

# Like Life

## Organ Donation Marketing and Campaigns Bulletin

Special Edition – August 2018

## Introduction

Welcome to a special edition of the *Like Life Bulletin* focusing on Organ Donation Week!

We're sure that Organ Donation Week has been as hot a topic in your hospital or office as it has in ours recently, and with plenty of wonderfully creative ideas flying around we're very much looking forward to a busy week of activity.

Lots of background work and planning has been put in, and though we might all have plenty of tasks still to tick off 'ODW to-do lists' we are excited to build on last year's success and encourage more and more people around the UK to share their organ donation decision with their families.

The next edition of *Like Life* will reflect on Organ Donation Week 2018, so don't forget to capture photos from your events for us to share!

Before the action unfolds though, here's your essential guide to what's occurring and why!

**The Marketing and Campaigns team, NHS Blood and Transplant**

### Quick links

- ▶ *Words save lives – Organ Donation Week*
- ▶ *What's Happening during the week?*
- ▶ *Operation Donation*
- ▶ *How you can help*
- ▶ *Inspiring more black, Asian and minority ethnic donors*
- ▶ *Anyone for cricket?*
- ▶ *Get in touch and who's who*

# Words save lives – Organ Donation Week

---

3rd – 9th September



Words save lives. The words “I want to be an organ donor” are simple, but what an inspirational difference they could make.

This Organ Donation Week all efforts are centred on encouraging people to talk to those closest to them about organ donation. Many people don't realise that their family's support is needed for organ donation to go ahead.

Your support is vital during Organ Donation Week to help get this message across to anyone you speak to, whether face-to-face or online.

We want to help people start what can sometimes be perceived as a difficult conversation, let them know why it is an important chat to have and encourage people to share their donation decision with those closest to them.

We want to highlight that talking about organ donation and sharing donation decisions with families really does mean that words save lives.

# What's happening during the week?

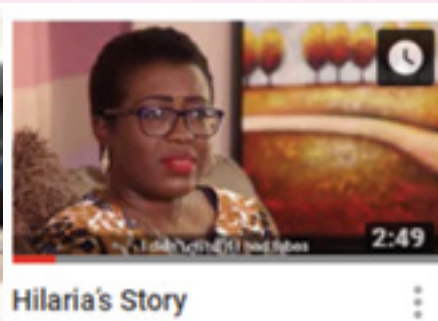
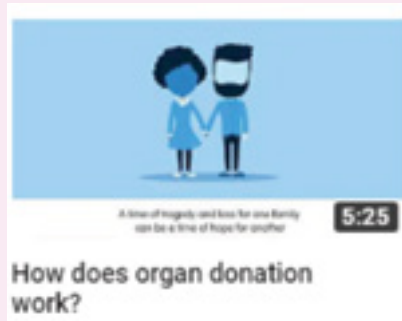
## Lots!

Firstly, we're in the final stages of organising our Organ Donation Week film. It will capture unscripted reactions to organ donation themed questions on the street and will be supported by the real-life stories of those affected by donation, including donor families, transplant recipients and people waiting for the call. Look out for all of this on our social media channels (@NHSOrganDonor, *but you knew that already we hope!*) and share them far and wide!



We've developed a wealth of video content in recent months that we're extremely proud of. There's myth-busting videos, clips that normalise donation, prompts to talk about organ donation, animations that explain donation processes and some powerful real life stories. Many of these videos will be shared on social media during Organ Donation Week, though don't forget they are always there for you to link to on our YouTube channel too.

<https://www.youtube.com/user/nhsorgandonation>



Speaking about a wealth of resources, have you seen all of the Words Save Lives assets that are now on the Promoting Donation Hub? You'll find downloadable posters, screensavers, template social media posts, email copy to use and much more! It has all been designed for use before, during and after Organ Donation Week.

Here's a link: <https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/download-digital-materials/words-save-lives/>

Thank you to those of you in England, Wales and Northern Ireland who have requested promotional packs from us. They will arrive very soon, if they haven't done so already, and should provide ample supplies for any events you are hosting. If you are in Scotland, please remember to source your promotional materials from the Scottish Government for Organ Donation Week.

Thanks also to everyone that requested Operation Donation for Organ Donation Week – we were blown away by the response!

We're excited to see two ideas come to fruition – a full bus wrap in Norwich and organ donation flags flying at hospitals and NHSBT centres! Both suggestions were made by clinical team members and are a great example of how we can work together, using our in-house resources, such as our Brand Communications team, who designed artwork for both.

We're also working with the media on features and news stories at a national and local level too. Organ Donation Week often inspires plenty of media attention and this year should be no different!

There will be radio adverts in the run up to, during and after organ donation week as well as adverts on social media, all aimed at encouraging people to talk to their families. Plus, there are some interesting partnerships to look out for during the week, with plenty of high-profile companies, sports teams, individuals and the wider NHS all spreading the word and encouraging more organ donation conversations.

