

Like Life

Organ Donation Marketing and Campaigns Bulletin

12th Edition – June 2018

Introduction

Welcome to the June edition of the Like Life Bulletin. Although we are only a couple of months into the new Financial Year we are currently very busy planning for Organ Donation Week as well as much much more!

We plan to send out another edition in August with more detailed information on what's going to happen in September but for now this Bulletin will provide you with a basic overview of what to expect this Organ Donation Week and how to order the relevant promotional materials, how the London campaign went, our latest public awareness statistics, new leaflets and animations to promote living donation and details about how the latest changes to GDPR have affected us amongst other things.

As ever, we'd love to hear from you with your stories or pictures of promotional activity. Let others use your ideas as inspiration so please get in touch with us via marketing.comms@nhsbt.nhs.uk.

The Marketing and Campaigns team, NHS Blood and Transplant

Quick links

- ▶ *Organ Donation Week 3rd-9th September*
- ▶ *Organ Donation Week – Get your orders in!*
- ▶ *Organ Donation Week – Operation Donation requests*
- ▶ *The London campaign – how it went*
- ▶ *Latest attitudinal statistics are out*
- ▶ *Organ donation animations in seven languages*
- ▶ *New materials available to promote living organ donation*
- ▶ *Leaflet compliance to GDPR legislation*
- ▶ *Updates to the welcome leaflets and letters*
- ▶ *Organ donation promotion increasing in and around hospitals!*
- ▶ *NHS is 70!*
- ▶ *Teaching Resources – We want to hear from you!*
- ▶ *Spotlight*
- ▶ *Get in touch and who's who*

Organ Donation Week 3rd-9th September

Organ Donation Week will focus on encouraging people to talk to those closest to them about organ donation. We want to help people start what can sometimes be perceived as a difficult conversation, let them know why it is an important conversation to have and encourage people to share their donation decision with those closest to them. **Words save lives.**

Over the next few months we will be developing video content that will emotionally engage with people. The video content ideas are still being developed but are likely to be a mix of real life stories, myth busting, videos that show support for organ donation and normalise people talking about organ donation.

We will also develop digital assets that will be available on the Promoting Donation Hub for hospitals, partners and supporters to share along with the videos. As always, working with the media on features and news stories at a national and local level will be central to the week – and we know that's something many of you work hard to achieve in your areas too.

We will continue to keep you updated and share the plans with you all as they develop.

Organ Donation Week – Get your orders in!

If you haven't done so already it's time to start planning for Organ Donation Week.

We want to make sure you have your promotional materials ready in plenty of time so that you can help us make this Organ Donation Week as fantastic at raising awareness and triggering families to talk about donation as it was last year.

You have now missed the deadline for ordering promotional packs so please send in any late requests to leaflets@nhsbt.nhs.uk as soon as possible.



Organ Donation Week – Operation Donation requests

The Operation Donation stand is available for use by all Organ Donation Committees. The interactive stand is a fantastic way to engage with the general public, educate and raise awareness of the importance of organ donation and ultimately encourage people to sign up to the NHS Organ Donor Register and talk to those closest to them about their donation decision.



If you are planning an event for Organ Donation Week and would like to request the Operation Donation stand, please email marketing.comms@nhsbt.nhs.uk and we will be able to send you the request form to complete.

Please complete the form with as much information as possible. We only have a limited number of the stands. Therefore, we are giving everyone the opportunity to submit a request but unfortunately, we may not be able to fulfil every one. There are logistical costs associated with use of the stand, which are covered centrally by NHS Blood and Transplant so we need to ensure that each event delivers value for money. Each event needs to have the potential to deliver at least 150 registrations so having the support of the hospital communications team is key to promoting your event. We will review every request and will allocate the stand based on those that will achieve the best return on investment; number of registrations and ability to target one or more of the three main audiences; over 50s, economically stretched groups, BAME groups.

Please send completed request forms to marketing.comms@nhsbt.nhs.uk by **Friday 22nd June**.

