

Like Life

Organ Donation Marketing and Campaigns Bulletin

Special Edition – October 2018

Introduction

Hello and welcome to this special edition of Like Life, looking back on the whirlwind that was Organ Donation Week!

And what a great week it was too! There was so much activity taking place it's tricky to squish it all in to one bulletin, though we hope this bumper edition brings back fond memories and helps you to reflect on jobs well done.

Seeing significant local landmarks lit up pink in support of organ donation, and lit up green in Scotland, has been really inspiring and really helps to get the public talking about organ donation.

It's been lovely also to hear about your events, the highlights of your week and the news coverage you helped to generate.

A lot of collaborative work made Organ Donation Week 2018 a great success, so sit back and bask in some well-earned glory whilst you read all about it!

The Marketing and Campaigns team, NHS Blood and Transplant

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Anthony Clarkson introduction

It is a source of great pride to me that after every Organ Donation Week I look back and marvel at the imagination and commitment to supporting the week shown by everyone in ODT, our partners and our wonderful donor families and recipients. Every year I find myself pondering whether we can really top our achievements the next year and I can certainly say we have set ourselves some tough targets for 2019! Initial indicators show that Organ Donation Week 2018 was one of our most successful Organ Donation Weeks ever.



Organ Donation Week saw us conducting media interviews across the breadth of modern media channels and formats. We took over the @NHS Twitter Account, held events in Trusts and in public places, lit up landmark buildings in support of organ donation and took the organ donation message across the length and breadth of the UK. For me there was something incredibly powerful and moving watching landmarks in Scotland turn Green and England, Wales and Northern Ireland turn pink. I hope that any donor family or person on the Transplant Waiting List would take great hope and comfort from these images: they were a powerful public commitment of support for donation and for all those whose lives are impacted by it. This year our campaign was supported by some powerful and moving stories from Donor Families and Recipients who bravely shared their personal experiences to help drive home the importance of Organ Donation and the difference every donor makes. Organ Donation Week truly is a team effort and we should all be very proud to be a part of something so inspirational.

I am delighted by the positive and comprehensive media coverage we achieved for Organ Donation Week and I am certain that many more people have had that vital donation conversation as a consequence. While we should all take a moment to reflect on our hard work, and the success of the week, I know we will continue to build upon our work and keep promoting the importance of letting your loved ones know you want to be an organ donor. While 3 people are still dying every day waiting for an organ transplant our efforts will continue.

Thank you again for all your enthusiasm, innovation and hard work in supporting Organ Donation Week, together we will continue to save more lives and I look forward to what we can achieve together in 2019.

Best Wishes

Anthony J. Clarkson
Assistant Director – Organ Donation and Nursing

Celebrating success

52,430

new donor registrations
the most we've ever had
during Organ Donation Week!

8,264

social media posts
about Organ Donation Week

45.6m

potential views
on Twitter and Instagram

Your highlights

Great support, lots of pink buildings, bridges and monuments!

Huge support at Great North Run and Pasta Party!

Choirs were singing in local hospitals and tea with 'kidney' shaped shortbread were being served to support the campaign!

Council buildings and popular tourist attractions in Northern Ireland were lit up, with one local historical landmark painted pink!

Great result at our stand with 70 people joining the register and loads more taking leaflets away to complete at home!

It was exciting to see the Ambassadors out and about promoting donation and gaining confidence while sharing their incredible stories!

