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Enhancing organ donation rates amongst the Muslim community: a comic and narrative intervention study

Submission date	**Recruitment status**	[X] Prospectively registered
01/08/2023	No longer recruiting	[_] Protocol
Registration date	**Overall study status**	[_] Statistical analysis plan
07/08/2023	Completed	[_] Results
Last Edited	**Condition category**	[_] Individual participant data
01/08/2023	Other	[_] Record updated in last year

Plain English summary of protocol

Background and study aims

The demand for organ donations in the UK exceeds the supply, despite changes in the law to an opt-out system in 2020. Previous research indicates that factors like age, gender, ethnicity, education, and attitude influence donation behaviour. The Muslim community, in particular, exhibits lower rates of organ donation, but interventions addressing religious permissibility have shown promise.

This study aims to investigate the impact of comic and written narrative interventions on organ donation registration decisions and willingness to share these decisions among individuals from the Islamic faith. Additionally, the researchers will assess the effectiveness of these interventions in improving knowledge of organ donation.

Who can participate?

Adults (aged 18 years and above) from the Islamic faith, residing in Scotland, Wales, England, or Northern Ireland, who can read English. Participation will be through the online Prolific platform.

What does the study involve?

Participants will be randomly assigned to three groups receiving different organ-donation narratives: existing NHS Blood and Transplant (NHSBT) website information only, NHSBT information with a comic-style narrative, or NHSBT information with a written narrative. The researchers will collect data at three timepoints: baseline, immediately after reading the narrative and 1 month later during the follow-up.

What are the possible benefits and risks of participating?

The goal is to achieve an increase in organ donation registrations among the Muslim population. The study poses minimal risks, as it does not involve biological samples, treatments, or sensitive questions.

Where is the study run from?

University of Brighton (UK)

When is the study starting and how long is it expected to run for?
January 2023 to July 2024

Who is funding the study?
National Health Service Blood and Transplant (NSHBT), Department of Health and Social Care (UK)

Who is the main contact?
Simonne Weeks, S.Weeks@brighton.ac.uk

Contact information

Type(s)
Principal investigator

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Additional identifiers

Study information

Scientific Title
Effect of reading comics vs written narrative on organ donation registration rates amongst Muslim adult population in the UK: a randomised control trial

Study objectives
This research will investigate whether the development and evaluation of comic and written narrative interventions to increase engagement in registering and discussing an organ donation choice which is a NHSBT commitment to build support for donation amongst Black, Asian, mixed heritage and minority ethnic communities. Specifically, this research will evaluate amongst Muslims whether:

H1: Comics and/or written narratives will increase the number of organ donation choice registrations in comparison to control groups.
H2: Comics and/or written narratives will increase the sharing, discussing and promoting their organ donation choice with others one-month post-intervention.

Ethics approval required
Ethics approval required

Ethics approval(s)
Approved 25/07/2023, Cross School Research Ethics Committee (University of Brighton, Mithras House, Lewes Road, Brighton, BN2 4AT, United Kingdom; +44 (0)1273 600900; l.wignall@brighton.ac.uk), ref: CREC 12487

Primary study design
Interventional

Study design
Randomized control trial

Study type(s)
Efficacy

Health condition(s) or problem(s) studied
Registrations on the UK NHSBT Organ Donation Register

Interventions
To establish the effectiveness of comics and test whether comic style adds anything to the outcomes, participants will be randomised into a 1:1:1 allocation ratio. The control will be pre-existing NHSBT information related to the comic and written narrative content located on the NHSBT website.

All eligible participants will be randomly assigned into three different study arms:
1. Read NHSBT website information only (control)
2. NHSBT information and COMICS narrative (comic intervention)
3. NHSBT information and WRITTEN narrative (written intervention)

Using a web-based randomisation algorithm, Qualtrics will randomly allocate participants to each of the experimental arms with 1:1:1 allocation. Because Prolific handles the interaction between the study investigators and participants, the participants will be completely anonymous to the study investigators. The outcome measures will be self-reported and submitted anonymously. Participants and members of the research team will be blinded to the trial arm allocation.

Intervention Type
Behavioural

Primary outcome(s)
Registration rates depending on the narrative format measured using self-reported donor status at 1-month follow-up survey post intervention

Key secondary outcome(s)
1. Attitudes towards narrative format measured using the Attitude Information Score in the immediate post-intervention survey
2. Likelihood to use narrative measured using the Discuss Information Scale in the immediate post-intervention survey

3. Discussion rates depending on the narrative format using self-reported Discuss Donation Status at 1-month follow-up survey post intervention
4. Attitudes towards organ donation measured using the Affective Attitude Score at 1-month follow-up survey post intervention

Completion date
01/07/2024

Eligibility

Key inclusion criteria
1. Resident of the UK
2. Aged 18 years or older
2. Identifies as part of the Islamic religion
3. Reads English
4. Agrees to 1-month follow up

Participant type(s)
Healthy volunteer

Healthy volunteers allowed
No

Age group
Adult

Lower age limit
18 Years

Sex
All

Key exclusion criteria
1. Prolific approval rating of less than 95%
2. Have at least 20 previous prolific submissions

Date of first enrolment
14/08/2023

Date of final enrolment
01/11/2023

Locations

Countries of recruitment
United Kingdom

England

Northern Ireland

Scotland

Wales

Study participating centre
University of Brighton
Mithras House
Lewes Road
Brighton
Sussex
United Kingdom
BN2 4AT

Sponsor information

Organisation
University of Brighton

ROR
https://ror.org/04kp2b655

Funder(s)

Funder type
Government

Funder Name
NHS Blood and Transplant

Alternative Name(s)
National Health Service Blood and Transplant, UK National Health Service Blood and Transplant, NHSBT

Funding Body Type
Government organisation

Funding Body Subtype
Local government

Location
United Kingdom

Results and Publications

Individual participant data (IPD) sharing plan
The data-sharing plans for the current study are unknown and will be made available at a later date.

IPD sharing plan summary
Data sharing statement to be made available at a later date