The London campaign – how it went

In January 2018, we launched the **Words Save Lives** campaign across London. We have previously carried out local organ donation campaigns which have included a period of paid-for advertising in the Midlands and the North West. London was chosen as the next location due to the diverse nature of the city. We need to encourage more people from black and Asian backgrounds to donate and in London we could really make a difference, with one in five people waiting for a transplant living in London and six in ten of those waiting are from black or Asian backgrounds.

The objective of the campaign was to raise awareness of organ donation and encourage people to talk to those closest to them about it. We tested several different campaign concepts with focus groups in three locations across London and the words save lives concept came out as by far the most motivating for people to take action as it created a sense of urgency. We built the campaign around this theme and created lots of different video content to ensure that we not only created a sense of urgency to act now, but also communicated that organ donors save lives.

We shared stories of people waiting and transplant recipients, how important it is to talk about donation with your family and how donation brings comfort to families through real life donor family stories, addressed myths and barriers, and aimed to normalise organ donation by showing people talking positively about the subject.

All of the videos can be found on the [Promoting Donation Hub](#) and can be used by everyone to support organ donation promotional activity.

The activity delivered included:

- Paid media advertising – social media, radio and out of home (on rail, roadside and underground digital advertising screens)
- Paid media partnership with Capital Xtra and PopBuzz – used a partner to engage with a predominately young and also black and Asian audience through their platforms
- Media coverage – including a piece on The One Show
- Partner and stakeholder support – key organisations (from sports clubs, to housing associations, to councils and charities) sharing our campaign on their own channels
- Social media – videos, real life stories and support for the campaign was shared across our own social media channels
- Hospitals across London also showed their support for the campaign through sharing our campaign



The results:

- Over a third of all adults (36%) recalled seeing at least one piece of the campaign materials when prompted – this is significantly higher than our last survey ran in November when there wasn't any London specific activity running
- Awareness was particularly high among black and Asian audiences with just over half (53%) recalling the campaign materials
- Of those that were aware of the campaign materials, 64% reported taking some action, with the most common action taken being talking to a family member about organ donation

Due to the success of the campaign, we are now developing the **Words Saves Lives** campaign theme to be rolled out across up and coming campaign bursts in July and September.

Here is a calendar of our up and coming activity:

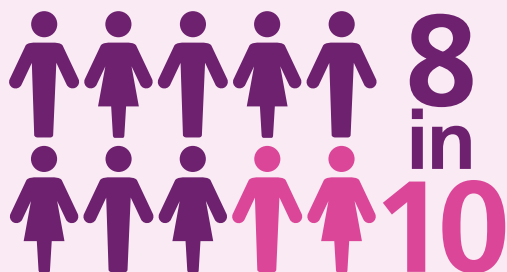
| Q1 | Q2 | Q3 | Q4 |
|--|--|-------------------------------------|--------------------------|
| Faith & Equalities Summit | Activity Report 2017/18 Publication | Black History Month | Valentine's |
| National Tea Day – 21 April | NHS 70 | World Sight Day – 12 October | World Kidney Day – March |
| 50th Anniversary of 1st Heart Transplant 14-20 May | Media partnership targeting black and Asian people | Interfaith Week – 11-18 November | |
| Dying Matters Awareness Week 14-20 May | Cricket Activity – England v India Test Series | International Tea Day – 15 December | |
| | Transplant Games Birmingham | | |
| | Organ Donation Week 3-9 September | | |
| Supporting the Fatwa Work | | | |

Latest attitudinal statistics are out

In November 2017 we carried out our fifth survey into the attitudes of adults in England around organ donation. These stats can be used to motivate and encourage people to consider organ donation and talk to those closest to them about their donation decision.

82%

The majority of people support organ donation in principal



people definitely want to donate or would consider donating some or all of their organs

Over
8/10

people in England believe it is important to tell those closest to you their decision about donating, however...

