

# The opt-out organ donation system in Wales

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## Blood and Transplant

July 2012  
Draft Bill  
consultation

2<sup>nd</sup> July 2013  
Human  
Transplantation  
(Wales) Act 2013

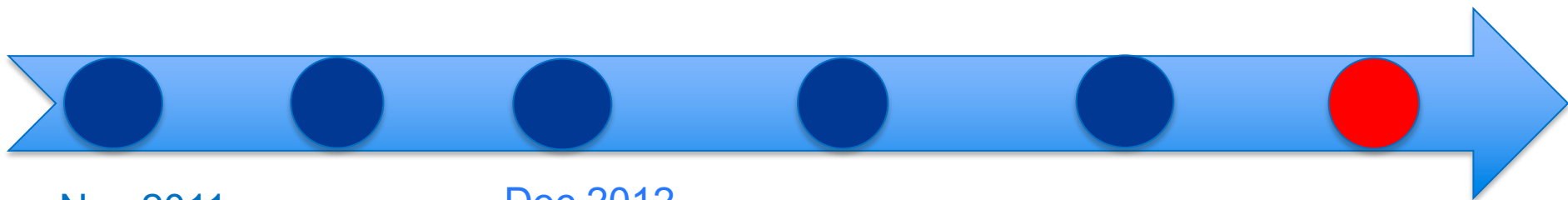
1 Dec 2015  
Deemed  
consent  
introduced

Nov 2011  
White  
Paper

Dec 2012  
Baseline Public  
Awareness & Attitude  
Surveys

Bill introduced to  
NAfW

Sept 2013  
Royal  
Assent



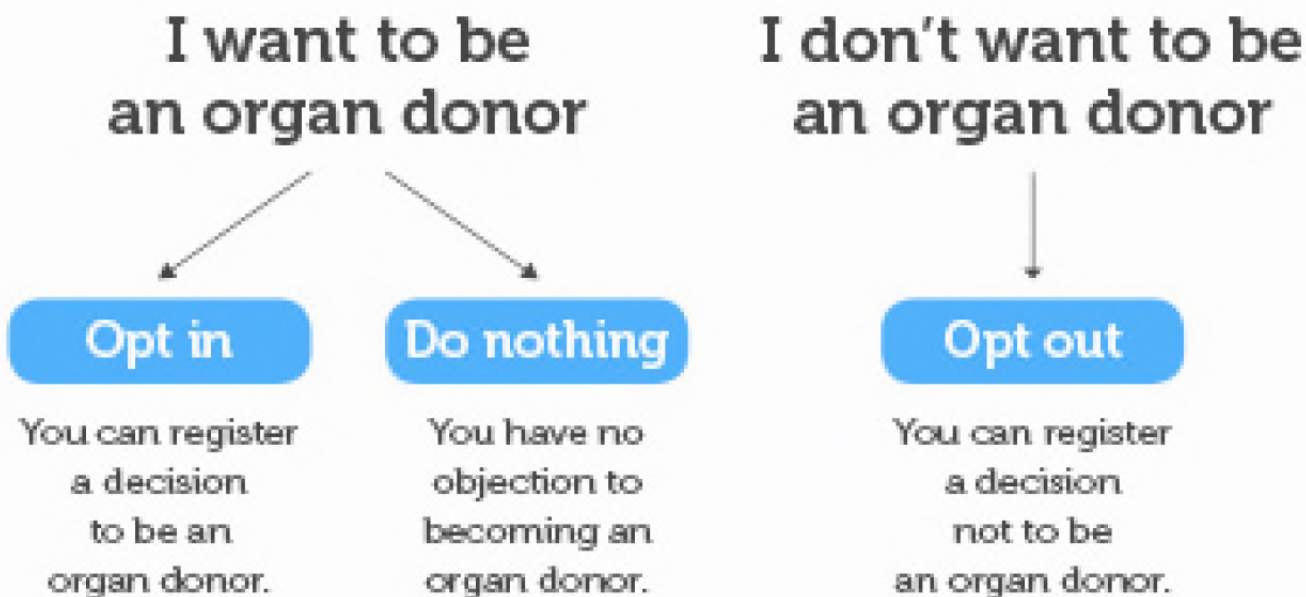
# Where we were at the beginning



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- 1<sup>st</sup> December 2015
- Combined consent rate of 59%
- Opt in - 35% of the population
- Opt out - 5% of the population