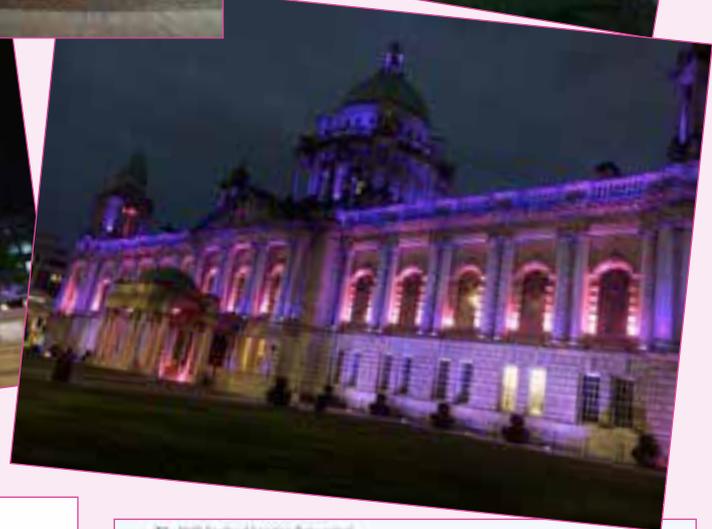


Pink skies at night, SNODs delight!

Several cities and towns glowed pink during Organ Donation Week, with local councils, hospitals and other organisations keen to reflect their desire to get people talking about organ donation.

All manner of buildings and structures were lit up, from castles to lighthouses, hospitals to bridges, with local press coverage helping to outline why.

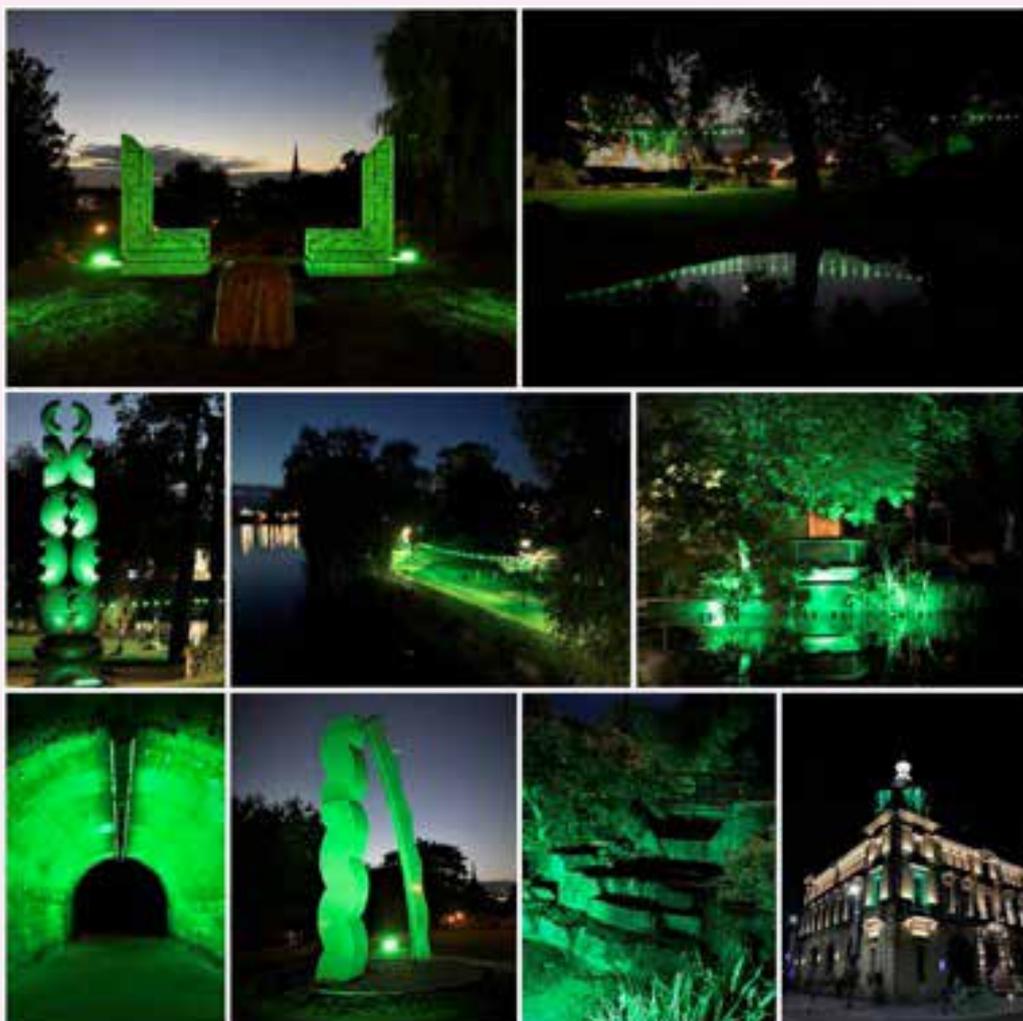
Here's some of your superb snaps:



