

A Guide for Promoting Organ Donation



Yes I donate
ORGAN DONATION

Welcome

- NHS Blood and Transplant is the Special Health Authority dedicated to saving and improving lives through organ, tissue, blood and stem cell donation services provided to the NHS. Organ donors save lives, but if people aren't willing to donate, transplants can't happen.
- We want to encourage as many people as possible to support organ donation by registering a decision to donate and by talking to their family. To achieve this, we need the support of our local partners, ambassadors, stakeholders, and campaigners. You are the key to spreading the word.
- We want to make it easy for individuals and organisations to get involved and have developed some engaging content to help you promote donation to your customers, members, employees, friends and families.
- This toolkit is designed to help you get involved. It includes everything you need to promote and raise awareness of organ donation

Why we need your help

- On average three people die every day in need of a transplant
- There are currently around 6000 people in the UK on the active waiting list - including around 150 children and teenagers
- One donor can save or transform up to nine lives
- 82% of the population definitely want to donate or would consider donating their organs – but only 35% of people across the UK have joined the NHS Organ Donor Register.

What we're trying to do

We want to change people's attitudes towards organ donation. We want people to be proud to donate, when and if they can.


In particular we want to:

1. Increase the number of people on the NHS Organ Donor Register
2. Stimulate conversations and debate about donation
3. Present donation as a benefit to families in end-of-life and the grieving process

Who do we need to reach?


- We want to reach as many people as possible, but we have a particular focus on:
- Over 50's
- Financially hard pressed groups
- Young people, as they can act as change makers, stimulating conversation and debate within their families.

Campaigns you can support


Blood and Transplant

Words save lives

Save someone like Kaasni by telling your family you want to be an organ donor.

 **Yes I donate**
ORGAN DONATION

Words save lives

- Only a third of adults in England have told their partner or family member that they want to be a donor. When family of a loved one do not know their decision, fewer than half will agree to donation going ahead, however when the decision is known, this rises to 9 out of 10 families who say yes to donation.
- Through the Words save lives campaign, we aim to encourage people to have the conversation regarding organ donation, and sign up to the register.

CALLS TO ACTION

- Millions of people are already on the NHS Organ Donor Register. Join them today.
- Words save lives. Tell your family you want to save lives through organ donation

Key messages

- Tell your family you want to save lives through organ donation
- On average three people die a day in need of an organ transplant.
- A third of adults in England have told their partner or close family that they want to be an organ donor
- More donors from black, Asian and minority ethnic groups are urgently needed to address an increase in patients from the same communities dying whilst waiting for an organ transplant.

There is more information available, including assets to download here:

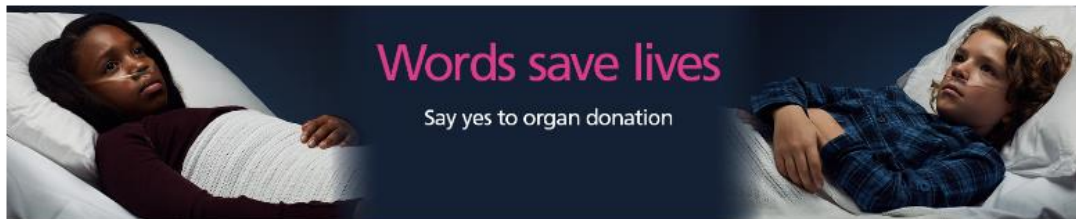
<https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/download-digital-materials/words-save-lives/>

How you can share the campaign

There is more information available, including assets to download here:

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

- Download our posters and share, share share!
- Share our social media posts



Do your family know whether you want to be an organ donor? Have you ever talked about organ donation with them?

If the answer is no, then you're not alone; sadly, many donation opportunities are lost every year because families don't know if their loved one wanted to be a donor or not. Family support is crucial to enable donations to take place. We need more people to talk about organ donation to increase the number of transplants that happen.

