptions about bleeding disorders, and for securing the backing of policymakers at a time when healthcare spending is under unprecedented pressure.

## Conclusions

As a long-term instrument for raising awareness and attracting support, the beneficial effect of the Buddy Awards on patients' lives is only measurable in terms of the shift in public and political attitudes over time, but initial feedback suggests that it has already had an overwhelmingly positive effect on the morale and self-esteem of the UK bleeding disorders community.



Buddy Award launch with TV presenters Dick & Dom, MPs, patients and their families



## Further information:

Chris James - [chris@haemophilia.org.uk](mailto:chris@haemophilia.org.uk)

The Haemophilia Society would like to acknowledge the support of Novo Nordisk and Interaction Marketing & PR in the development of this poster.

