



Llywodraeth Cymru
Welsh Government

NHSBT BOARD UPDATE FROM THE WELSH GOVERNMENT September 2018

1. Organ donation position - Wales

Wales continues to make good progress with consent and donation rates.

- 40 per cent of the Welsh population have recorded a decision to be a donor and 6 per cent have registered an 'opt out' decision.
- Overall consent rates just over 84 per cent.
- 24.8 donors pmp.
- In the last full quarter, there were 15 deemed consent cases and 11 donors proceeded from them.
- There were no family overrides of decisions recorded on the Organ Donor Register in the last full quarter.
- Families are now raising the subject of organ donation much earlier.

2. Communications and awareness

There have been a number of efforts to increase public awareness, provide information and to measure the public's understanding of the deemed consent law.

Public attitudes survey

- The latest wave (15) of research from the Wales Omnibus Survey was published on the Welsh Government's research and statistics pages on 6 September 2018.
- Results showed very high (82 per cent) unprompted awareness of the changes to organ donation (up from 70 per cent)

<https://gov.wales/statistics-and-research/public-attitudes-organ-donation/?lang=en>

May to July 2018 advertising

- May to July campaign across Wales this year, with a burst of advertising on television (ITV1, S4C, ITV Hub and 4OD), radio stations, Facebook, Spotify, Instagram and Google search.

Organ Donation Week (3-9 September)

- The second phase advertising campaign to encourage people to share their donation decision with their families was launched. You can see the adverts on You Tube.

Advert 2: <https://www.youtube.com/watch?v=eeVgnMuNdpE>

Advert 3: <https://www.youtube.com/watch?v=AxFLDewjPkg>

Advert 4: <https://www.youtube.com/watch?v=m85PI5MIBGM>

- We also invited stakeholders to come into the Welsh Government's Cathays Park office to promote organ donation and their work to our workforce at a stand in the main lobby.



Updated website

- As the Welsh Government begins to move to its new website, the organ donation pages have been updated and a new, easy to follow guide to donation in Wales, as well as information on how to register a decision, are available. Any external websites which link to the Welsh Government web pages may need to update their link:

[Guide](#)

[Talk about donation campaign](#)

3. BAME fund

The Welsh Government has been working with NHS Blood and Transplant on a new fund which aims to break down barriers to donation in BAME communities. We have invited bids from community and faith organisations from a fund of £20,000 made available for Wales.