

**NHSBT Board**

29 March 2018

**Chief Executive's Board Report****1. Status – Public****2. Executive Summary**

This paper summarises key communications activity and highlights other issues of performance and risk.

**3. Action Requested****The Board is asked to:**

Note the report.

**4. Communications Activity Since Last Board Meeting****External communication**

- 4.1 We were heavily involved in organising spokespeople and case study interviews in advance of the parliamentary debate on organ donation opt out, leading to coverage in numerous outlets including BBC Breakfast, Sky News and ITV.
- 4.2 Proactive media coverage helped to alleviate blood stock issues caused by severe weather through March. This included ten regional TV broadcasts and production of a new blood stock graphic on social media which generated over 23k shares and reached 3m people.
- 4.3 Secured regional TV coverage of the Luton Donor Centre campaign launch, regional press coverage of the Southwark Community Summit, and created a partnership with the Manchester Storm Ice Hockey team.
- 4.4 Press coverage for our World Kidney Day appeal for living donors included the Guardian and the Mail Online.

**Internal activity**

- 4.5 As part of the ODT Hub programme we have promoted the new National Liver Offering Scheme and a new organ donor referral number to the clinical community.
- 4.6 In February we celebrated LGBT+ history month which saw a number of colleagues share their personal stories in a series of blogs. The blogs were well read and generated discussion about the importance of

LGBT+ equality and rights. The LGBT+ Network has recently been established and is looking at a number of projects, including delivering training to colleagues.

## 5. Promoting Donation

### Blood donation:

- 5.1 We evaluated the multichannel national New Year campaign, which delivered the strongest level of new registered blood donors in over two years – 65k and almost 19k new donor attends.
- 5.2 Running from the 15<sup>th</sup> January through to the 15<sup>th</sup> February, we launched a video series called ‘Date to Donate’ <https://www.youtube.com/watch?v=3cVr1EZCIUw&list=PLFBUOQzCNP HHWllqApwTHjEgg1KUIBi41> which aimed to increase awareness and normalisation of blood donation. The series went out to an audience of over 7 million people including NHSBT audience groups, press outlets such as NME, Cosmopolitan, Grime Daily, BBC. It achieved 98% positive sentiment, saw +28% increase in appts booked on launch day and +66% increase in appts booked via Twitter.

### Organ donation promotion:

- 5.3 Valentine Day was used as a hook to promote organ donation, working in partnership with Moonpig to launch a suite of free Valentine’s Day cards which customers could use to let their loved one know they wanted to be a donor. There was a significant engagement on social media with posts about the cards generating 4,784,239 impressions from 703 tweets/social posts. #CardsSaveLives was used 684 times, creating over 3 million impressions. Over 260 people signed up as donors on the NHS Organ Donor Register through the tracked links and hundreds of special-edition Valentine’s cards were ordered through the Moonpig website.
- 5.4 We also used paid advertising on Facebook, Twitter and Instagram to promote a series of humorous videos in the run up to Valentine’s Day. The videos all showed couples saying things that are probably better left unsaid on a date to highlight that organ donation is an important topic that should be talked about. The advertising led to nearly one million video view completions (269,335 on Facebook, 220,347 on Instagram and 474,747 on Twitter).

## 6. Digital

### Blood

- 6.1 In February user research was carried out to look at key barriers to register and make an appointment on blood.co.uk. The target audience was people who have considered donation but had not registered

before, or given blood. Forty people were interviewed over four days, 20 in London and 20 in Oxfordshire to ensure a good mix of people from different backgrounds and age groups (18-35 years old). The initial findings show there are a number of improvements we can make to the user journey. A full analysis and recommendations will be available in April with an action plan to improve user experience and conversion.

## **Organs**

- 6.2 In February Organ Donation has seen 58% more visits to the site, with 6% more sign ups. Direct traffic has increased by 138%, compared to January. This is mostly traffic landing on the opt out form, and has resulted in an increase in opt outs. Most of this activity has been tracked to private whatsapp group chats (so called, dark social) opposing the Government's opt out proposals on faith grounds.