Meanwhile, in Scotland there were green lights galore!

Green is the colour for organ donation promotion in Scotland and several landmarks elected to go green in support of Organ Donation Week.

Here's some of the most eye-catching images:



Your Organ Donation Week photos

Organ Donation Week events can be brilliantly varied and it's a pleasure seeing the innovative ways in which you all promote organ donation.

Take a look at some fantastic photos from a special seven days:







Thank you to everyone for sending your snaps in!

Ambassador's enhance our work

This year, NHSBT's new Organ Donation Ambassadors helped support Organ Donation Week activities in their local hospitals and communities. The new national volunteer scheme is being piloted in the Midlands and London, where Ambassadors help cover promotional stands and speaking engagements.

During Organ Donation Week, the Ambassadors gave approximately 50 hours of their time to answer questions, help members of the public join the NHS Organ Donor Register, and encourage vital family conversations. But they don't just share information, each Ambassador has a passion for donation, and most also have a personal story to share.

Shila and Lucy from London, both donor daughters, talk about the impact their fathers' donations had on the lives of others. Also from the London region, Andrew and Graham teamed up with our Specialist Nurses and shared their experiences as a heart and liver recipient respectively. In the Midlands, Janet, liver recipient, Debra, double-lung recipient, and Bharat, cornea and kidney recipient, were active at multiple hospital stands.

Also active in both regions were several inspiring living donors like Ali, Tracy, and Prafula – whose stories vary from donating a kidney to a friend or family member (directed donation) to participating in the kidney sharing scheme (where kidneys are “swapped” across the UK.). Additionally, Kay inspired Tooting centre staff by sharing her experience of becoming the first non-directed living donor in the UK.

These are just a few of the 28 inspiring individuals who are currently supporting NHSBT through the new programme and who helped us accomplish a successful Organ Donation Week.

Words: Katy Portell, Organ Donation Ambassador Co-ordinator



Partners pitch in

We were grateful for the support of some key partners during Organ Donation Week.

Park Run

Park Run shared the story of Emma Barnes who had an Organ Transplant to save her life.

The newsletter goes out to 1.1 million subscribers and it also featured on their website during Organ Donation Week.



Asda

Asda published an intranet article that was accessible to their 140,000 colleagues.

They also created a head office bulletin for their 5,000 head office based colleagues and displayed our Words Save Lives creatives in their atrium.



Boots

Boots sent a notification to all users of the Boots app to promote Organ Donation Week. Approximately 1.3 million people will have received that.

They also supported across internal and external channels creating bespoke Boots infographics



Royal Mail

We worked with Royal Mail to secure a post mark across every piece of mail during ODW.

They also supported across all internal comms with a story about a Royal Mail employee who donated her kidney to a colleague back in 2015.



Many other partners played a part in the success of Organ Donation Week and a full evaluation of all activity will be sent around at a later date!