# What is deemed consent? Blood and Transplant





# THE WORLD IS WATCHING



**WILL IT BE  
EASY?  
NOPE.**

**WORTH IT?  
ABSOLUTELY.**

# Donation Pathways



## Blood and Transplant

1. Opt in on ODR
2. Opt out on ODR
3. Express a decision to donate
4. Express a decision not to donate
5. Appoint a representative
6. Deemed consent
7. Opt in on ODR Overrule
8. Opt out on ODR Overrule
9. Express a decision to donate Overrule
10. Express a decision not to donate overrule
11. Appoint a representative (does not undertake the role)
12. Deemed consent not supported
13. Family Decision (in the absence of an express decision AND deemed consent doesn't apply)

# Initial scepticism of Human Transplantation Act



## Blood and Transplant

**BBC**  
**NEWS**

Archbishop of Wales: Organ donor change 'wrong'

**The Telegraph**

[HOME](#) » [NEWS](#) » [HEALTH](#) » [HEALTH NEWS](#)

Opt-out organ donation will treat bodies like 'clapped out cars'

**Western Mail** 

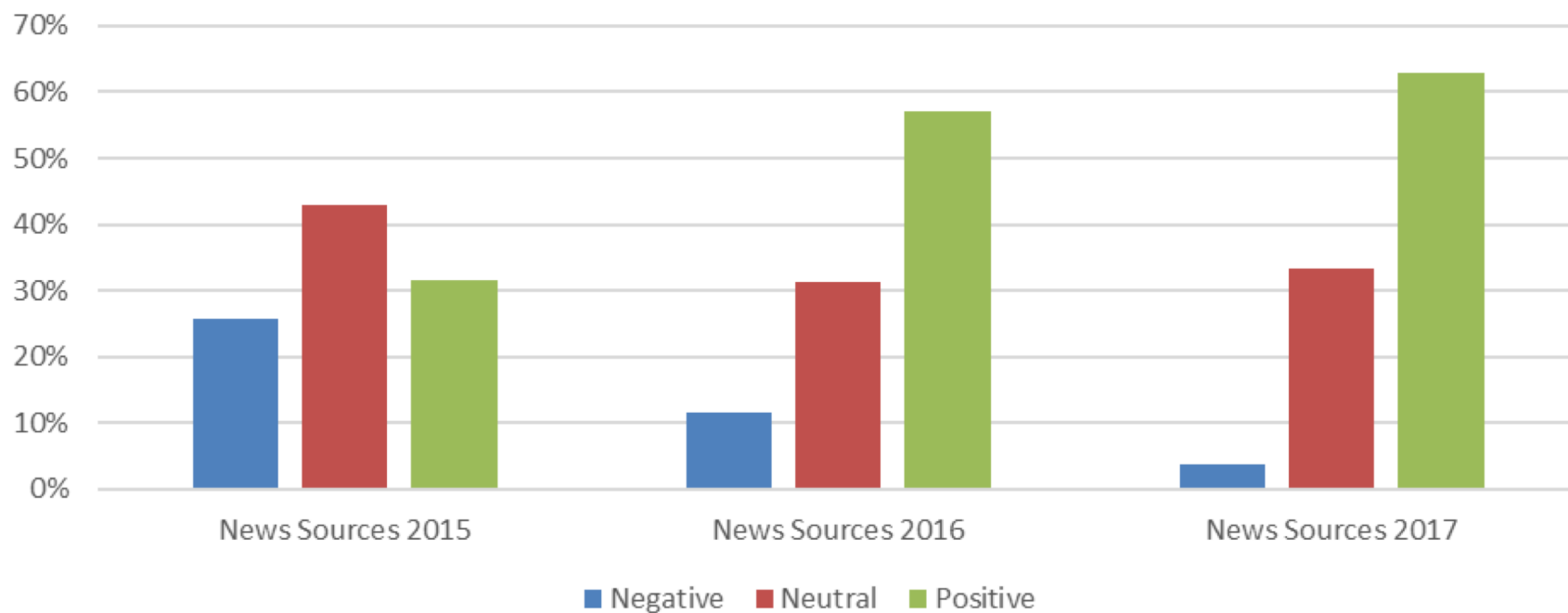
...there is a real risk of this legislation backfiring as people feel pressurised by the state and withdraw from donation.

