



## 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) show that Wales has recorded the highest ever number of donors (87), a 77% consent rate and a reduction in the number of family overrides to 15 (as compared to 22 in each of last two years). 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, Scottish Government and Human Tissue Authority in relation to the new opt out systems proposed, including on draft regulations and the Code of Practice.

### 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 (16) undertaken in September 2018 was published in April.

#### Key headlines are:

- Nearly nine out of ten (86 per cent) reported that they were aware of the current system and this had increased from 82 per cent in wave 15.
- Support for deemed consent - respondents were asked to what extent they agreed that if an individual chooses not to register a decision that should be treated as a decision to be a donor, which families should be encouraged to accept. Three quarters (75 per cent) agreed with the statement (with just under four in ten strongly agreeing). The proportion of respondents who agree with the statement has fluctuated between two thirds and three quarters since this question was first asked in wave 11 (March 2016), with just over seven out of ten (73 per cent) agreeing in wave 15.
- All respondents were asked 'Have you ever discussed your wishes regarding organ donation after your death with a family member?'. Over half (56 per cent) of respondents said that they had discussed their wishes with their family. This is similar to the figure of 55 per cent reported in wave 14, and an increase since wave 13 when approximately half (51 per cent) said they had discussed their wishes with a family member.
- All respondents were asked what they had done with regards to a decision on organ donation since the new system of organ donation was introduced on the 1 December 2015. Approximately a fifth said that they had opted in (21 per cent), whereas fewer than one in twenty had opted out (four per cent). Just over half (52 per cent) said that they had done nothing as they were happy for deemed consent to apply and approximately a

fifth had either not thought about it yet, or were still considering their options (15 percent and six per cent respectively).

<https://gov.wales/sites/default/files/statistics-and-research/2019-04/public-attitudes-organ-donation-wave-16-key-figures.pdf>

We are currently in the process of developing our organ donation communication strategy for the next two years. Below is an update on our communications activity this quarter:

<b>Advertising</b>	The final advertising burst of our campaign (“Talk about organ donation, or someone else may speak for you”) ran from 1 to 31 March and achieved over 930k impressions. This burst included 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.
<b>PR</b>	Since our latest agency arrangement reached its conclusion, we have undertaken the operation of our own social media channels, overseeing a rise in engagement.
<b>BAME</b>	We have recently arranged to become a gold sponsor of the annual Cardiff Multicultural Mela on 15 <sup>th</sup> September 2019. The Mela attracts over 30,000 people in one day and showcases a wide diversity of cultures, music, dance, arts, fashion and food. As part of our sponsorship package, we will have a prime position on site to house our promotional activities.
<b>Living donation focus/ World Kidney Day</b>	<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> <p>During 11-18 March the South Wales Living Donor team saw a surge in the amount of enquiries they received, with 9 enquiries from people looking to become living donors, 7 of whom will be altruistic. Throughout the whole of 2018 they received 48 enquiries, an average of less than one a week.</p> <p>Visits to the Living Donation pages of our website also saw a significant increase. The period ranging 11-15 March received an average of 38.2 unique sessions per day. This is a large increase on the same period in February (11-15) for which the average number of sessions per day was 0.4.</p>
<b>GB Transplant Games – Newport 25-28 July 2019</b>	We continue to assist the organising committee with the arrangements and planning of the forthcoming Transplant Games. Most recently we organised and attended a promotional event for the Games at the Newport Marathon, during which we actively encouraged signups for the donor run.
<b>PR and Advertising Contract</b>	In the coming weeks we will be appointing a new agency to deliver the next two years of campaign activity. There will be an opportunity for Welsh Transplantation Advisory Group members and other stakeholders to see the proposals for any future campaign before we go live with it.

#### **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.

The next meeting is on the 6 June; in which the four relevant national strategies will be discussed to develop WTAG's ongoing work programme.

#### **5. British Transplant Games**

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

Registration for competitors closed on 17 May; the schedule and the further details can be found at: <https://www.britishtransplantgames.co.uk/aboutnewport2019>

The donor run will be held on the Saturday, with Chief Medical Officer competing. <https://www.britishtransplantgames.co.uk/donor-run>

The opening ceremony is taking place early evening on Thursday 25 July 2019 at Rodney Parade in Newport, Ministerial presence at the ceremony has been confirmed. Discussions are also underway in relation to whether any NHSBT Board Members will be available to attend, as the opening ceremony is on the same date as the next NHSBT Board meeting which is being held in Cardiff. It is hoped this will be confirmed by the time this report reaches the Board and Pat Vernon will provide an update at the meeting.

The Games will be preceded by an All Wales Roadshow in the week before, showcasing the Games and raising organ donation awareness. We are also hoping to host an exhibition in Friar's Walk shopping centre in Newport during the week of the Games.