

Wales update report for NHSBT Board July 2018

We would like to thank Ian Trenholm for his four years as Chief Executive at NHSBT and for the support provided to Welsh Government in our opt out legislative change. He leaves a legacy of improvement and we wish him well in the Care Quality Commission as their new Chief Executive.

We look forward to working with Sally Johnson as NHSBT's interim Chief Executive within the existing arrangement for Wales in line with our shared objectives of increasing organ donation rates.

Living Donation Week

This year, for the first time, we decided to give living donation some promotion separately from deceased donation. During the w/c 16th April and the following week we:

This work resulted in:

- Increased web traffic by 8% increasing 200 visits to the new living donation page
- On Facebook: 42,000 reach, over 1,500 post click with over 100 clicks to our website
- 10-15 information requests received by the living transplant co-ordinator in South Wales within the 2 weeks – this is the same number of enquiries usually received in 3 months.

Given the results, we will be intending to repeat Living Donation Week and build on its success next year.

Welsh survey of Public Attitudes to and awareness of Organ Donation- Update report

Due to the delay caused by the weather to intended March fieldwork, there was a delay for the final statistical report. It is due to be published in September 2018.

An informal summary of the results are encouraging and supported our decision to target the May – July advertising burst at a younger audience.