On this page

- [Watch our myth-busting video](#)
- [Download and share our social media graphics](#)
- [Download our web and email materials](#)
- [Download email copy](#)
- [Download and display our posters](#)

Organ Donation Education Resources

- Education plays a key role in addressing young people's concerns about organ and tissue donation. Working with teachers and clinicians, we have developed free teaching resources, to equip secondary school teachers in England with the tools to educate, inspire and empower 11-16 year olds (Key Stage 3 and 4 students) about organ and tissue donation.
- The resources, for use in England, are packed full with lesson plans, student activity sheets and short videos of real life-stories from different perspectives of organ and tissue donation, each linked to the Personal Social and Health Education (PSHE) and Science elements of the National Curriculum.
- We hope that these lessons will not only educate and prompt debate amongst the students themselves, but also encourage students to go home and discuss this important subject with their families.
- To view the resources and watch the films, visit www.nhsbt.nhs.uk/teaching-resources.

Working with partners

WHY: Partnerships are vital in order to amplify campaign messages and create conversations about organ donation in every day life

WHO: Employers, retailers, community organisations, universities and schools, charities, local neighbourhood shops, religious institutions and local authorities are just a few examples of partners you could engage and work with at a local level

HOW: Using the range of free physical and digital assets we have available, you can ask partners to get involved in lots of ways. For example:

- Include information in newsletters
- Display posters and leaflets in physical sites e.g. staff rooms/restaurants
- Add the web banner on their homepage of their website
- Post on their social media channels

Recognising the power of PR

WHY: Local media offer countless opportunities to increase awareness and understanding of organ donation and transplantation

WHO: Local TV, radio and newspapers are fantastic ways of maximising PR. While you can't involve everyone in local events and activities, thousands will read or hear about what you are saying or doing if it gets good media coverage

HOW: Contact local journalists about any promotional events you are holding. Or contact them if you have a personal story to share about donation or transplantation

Utilising local events

WHY: As organ donation is a sensitive subject it is important to make the most of face to face opportunities to talk about this important topic

WHO: There may be lots of local events that you can get involved in or even create your own such as:

- Organising a stand at a library or in your local shopping centre
- Awareness days at work or with an employer partner
- Fresher fairs at universities
- Community events such as local fairs and fetes

HOW: You can order materials to use at your events at www.nhsbtleaflets.co.uk

Promoting real stories

WHY: Every day, thousands of people's lives are affected by organ donation but each one of their stories is different. Some people have been waiting years for the call to say a new organ has been found. For others, that call never came but their families still want

to campaign so others face a shorter wait. Then there are the donor families – the ones who said yes to donate their loved ones' organs at the most difficult time in their lives. And who have helped save and change the lives of adults and children who are now living each day because of their kindness.

WHO: Transplant recipients, donor families and those on the transplant waiting list. And all the families and friends who feel inspired to help.

HOW: Please get in touch as we'd love to hear from you pressoffice@nhsbt.nhs.uk

Promotional materials

- We have a whole host of digital toolkit items that can help you promote and raise awareness of organ donation all year round
- These digital toolkit items can be found here:
<https://www.organdonation.nhs.uk/news-andcampaigns/downloads/>
- Go to our campaign catalogue at <http://www.nhsbtleaflets.co.uk/> to order free posters, leaflets and promotional items. If you need to place a larger order than the system allows or have any questions about organ donation promotional items, please contact leaflets@nhsbt.nhs.uk

We'd love to hear from you

- If you have supported organ donation in any way, please email marketing.comms@nhsbt.nhs.uk and let us know the following:
- Who did you engage?
- What did you do?
- How many people did you reach?
- What else do you think we can do?

Thank you

- We hope this toolkit has helped provide you with some ideas, big or small – to help you promote awareness of organ donation
- We very much appreciate your interest and support; all your efforts will help give hope to the 6,000 people in the UK currently waiting for an organ transplant
- And remember, do keep us informed about your activities by emailing us at marketing.comms@nhsbt.nhs.uk