

National Blood Transfusion Service
Regional Transfusion Centre
Longley Lane Sheffield S5 7JN
Telephone 0742 387201

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Our Ref WW/MS
Your Ref

3rd January, 1984.

Mr. Paul Winstanley,
Department of Health and Social Security,
Hannibal House,
Elephant and Castle,
London SE1 6TE

SG.
(1) to place on file -
(2) may we discuss, pl.

Dear Paul,

GRO-C

9/1/84.

AIDS Leaflet

I have canvassed my colleagues for feed-back on three months distribution of the leaflet, and enclose a compilation of their replies. I hope that this list will give you some basis for working out future consumption.

It must however be said that one or two people expressed a view that there should be a revision of content before reprinting. I know that Dr. Brian McClelland, Director of the Transfusion Centre in Edinburgh, is presently re-writing the leaflet taking up-to-date views into account. Since it was his original draft which formed the basis for the present "official" leaflet, I am sure it would be wise to see his new draft before going to the printers. From the present rate of consumption in some regions it looks as though there is in any case a little time to play with.

Incidentally, I am sure you will pick out from the replies that physically handing a leaflet to each donor at the session was the only method of distribution which caused offence.

The RTDs meet next on January 25th 1984. Hopefully we may have Brian McClelland's draft to consider before then, when I would hope to be able to communicate with you with firm proposals immediately afterwards.

With kind regards,

Yours sincerely,

W
GRO-C

Enc.

W. Wagstaff

(Dictated by Dr. Wagstaff and

Director: Dr W Wagstaff DTM&H FRC Path signed in his absence)

ADS LEAFLET - FIRST THREE MONTHS EXPERIENCE

Region	Distribution Method	Donor Response	Other Comments
Newcastle ✓	Distributed with call-up cards, and available on sessions.	Remarkably little response from donors.	Postal distribution to be stopped after 6 months, then available at sessions or on request from Centre.
Leeds ✓	Available at sessions.	Very few leaflets taken away.	No change in procedure contemplated.
Sheffield ✓	Distributed with call-up cards, and available on sessions. Batches issued, on request, to Special clinics.	No adverse comments. All approaches from donors in high-risk groups have been eminently reasonable.	50,000 extra leaflets needed to complete saturation of donor panel. From mid-1984, 20,000 per year for new donors.
Cambridge ✓	Available at sessions.	Some written response from male homosexual donors. No adverse comments.	Leaflet met with approval of local Campaign for Homosexual Equality.
Edgware ✓	Available at sessions.	No feed-back from donors, relatively low uptake of leaflet.	Enough stocks to last till 1987, at present usage rate.
Brentwood	Available, "please take one" notice.	Females read and take away, males don't want to be seen reading it. Initial handing out of leaflets caused some offence.	Leaflets re-used, therefore still have stocks for some months.
Southampton ✓	Distributed with call-up cards.	No adverse comments; all phone calls valuable and co-operative.	
Oxford	Available at sessions.	Only 10% taken away by donors. No report of adverse comments.	No anticipated change in pattern.
Bristol	Leaflet offered on signing in.	Most donors appear to read leaflet completely, and take it away with them. Few queries.	Another 60,000 needed to cover existing panel, then 20,000 per annum for new donors.
Birmingham	Available at sessions.	Most donors do not take leaflets away. No adverse comments reported.	Stocks will last till summer 84 because of re-use of leaflets.
Manchester ✓	Issued with call-up.	Little comment, only one or two calls from donors who thought they may be at risk.	Whole donor panel to be covered, then leaflet issued to new donors only. 50,000 more leaflets required in next 6 months to continue this policy.
Lancaster ✓	(a) Issued with call-up. (b) Handed to donor on industrial sessions.	No feed-back from postal distribution, some offence taken at being handed the leaflet at sessions.	Average issue 9,500 per month.
Cardiff	Available at sessions.	Donors interested, no apparent effect on attendance.	500 leaflets used in 3 months
Glasgow	Available at donor sessions and through local Special Clinics.	Uptake by donors averages one or two leaflets per session. A handful of donors have been resigned after volunteering information about homosexuality.	7,000 of 100,000 leaflets issued in 3 months.

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