



## Organ Donation and Transplantation Wales E-Bulletin: March 2019

Welcome to our organ donation and transplantation e-bulletin.

You can contact the team at any time via email: [organ.donation@gov.wales](mailto:organ.donation@gov.wales) .

Best wishes,

**The Organ Donation Team**

### New Starter

Following our recruitment campaign in September 2018, Adam Hughes has been appointed to the role of Communications Officer working with the Organ Donation Wales team. He can be contacted on: [adam.hughes014@gov.wales](mailto:adam.hughes014@gov.wales)

### Living Donation Week

In collaboration with NHS Blood & Transplant and the Northern Irish and Scottish Governments, we launched a week long campaign to target living donation (11-15 March); this tied in with World Kidney Day on 14 March.

We produced a large and varied amount of content to promote living donation, including:

- Thought leadership article with Mike Stephens – Transplant surgeon (2900 shares from WalesOnline alone) - <https://www.walesonline.co.uk/news/health/inside-look-life-wales-leading-15942769>
- Ministerial visit – Health Minister Vaughan Gething visited Ysgol Cwm Brombil in Port Talbot to see the work of the NHS Wales Renal Outreach Team.
- Living donation posters – delivered around Wales to stakeholders, dialysis centres, hospitals and all GP surgeries.
- Partner toolkit – encouraged reciprocal sharing on social media and included GIFs, infographics and social media graphics we had commissioned.
- Press release - <https://gov.wales/living-donors-help-save-lives-vaughan-gething>
- Stakeholder collaboration – Thank you to all stakeholders who shared our content on social media. We also attended Kidney Wales' event in the Senedd on World Kidney Day.

- Website traffic increase – 11-15 March, visits to the living donation pages of our website increased by 9550% on the previous month.
- Living donation case study article (220 shares online and great support on our social media) - <https://www.walesonline.co.uk/news/health/incredible-living-donors-who-risked-15978150>

## Final Advert Burst

The final advertising burst of the current campaign (“Talk about organ donation, or someone else may speak for you”) is running from 1 to 31 March. This includes two weeks of TV and radio, with On Demand (Channel 4/ Sky), digital (online, Facebook, Instagram etc.) and for the first time, print ads in regional newspapers.

If you haven’t seen the advert, you can watch it here:

English: <https://www.youtube.com/watch?v=AxFLEwjPkg>

Welsh: <https://www.youtube.com/watch?v=b0ManRi24Ys>

## Most Successful Content 2018/19

Alongside PR company Golley Slater, we have created lots of new and engaging content over the last year. Here are a few of our highest performing posts:

- Hacks and Hijacks  
English: <https://twitter.com/OrgDonationCYM/status/1042812539770478592>  
Welsh: <https://twitter.com/OrgDonationCYM/status/1042814991643099136>
- International Mother Language Day video. Bilingual:  
<https://www.facebook.com/OrganDonationWales/videos/400421777184096/>
- Consent Rates – Mike Stephens video (547 shares 27k views)  
English: <https://www.facebook.com/OrganDonationWales/videos/440124406392334/>  
Welsh: <https://www.facebook.com/OrganDonationWales/videos/1836627589768870/>

## Upcoming Events

2019 is an exciting year with the Westfield Health British Transplant Games coming to Newport on 25-28 July.

If you, or someone you know, is eligible and interested in participating in the games, please contact one of the Wales team managers:

Shaun Thomas: [Shaun.Thomas2@wales.nhs.uk](mailto:Shaun.Thomas2@wales.nhs.uk)

Laura McGuinness: [Laura.McGuinness@wales.nhs.uk](mailto:Laura.McGuinness@wales.nhs.uk)

Shaun Ruck: [shaun@kidneywales.cymru](mailto:shaun@kidneywales.cymru)

We have a range of events planned in support which will include:

- Promotion using Operation Donation at the ABP Newport Marathon (5 May) and 22-28 July in a central Newport location.
- Transplant and Life Exhibition – Newport July 2019 - <http://www.transplantandlife.uk/en/>

## Keep us up to date

We are always looking for relevant and engaging content for our Facebook and Twitter pages.

So if you have any social media posts, events, publications or press stories coming up that you would like us to support and share, get in touch. You can see our social media channels at:

- Facebook: [www.facebook.com/OrganDonationWales](http://www.facebook.com/OrganDonationWales)
- Twitter: [www.twitter.com/OrgDonationCYM](http://www.twitter.com/OrgDonationCYM)

Likewise, if you have something that you would like to be included in our e-bulletin, please let us know.

Thank You