**Daily**  **Mail**

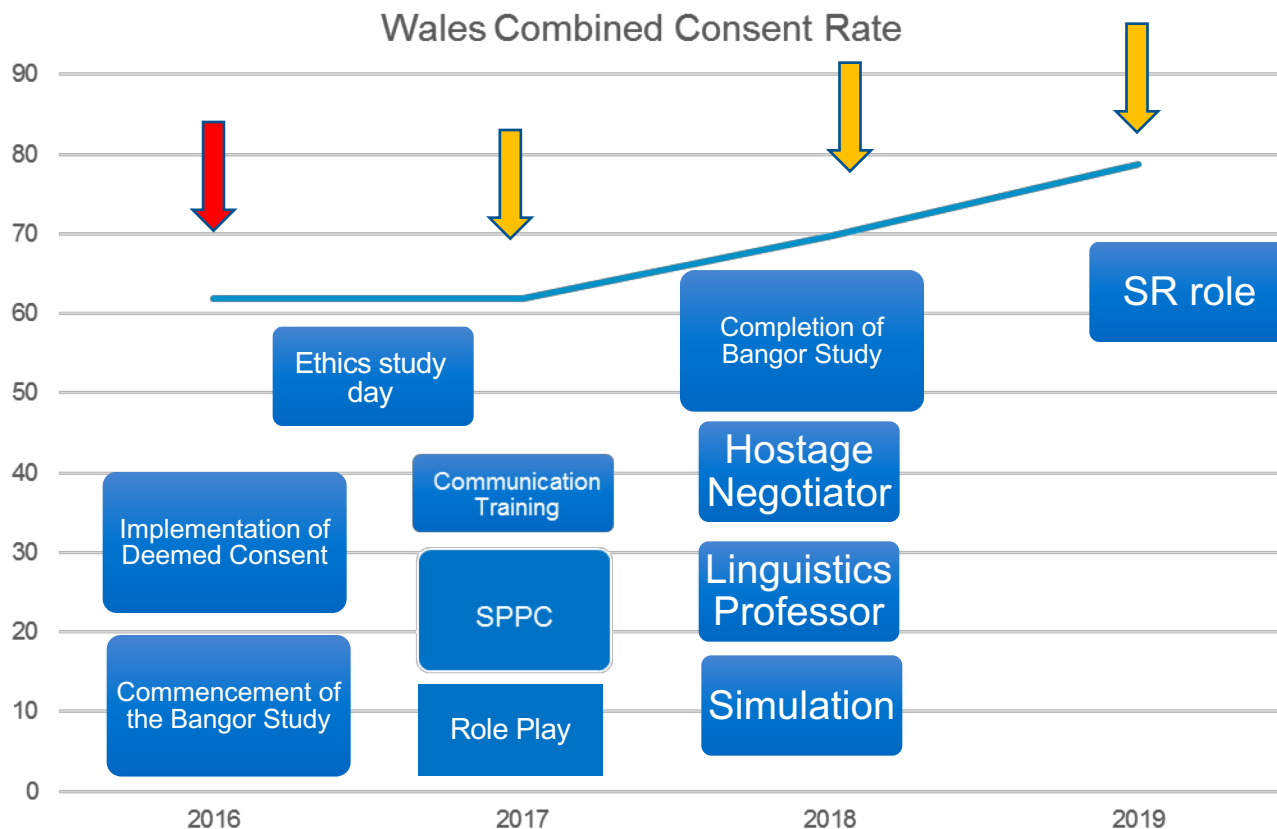
**Now a law that assumes you're an organ donor: Welsh Assembly bill means body parts will be used unless person had already opted out**