## **7. Performance and Management**

- 7.1. Blood stock levels have remained the dominant operational challenge over the last period. Poor weather during early March has seen us lose around 8000 units of red blood cells. This has been combined with higher than forecast issues on some days/groups, resulting in validated stock levels below 3 days for a period in the middle of the month. This is underpinned with up to 2 days Work In Progress and an estimated 5-6 days stock in hospitals for major groups.
- 7.2. The blood donation teams are delivering extra sessions and increasing grid sizes to compensate for the increase in new donors (who have higher Did Not Attend rates), and have suspended the roll out of the Continuous Care model in some places, until stock levels recover. Marketing activity has focussed on creating a sense of urgency across all channels.
- 7.3. The end of year position is expected to show a small increase above for forecast for issues of Red Cells, driven by stronger demand in the final quarter. Platelets are tracking to forecast.
- 7.4. Organ donation is performing very well and on track for a record year, matching last year's performance by the end of February. The service was relatively unaffected by the bad weather but did have to use local offering protocols in some parts of the country. The consent rate for BAME donors is up around 8% points on last year, at 45%.
- 7.5. The ODT Hub went live with the National Liver Allocation Scheme – delivery of a major milestone on the programme.
- 7.6. The DTS team are currently tracking to deliver a 10% increase in year on year revenue, with stand-out performances in TAS and Eye services. Stem cell issues at end February are 223 vs a target of 196, and

overdue debt falling. The team are tracking to have supported over 143,000 patients during the year.

- 7.7. Therapeutic Apheresis Services (TAS) has achieved an outstanding top box score of 97% in the 2017 Patient Experience Survey Report. The survey evaluated the views of adult and paediatric patients, stem cell donors and carers who received treatment from TAS teams in Bristol, Leeds, Liverpool, Manchester, Oxford, Birmingham, Sheffield and London. This score compares to scores of 93% in 2016 and 2015 and 90% in 2014 and 2013.
- 7.8. We were successful in the Patient Experience Network National Awards. These are the first patient experience awards in the UK, celebrating the delivery of outstanding patient experience by those involved in the health and social care industry. The Allogeneic Serum Eyedrop service bagged three awards. We were runners up in two categories “Bringing Patient Experience Closer to Home” and “Patient Insight for Improvement”. NHSBT was the winner in the “Continuity of Care” category.

## **8. Activity in the next period**

- 8.1 We expect that blood stock build will continue to be challenging and will be the dominant operational challenge.
- 8.2 The Government has now concluded its consultation on a proposed ‘opt-out’ system of organ donation with over 17,000 people sharing their views. We expect the Government to publish the findings and its response in May or June. Geoffrey Robinson MP’s Private Members Bill on organ donation opt out successfully passed Second Reading and will now go to Committee Stage.
- 8.3 We will continue to plan potential implementation of legislation alongside colleagues from the Department of Health in England including arranging an engagement event to help address faith based concerns about an opt out system.
- 8.4 In April we will launch the latest iteration of our Blood donation campaign. Using the creative concept ‘Bleed For...’ the campaign will feature TV commercials as we continue to build our vulnerable group donor bases to a more resilient level. We have successfully applied for an exemption from pre-election publicity restrictions so it will not be constrained by the local election Purdah period.
- 8.5 In late April, we are also expecting to see the B Positive choir (a choir formed of people who have been touched predominantly by sickle cell disease and for some who have had blood transfusions for other reasons) to appear on a major primetime television programme. The focus of the activity will be to target multiple mass audiences, asking them to support B Positive and to develop understanding of blood donation.

8.6 On 21<sup>st</sup> March government announced a new pay scheme for the NHS. The headlines suggested at least a 6% payrise for the majority of employees over three years. There will be a consultation period for two months, with an expectation of implementation by 1<sup>st</sup> July, backdated to 1<sup>st</sup> April 2018. The complexity of the scheme means (at the time of writing) we will only be able make broad estimates of financial impact for financial year 2018/19. We expect significant work will be required to implement the new scheme which will impact on other People Directorate activity in the short term.