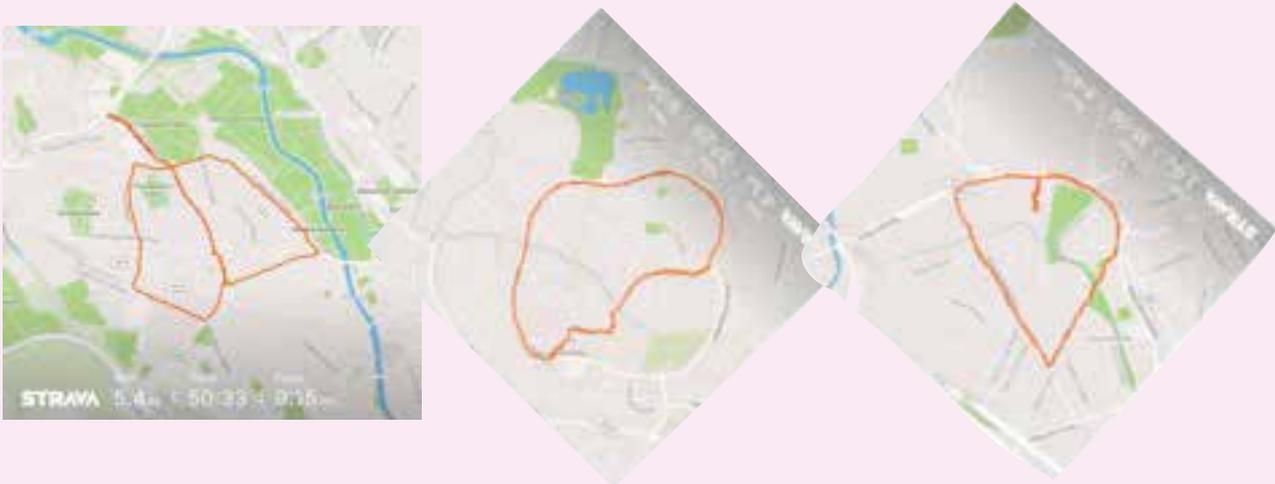
Charlotte's challenge

Charlotte Goodwin, a Specialist Nurse for Organ Donation in the Cardiff area, found a novel route to raise awareness of organ donation during Organ Donation Week and throughout September, running three miles a day, every day, to highlight that three people die each day in need of an organ transplant.

Wearing the new Organ Donation running top Charlotte has hit the streets around her local area, even tracing out the shapes of organs with her routes during Organ Donation Week!



We love the lungs, liver and heart photos below:



Kristof's call up

Hopefully many of you will have seen the powerful donor family video featuring Angie and Erika that we recently shared. If so you'll know that Erika's son Kristof is a keen tennis player. In fact, he's the reigning champ in his competition at the Transplant Games!

We were delighted to hear recently that since his success at the Games Kristof has been invited to join Team GB and represent Great Britain and Northern Ireland at next year's World Transplant Games!

Kristof's life was saved by a liver transplant, donated by Angie's late son. A clear example of the incredible impact organ donation can have.



All aboard the Organ Donation Bus!



The Norfolk and Norwich University Hospital Trust and NHSBT have taken the Words Save Lives message to the road in Norwich city centre, with a thought-provoking 12-month advertising campaign on the number 26 bus.

The pink and white branded double-decker takes in all of Norwich's major landmarks, with stops at the railway station, the university and the hospital site, and is designed to encourage local residents to think about and share their organ donation decision with their families.

Specialist Nurse Debbie Walford said: "The bus looks great, we love it! We're confident that plenty of organ donation conversations will be inspired by the bus. We've already received great feedback from people that have spotted it on its travels!"



World Sight Day will soon be here!

World Sight Day takes place on October 11th and we will be sharing plenty of stories of donors and recipients, including Andrew Senior's story.

Andrew, from Stoke Newington, London died of pancreatic cancer aged 59 two years ago.

Shortly afterwards we were contacted by his daughter Vivien who wanted to share her dad's story to encourage more people to donate their corneas.

Vivien says: "We had a letter to say dad's corneas had successfully been used for transplant. It's a miracle to us that someone somewhere has had their sight restored or saved because of dad."



Last year we recorded a video with Vivien, which we'll be sharing again this World Sight Day.

Your support in highlighting cornea donation could help a family like Vivien's consent to donation.

Please look out for our World Sight Day coverage on social media and get sharing our content!

You can find digital materials to download and use [here](#)

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.

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



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