

FOR IMMEDIATE RELEASE

New Billboard Campaign Calls Out Deadly Impact of Poor Healthcare Design on Black Communities Living with Sickle Cell

London, UK **19/06/25**

A powerful new public campaign spotlighting the deadly consequences of non-inclusive design in the UK healthcare system has launched across four high visibility sites: Newtown and Harborne in Birmingham, Brixton, and London Bridge Tube station in London.

Commissioned by the **Paul Hamlyn Foundation** and delivered by the **Black Heritage Support Service in collaboration with sickle cell patients**, the campaign confronts the critical design failures that disproportionately harm Black communities, particularly those living with sickle cell disorder.

Sickle cell is one of the UK's fastest-growing genetic conditions and primarily affects people of African and Caribbean descent. Poor healthcare design from clinical environments to policy protocols, has left thousands of patients marginalised. In the most tragic cases, the consequences have been fatal.

This bold visual campaign doesn't just raise awareness it provides action.

R'Kyce Brown, 14 who suffers from sickle said

"The London Bridge image represents what sickle cell patients experience, and shows all the difficulties we have to go through, we should be listened to."



Each billboard includes a QR code that directs users to a **digital toolkit**, aimed at empowering two key audiences:

- **NHS staff and designers** are given practical guidance on how to create inclusive, patient-centred services and spaces.
- **Sickle cell patients** are offered crucial information on their healthcare rights and how to advocate for equitable treatment.

"This campaign is a wake-up call. It's not just about visibility, it's about accountability. Inclusive design is not optional when lives are at stake," said **Natalie Scarlett** Founder and Director of the Black Heritage Support Service.



Andre Tulloch from the British Caribbean Doctors and Dentist Association who helped co-design the campaign said

“As a Doctor who often encounters patients with sickle cell disease, this toolkit allows me to advocate for my patients better and to educate my colleagues. This is an important undertaking of which I’m proud to play a small part.”

With installations in areas of high footfall and cultural significance, the campaign is impossible to ignore. It calls on the designers, and healthcare providers alike to recognise the urgent need for equity in the systems that shape everyday life and survival.



Locations: 18/6/25-30th/06/25

- Newtown Row, Birmingham
- Harborne Park Road, Birmingham

- Coldharbour Lane, Brixton, London
- London Bridge Tube Station, London

Rachel McFee - CEO of OSCAR (Organisation for Sickle Cell and Anaemia Research)

“When it comes to Black and Brown communities it’s always the bottom up approach, where this toolkit directly targets the people at the top, the very people who design our services.”



Call to action - Please visit the sites and share on social media with the hash tag #Inclusivedesign tagging us @bhss_org and any healthcare providers that you know. We need people who exist in positions of power to start talking about this. Tag your local Councillor, MP, Public Health Director and patients who need tools for advocacy.

For media enquiries, interviews, or to access the digital toolkit, please contact:

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