

NHS and Gift of Living Donation (GOLD) community partnership offers culturally tailored peer support and effectively promotes living donor conversations in a reproducible multi-site model

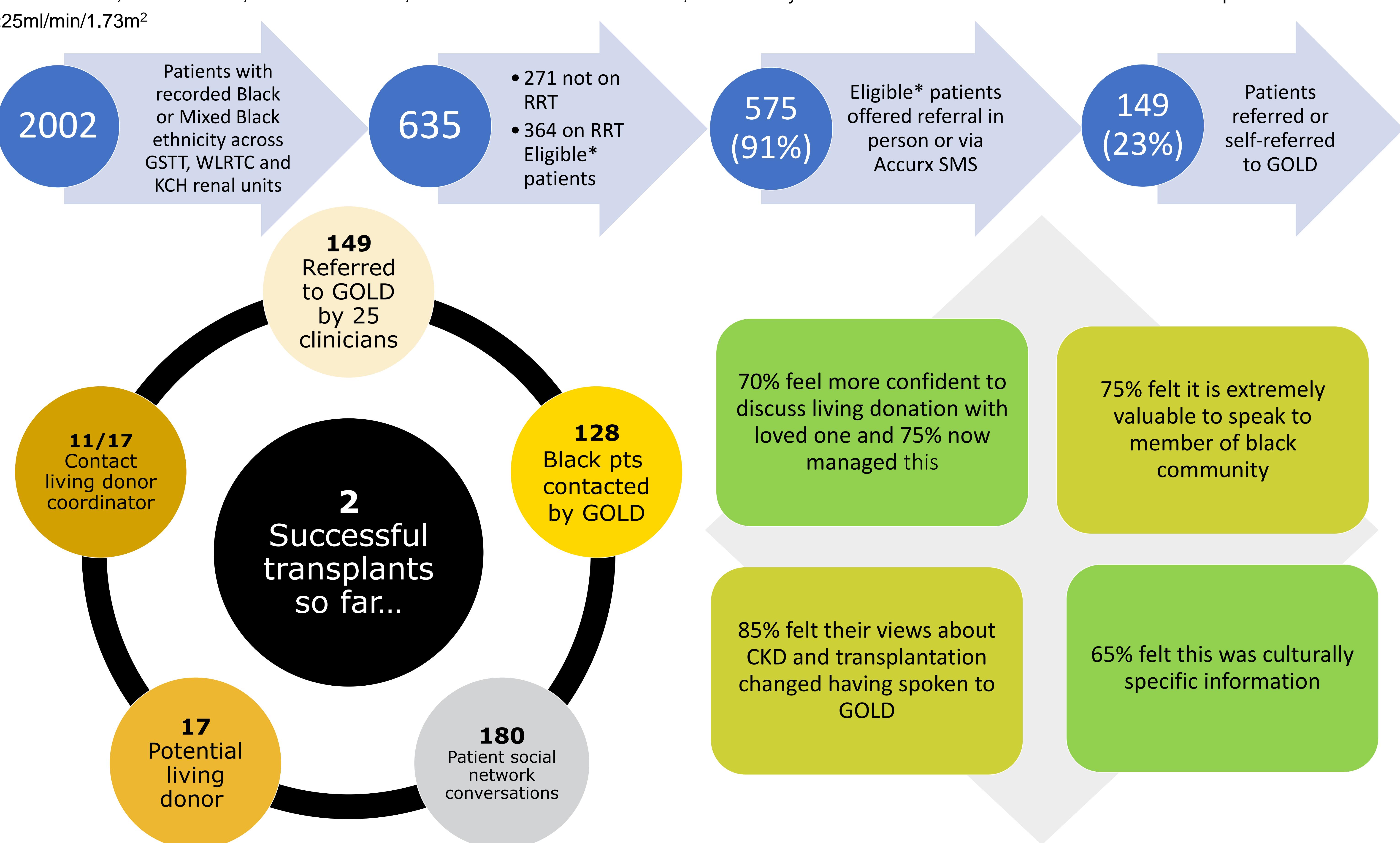
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Introduction: Despite pre-emptive living donation offering the best survival and quality of life for ESKD patients, there is an enormous disparity between rates in Black patients compared to other ethnicities. GOLD offers **tailored** living donation phone support from those with lived experience to Black patients and potential donors to help redress this inequity.

Methods: We developed a reproducible NHS and community partnership QIP model at 3 London trusts consisting of embedded clinical staff, data team (QIP experienced trainees) and GOLD (~70 trained and DBS-cleared phone buddies) from Feb 2023-Feb 2024.

Results: Implementation metrics & patient experience (35/128 survey responders) *Eligible patients have a recorded ethnicity of Black other, Black British, Black Caribbean, Black African or Mixed Black, under 70 years old with no clear contraindication to transplantation and eGFR <25ml/min/1.73m²



"I'm not embarrassed to share my illness with my friends and family. And can openly discuss my future which may involve a living donor."

"I was coached in how not to make a direct approach to family and friends and how to go about having that conversation which I refused to have before."

"As a black person I don't like to talk about my health issues to others as it may be used to stigmatize me within my community. To ask someone to give me a kidney is a big ask and before GOLD I would not even be able to discuss this with my family."

Conclusion: Whilst many factors influence whether living donor transplantation goes ahead, there is growing recognition that community-led interventions are key to increasing rates of pre-emptive transplantation for Black patients. This project addresses cultural barriers and acknowledges shifts in behaviour and culture take time. This QIP showcases an effective working model of an NHS-community integrated partnership that is meeting the need of patients and helping to close the gap in access and equity.