Only
4/10

people have told their family their donation decision

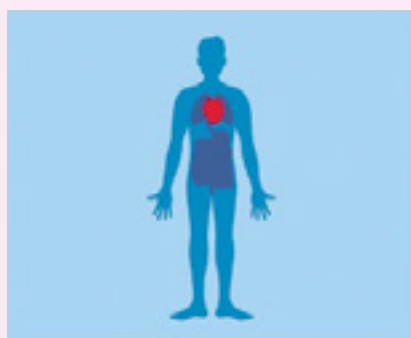
A third
33%

of all adults have told their partner or family that they would want to donate their organs after they die



Organ donation animations now available in seven languages

In the last edition we updated you on the new animations we have created to help explain how organ donation works. These animations have now been subtitled in seven languages; Arabic, Bengali, Gujarati, Polish, Punjabi, Somali and Urdu. They are all available to download on the [Promoting Donation Hub](#)

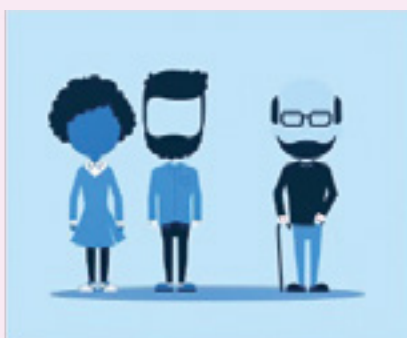


Video

Organ donation Basics

1. Intro

Why should I become an organ donor?

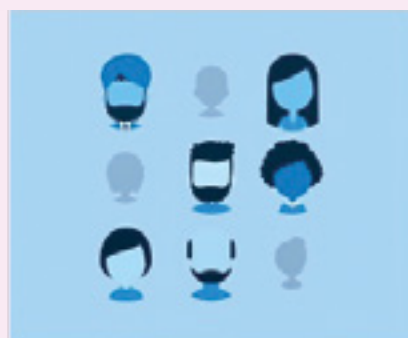


Video

Organ donation Basics

2. Sign up

How can I become an organ donor?



Video

Organ donation Basics

3. The donation process

How does organ donation work?



New materials available to promote living organ donation

Living kidney donation has been a major success story in the UK, with 1 in 3 patients receiving a kidney transplant from a living donation. However, with more than 250 people dying last year waiting for a kidney transplant, we need more people to consider making a life-transforming donation whilst they are still alive.

During 2018-19, we will continue to raise awareness of living donation in the media and on social media, capitalising on key calendar moments throughout the year.

Recently, we developed a section dedicated to living organ donation on the [promoting donation hub](#) to make it easier for people who want to promote living organ donation to access key messages, guidance and digital assets. Here, you will find lots of materials available to download including flyers, posters and social media graphics to help promote living donation in your local community or on social media.



A [series of short films](#) have also been developed with Transplant TV to show the impact of living kidney donation from the perspective of living donors and recipients – watch them [here](#) and help spread the word by sharing them on your social media channels.

You will also find printed copies of the living donation posters and leaflets included in promotional packs for people to order for organ donation week.

For more information on living organ donation visit our [website](#).

Leaflet compliance to GDPR legislation

GDPR legislation; our leaflets and responsibilities

The General Data Protection Regulation (GDPR) legislation became law on 25 May 2018 and we have been working hard with colleagues across the organisation to make sure all our materials are compliant in time for the deadline. The new legislation ensures that organisations across the whole of the EU are obtaining, storing and using personal data securely and for the purpose clearly explained to the individuals to which it relates.

For this reason, **it is vital that you please recycle any existing stock you have of any organ donation leaflets which contain registration forms. Any ordered prior to 11th May will be non-GDPR compliant and therefore must not be used or distributed.**

We have amended all the leaflets we own, and have been working with stakeholders and partners to ensure the leaflets they own, or that we jointly own are also updated. We understand that some teams may have created leaflets themselves. Whether or not these have been created with the help of NHSBT you must check that these are GDPR compliant, and if not destroy the stock and replace them with updated versions, if necessary. If you need any advice on GDPR and leaflets you own or have created, please email us on marketing.comms@nhsbt.nhs.uk

New materials are available to order in the usual way
<https://www.nhsbtleaflets.co.uk/Home.html>

Updates to the welcome leaflets and letters

The new GDPR legislation gave us the perfect opportunity to revise the content in our current Welcome letters and leaflets. These are the letters NHS Blood and Transplant sends out to people when they first register onto the Organ Donor Register alongside their donor card.