## Operation Donation

Our operation donation stand is a great resource to help to engage with the general public about organ donation. This year we have seen an increase in requests and it is great that so many of you are running events in your local area.

Unfortunately, we do have a limited budget available for operation donation events. The stand is managed by an external agency therefore each event does incur costs that NHSBT cover. As we've had more requests than we can accommodate we have set the following guidelines. These have been set in collaboration with the experiential event agency we use and are based on our experience over the last few years of running operation donation events:

- Public events out of the hospital setting – county shows, sporting events, melas, festivals, shopping centres, town centres etc
- High footfall events – minimum expected attendance of 2000



- Prominent location secured to ensure maximum footfall and visibility – e.g. entrances/ reception/ground floor/near consumer facilities
- The event must be a full day event, minimum 6 hours
- Targets one or more of our main audiences – the over 50s, lower socio-economic groups, black, Asian and minority ethnic communities and families
- The hospital Comms teams and/or event organisers have agreed to promote our attendance via social media or in the local media
- Photos from the event shared on social media
- The hospital Comms teams have agreed to share post event press release and photos with local media
- To request the operation donation stand please email [marketing.comms@nhsbt.nhs.uk](mailto:marketing.comms@nhsbt.nhs.uk)

## How you can help

---

Your support of Organ Donation Week is crucial to making it a success.

We would love it if you could:

- Share the content we've created
- Hold Organ Donation Week events in your hospitals
- Encourage your local council to illuminate their buildings in pink using a template letter we have produced
- Use the Words Save Lives materials and general promotional materials
- Get your Comms teams supporting the week and spreading the word internally and externally
- Link-up with any contacts or networks you have in your local area, to get them talking about organ donation
- Get posting on social media about Organ Donation Week

Oh and don't forget to send us photos and keep us informed of your good work!



# Inspiring more black, Asian and minority ethnic donors

Although this edition of Like Life is mainly focused on Organ Donation Week, we wanted to update you on the Government campaign to highlight the urgent shortage of black, Asian and minority ethnic organ donors.

To support this initiative, we recently entered a two-month partnership with radio station Capital Xtra and website PopBuzz, which launched on the 9th July.

Capital Xtra in particular allows us to engage with a predominantly young audience, with many listeners from black and Asian communities.

Some really engaging and educative content has been developed from this partnership and will be shared on their social channels [@capitalXTRA](#) and [@popbuzz](#), and also on air on Capital Xtra. We are also sharing it [@NHSOrganDonor](#) so please look out for it!



Listen out for sponsored organ donation adverts on two podcasts, Wannabe and Global Pillage, over this eight-week period too!

As well as all of this we have created some new videos that aim to encourage people from black, Asian and minority ethnic communities to become organ donors. You can find all of this new content on our You Tube channel – there's a real-life stories [playlist](#) and a myth busting [playlist](#), with new videos being added regularly!

You can find more information about the campaign [here](#)

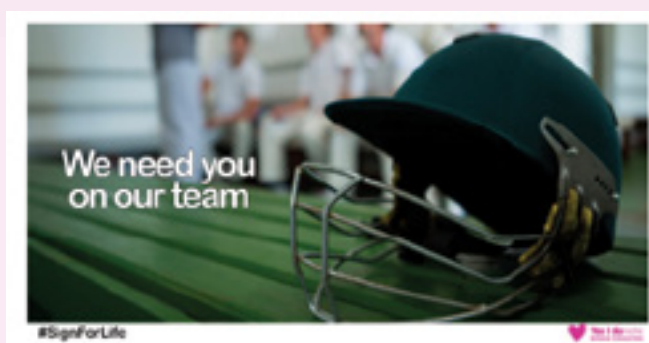
## Anyone for cricket?

Cricket is one of the most popular participation sports in the UK and the most popular in India. So, England playing India this summer provides a great opportunity to promote organ donation, especially to harder-to-reach audiences!

We'll be working with Essex, Hampshire and Warwickshire cricket clubs to promote organ donation around the England versus India test matches taking place at each stadium.

To start things off we arranged to have an Operation Donation stand at Edgbaston, Warwickshire on the Thursday of the first test against India, in association with the Transplant Games committee.

If you have links to local cricket clubs, please encourage them to promote organ donation to their members by using our cricket assets.



You can find these at: <https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/download-digital-materials/sign-for-life/>

## 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 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](mailto:marketing.comms@nhsbt.nhs.uk).**

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



**[Andrea Ttofa](#)**  
Head of Organ Donation  
Marketing



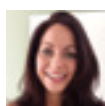
**[Sarah Hanner Hopwood](#)**  
Marketing and  
Campaigns Manager



**[Holly Mason](#)**  
Marketing and  
Campaigns Manager



**[Emma Avery](#)**  
Senior Marketing and  
Campaigns Officer



**[Jennifer Hobbs](#)**  
Senior Marketing and  
Campaigns Officer



**[Neil Simms](#)**  
Senior Marketing and  
Campaigns Officer



**[Hazel Preece](#)**  
Senior Marketing and  
Campaigns Officer