



UPDATE FROM THE WELSH GOVERNMENT

1. Organ donation position - Wales

The latest figures show very good progress has been made; with the year-end figures (2018-19) suggesting that Wales will record the highest ever number of donors, together with a steady rise in the consent rate. We now have 46% of the population in Wales with a recorded organ donation decision.

2. Sharing lessons learned from the Welsh legislation

We continue to provide assistance to colleagues in the Department of Health and Social Care and Scottish Government in relation to the new opt out systems proposed.

Clinical leads and specialist nurses from South Wales gave presentations at the ODT/BTS congress in Harrogate on 6/7 March on the effects of the legislation in Wales.

3. Communications and awareness

The Welsh Government will continue to undertake on-going research using the quarterly Wales Omnibus Survey to understand levels of awareness and reach of key messages related to organ donation. The results of the latest wave undertaken in September 2018 will be published in April.

We are currently in the process of developing our organ donation strategy for the next two years and we are awaiting a Ministerial decision on funding. Below is an update on our communications activity this quarter:

Advertising	The final advertising burst of 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.
PR	April will be the last month under our existing agency arrangement. We are planning to tender for integrated campaign support, including new advertising creative and PR, on a two year contract.
BAME	Dr Mansur Ali did a presentation on organ donation and Islam at the Crescent Centre, Cardiff on 9 March. The presentation explored fatwas (official Islamic declarations) on organ donation and looked for a consistent position on organ donation in Islam. This work was funded through NHSBT’s community support fund which Welsh Government jointly funded. We plan to do some follow up communications to BAME audiences to promote Dr Mansur Ali’s work and the broader work being

	done by Amjid Ali on organ donation fatwas.
Living donation focus/ World Kidney Day	<p>We worked with NHSBT communications colleagues and the Scottish and NI Governments to promote living donation between 11-15 March as well as highlighting World Kidney Day on Thursday 14 March.</p> <ul style="list-style-type: none"> • Press notice was issued with a quote from Vaughan Gething, the Minister for Health and Social Services, which was linked to living donation case studies. • Posters and social media graphics were shared with stakeholders including health boards and living donation teams. • Met the living donor team at the University Hospital of Wales (UHW) and discussed how we can record any uplift in enquiries following this promotion. • Mike Stephens, Consultant Renal Transplant Surgeon at UHW gave an interview via our PR agency which featured in Wales Online and has been very well-received, being shared via social media nearly 2,000 times: https://www.walesonline.co.uk/news/health/inside-look-life-wales-leading-15942769 • The Minister visited Ysgol Cwm Brombil in Port Talbot on 14 March where the South Wales renal outreach team promoted good kidney health and shared information about dialysis, transplantation, diet and exercise. <p>Last year's promotion on living donation led to an increase in enquiries to the live donor team in Cardiff which we are hoping will be converted to actual donations. We hope this year will also be successful in increasing awareness, enquiries and ultimately donations.</p>

4. Wales Transplantation Advisory Group (WTAG)

The last WTAG meeting was held on 13 March, and the agenda covered latest performance figures, policy updates, organ donation campaign updates, Transplant Games and EU Withdrawal. Developing a national work programme was also discussed and it was agreed at the meeting that investigative work would take place to identify areas of priority.

5. British Transplant Games

Newport is hosting the British Transplant Games from 25-28 July 2019.

<https://www.britishtransplantgames.co.uk/aboutnewport2019>

Registration is now open for competitors; the schedule will be available shortly and details of the donor run can be found at: <https://www.britishtransplantgames.co.uk/donor-run> - registration for this opens soon.

The opening ceremony is taking place early evening on Thursday 25 July 2019 at Rodney Parade in Newport.