We have refreshed the letters, although they remain similar to their original content. We have updated the leaflet we send alongside the letter to put more emphasis on ensuring that the person who has registered talks to their family and friends to make them aware that they have joined the NHS Organ Donor Register, and what their decision is.

The leaflet will include the story of Beth who spoke about her decision to donate with her family around the dinner table.

Beth's Step father Jim said having the discussion beforehand meant they could make the decision to donate with confidence at a time when it would otherwise have been too difficult to think clearly.

"Without that conversation, we would have been lost. We feel we are quite strong but without knowing that's what Beth wanted, it would have been an impossible decision at a devastating time."

The leaflet will also include a link to a new 'Friends and Family' page on the organ donation website that will include ways to talk about your Organ Donation decision with family, and ideas of how you can encourage them to make their own decision and to share it. We will let you know once it's ready!



Beth died suddenly soon after her 21st birthday. Her organs and tissues saved and improved the lives of four people.



Organ donation promotion increasing in and around hospitals!

The organ donation message is continuing to get a much needed lift in hospitals, with lift wraps now installed at 26 trusts around England and Wales.

NHS Blood and Transplant funding is available for two lifts at level one and two Trusts. Although some Trusts have really scaled the heights with their support of the campaign and investment. In particular Aintree University Hospitals NHS Foundation Trust is proudly promoting organ donation on 10 of its lifts.

One of the most recent installations was at Guy's and St Thomas' NHS Foundation Trust, where their media team managed to secure some additional social media and printed media coverage, to further raise awareness.

We've received some fantastic feedback to the lift wraps and are looking forward to working with more Trusts throughout the next financial year to bring this colourful, impactful campaign to your hospital.

We are also working with hospitals to install wall mounts featuring organ donor or recipient stories. 33 trusts now proudly display local patient stories, with many more working their way through the process. Again, funding is available for level one and two trusts.



Lift wrap at Guy's and St Thomas' NHS Foundation Trust

Please contact [Neil Simms](#) for more information about lift wraps or wall mounts. Digital artwork and support is provided for all trusts, regardless of your level.

There are also some interesting spin-off initiatives occurring around the country. You may recall the fire engine wraps in Hull from last year, which in turn have inspired a couple of Specialist Nurses to look into bus wraps and van wraps. Both enquiries are in the 'work in progress' stages, with the bus wraps likely to be part of Norfolk and Norwich University Hospitals NHS Foundation Trust's Organ Donation Week celebrations.

We've also helped the Pennine Acute Hospitals NHS Trust in Greater Manchester with the messaging for four adverts, after they secured back-of-bus advertising for four buses for 12 months in their local area, and we've helped create pull-up display banners for some hospitals featuring local organ donation stories.

There's plenty of scope for highlighting organ donation with permanent, prominent marketing materials in your hospital or local area. Please [get in touch](#) to discuss any ideas you have!

NHS is 70!



On Thursday 5 July the NHS turns 70. This is a great opportunity for us to look back and celebrate its achievements.

Over the last 70 years, the NHS has delivered huge medical advances and improvements to public health, meaning we can all expect to live longer lives. And in particular it has pioneered new treatments like the world's first liver, heart and lung transplant and surgical breakthroughs such as hand transplants.

On the NHS Choices [website](#) there is an overview of all the milestones of the NHS in England from its launch in 1948 to the present day if you are interested in finding out more.

As part of its celebrations, the NHS are also encouraging the general public to 'give them a birthday present' by showing support for NHS organisations such as by giving blood or joining the NHS Organ Donor Register. If you have any local activities planned as part of this please [email us](#) as we would love to hear about it! You will find more information about NHS 70, how to get involved in the celebrations and its support for organ donation at www.nhs70.nhs.uk