# Media Tone

Tone of News Content by Year



# Blood and Transplant

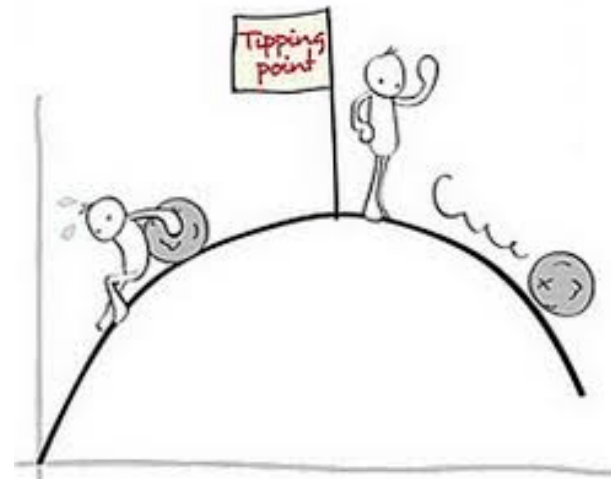


# The tipping point?

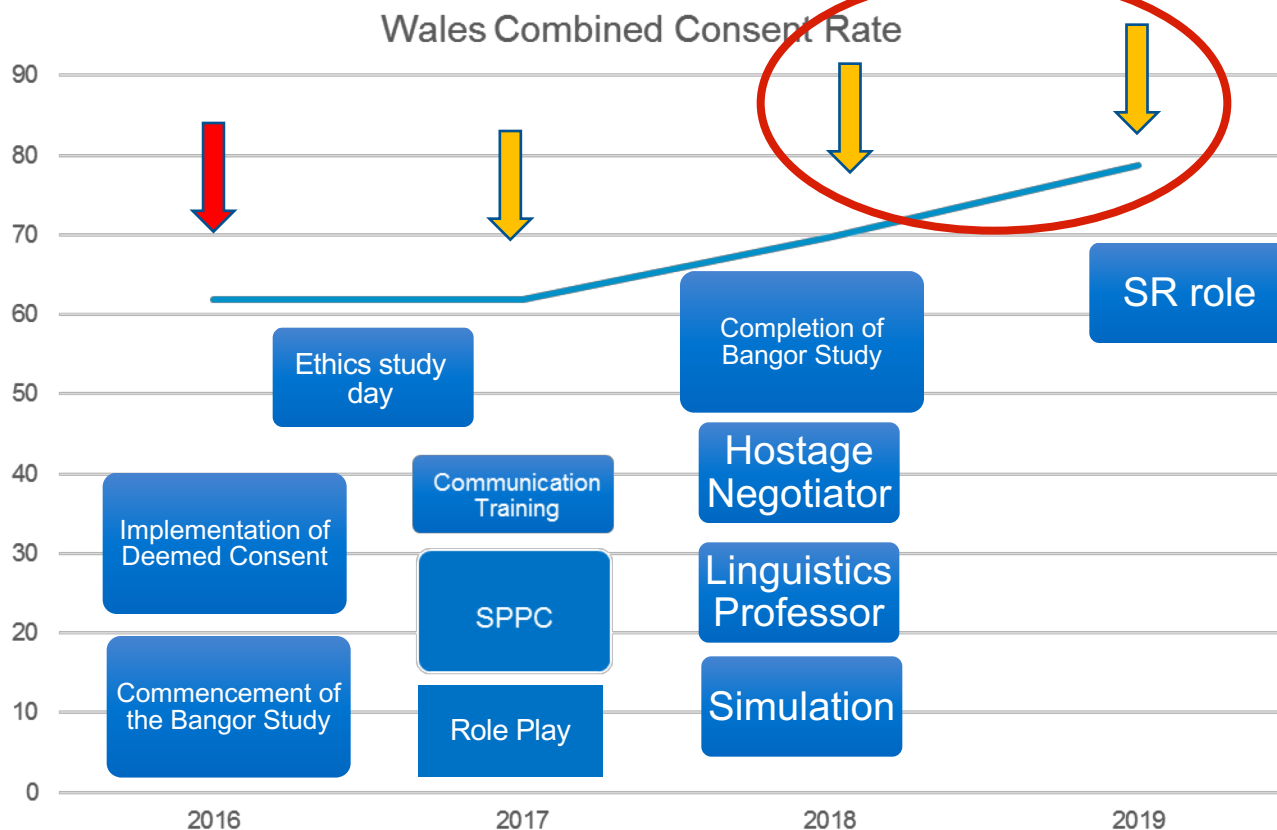
*Was this the tipping point?*

2017 – Hostage negotiator  
Linguistic Professor  
Changing language

Its not about you.



# Blood and Transplant






# Where we are now

- Combined consent rate of 78.8% (59% in 2015)
  - 28.9 Donors PMP
- Opt in – 39%
- Opt out - 5% of the population
- Since 01/12/15:
  - 68 deemed consents
  - 40 deemed overrides




# Moving from good to great

Blood and Transplant

- 2018    Consent rate moved up to 69.8%  
Implementation of SR role  
Statistically Significant with DBD consent rates.
  - 2019    World Class consent rates moved up to 78.8%  
Deemed consent journey beginning in  
England with Wales keen to support.
- 
- A decorative wavy line in shades of pink and purple at the bottom of the slide.

# Where are we now?

- Families expecting and asking to speak to a specialist nurse
  - Was a taboo subject, now the norm
  - SNODs/SRs feel more empowered entering a donation conversation in Wales than England.
  - More acceptance in hospitals relating to end of life care
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- A decorative graphic at the bottom of the slide featuring a thick, wavy line in shades of pink and purple that spans the width of the slide.

# Lessons to learn from Wales



**Blood and Transplant**

- Training
- Review
- Health Care Professionals
- Auditing
- Change process
- Its not about you