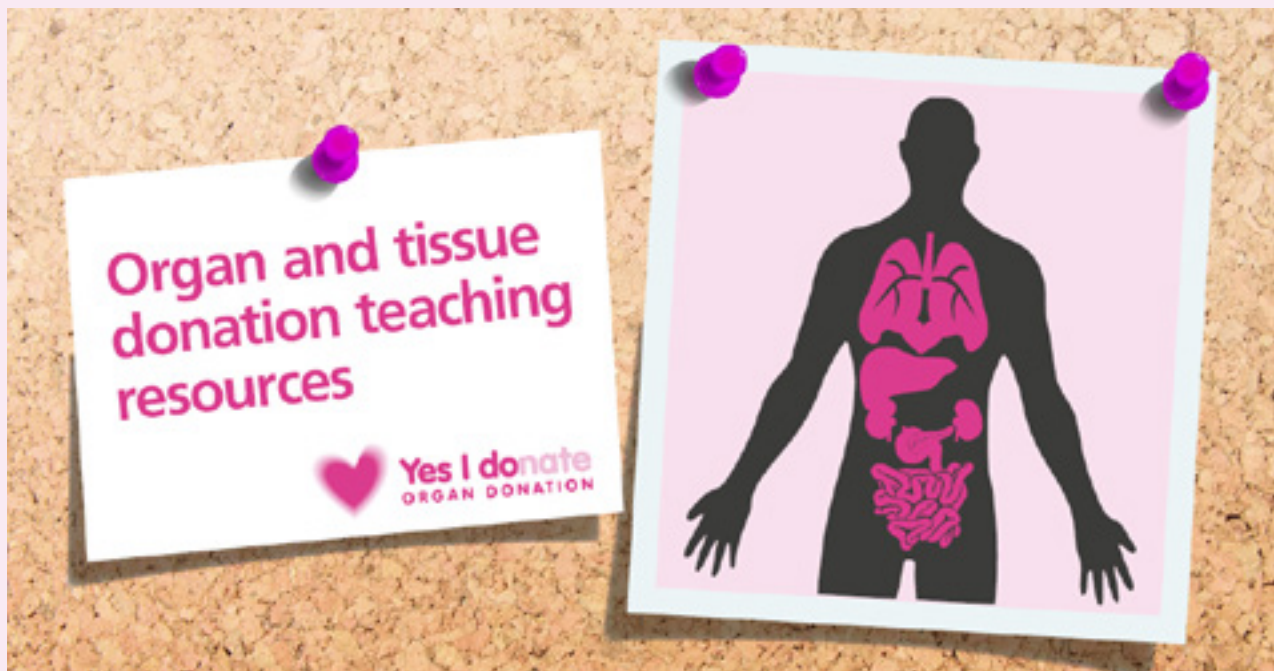


Teaching Resources – We want to hear from you!

Since November 2015, we have been promoting our teaching resources (www.nhsbt.nhs.uk/teaching-resources) to secondary school teachers to encourage them to use the resources to educate 11-16-year olds about organ and tissue donation.

If you have any school contacts or if you have been in touch with schools as part of your education work, we would love to hear from you. Please get in touch with us via marketing.comms@nhsbt.nhs.uk.

Alternatively, if you are aware of any secondary schools who have used the resources in their lesson planning, please ask them to get in touch with us via marketing.comms@nhsbt.nhs.uk as we would love to hear their feedback.



Spotlight

A local health campaigner Michael Amies, former Chair of the Worcestershire Organ Donation Committee, has been recognised with a British Empire Medal for services to healthcare after giving years of support to raise awareness about organ donation in Worcestershire.

In 2010, Michael and his wife, Elisabeth, lost their adopted daughter, Catherine to a stroke, following kidney failure and complications from diabetes aged just 38. She had been waiting for a double kidney and pancreas transplant for two years. Catherine had registered as an organ donor and after her death she saved or improved the lives of five people. Congratulations Michael on the award! And thank you for all your hard work in raising awareness of organ donation.



Get in touch and who's who:

Please get in touch with us to let us know about any activity that is taking place in your area or to share a Spotlight story. Any information received from you, or the Communications leads in your hospitals will help us work more closely together and share the magnificent work that is being done to promote organ donation.

For further information relating to this bulletin or if you have anything to contribute to the next bulletin please contact marketing.comms@nhsbt.nhs.uk.

The members of the national Organ Donation Campaigns team are listed below.



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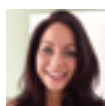
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