

Like Life

Organ Donation Marketing and Campaigns Bulletin



Organ Donation Week 2019
Special Edition



October 2019

Introduction

Hello and welcome to this post Organ Donation Week special edition of Like Life. This bulletin takes a look back at some of the phenomenal activity that took place across the UK to promote organ donation, and recognise the many people involved in saving lives through organ donation.

This year we faced the additional challenge of promoting donation whilst also sharing key messages about the different legislation on organ donation across the UK, where some countries are changing the law around opting in or opting out, and others maintaining their existing legislation. It was great to see a campaign where no matter what difference in legislation there may be between our countries, the overarching message about organ donation saving and improving lives shone through. Thank you for all your help in making this possible.

The week saw a huge amount of activity, from local Park Run takeovers, conferences, promotional stands in local communities, buildings being lit up, a walking event through London, remembrance sculptures, cycle rides amongst many others taking place.

This bulletin has aimed to encapsulate much of the activity, however as always its impossible to mention everything. If you have been involved in an event not mentioned here, please do contact us to include in a future edition of the bulletin.

Wherever you live in the UK, we'd love to see and hear about your promotional activities so we can share them in a future newsletter. Please email your stories and pictures to marketing.comms@nhsbt.nhs.uk.

Thank you and happy reading.

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A note from Anthony Clarkson

I am delighted to have this opportunity to thank you all for your hard work and commitment to making Organ Donation Week 2019 a success.

I think it is fair to say that ODW 2019 faced very particular challenges. Media attention was focused to an unprecedented degree on political events, making national publicity hard to achieve. However, our strength has always been in our strong community roots and throughout the week it was the local campaigns and initiatives that captured the imagination and helped to spread our vital Organ Donation message.

I am constantly amazed by the innovation and imagination of our Organ Donation and Transplantation community! Over the week I watched in admiration as colleagues, supporters, charity partners and patients and families pushed our message into the public consciousness. Donor Walks in London, bike rides carrying symbolic organs for transplant in Salford, on message biscuits, sound proof boxes in Leeds and so much more. The ways in which the importance of having the Organ Donation conversation with your family and then joining the ODR was emphasised was truly inspirational. In a complex and difficult period for the nation I believe the hope and enthusiasm of ODW 2019 truly stood out.

The week is over but of course our work goes on. The next year will see changes in legislation for England and Scotland and the introduction of a new UK wide strategy to succeed Taking Organ Transplantation to 2020. It will be a year of exceptional opportunity, and the only way we can make the most of it and seek to save and improve yet more lives is with the whole Organ Donation and Transplantation community working together to achieve our ambitions. I know I can rely on you all and I look forward to sharing this journey with you, together I have no doubt we can make a difference to every person waiting for an Organ Transplant.

With best wishes

Anthony Clarkson

Your photos

Here is a selection of some of the fantastic activities that took place over the week.



Your photos



Local Activity

Woman in a box: Yorkshire's organ donation campaign urged for voices to not go unheard

The Be A Hero campaign, run by Leeds Teaching Hospitals NHS Trust (LTHT), highlighted that having the #DonationConversation is a vital part of the process to register your decision about organ donation.

During Organ Donation Week, the #DonationConversation campaign in Leeds city centre, saw a 'voiceless' actor trapped inside a transparent box. Passers-by were able to see the person speaking but were not able to hear them, representing those whose organ donation views go unknown or unsupported after death.

Dr Claire Tordoff, Clinical Lead in Organ Donation, explained: *"This year we wanted to start Organ Donation Week with a powerful message about the impact of family consent, and so the silent box symbolised the voices of people whose organ donation wishes have gone unheard. This reiterates the importance of having the #DonationConversation so that your family fully understand your feelings towards organ donation, meaning they can respect your final wishes, should anything happen."*



"With the upcoming law change in England and plans to introduce an opt-out system in 2020, whereby adults will be presumed organ donors unless they record their decision not to be, it's now even more important to make your decision and share with your family as well as recording this on the NHS Organ Donor Register."



British Association of Critical Care Nurses

Colleagues from NHSBT attended the BACCN (British Association of Critical Care Nurses) conference in Edinburgh this year to discuss the change in legislation and promote organ donation week. Members of the Legislation Change team from ODT attended and had a promotional stand, presented posters and held a workshop.

This was a good opportunity to spread our key messages throughout other areas of the NHS and wider health organisations, particularly in reference to the change in the law around organ donation.



London Walk

Approximately 250 organ recipients, donor families, specialist nurses and clinical staff from hospitals, came together to celebrate organ donation, remember loved ones and raise vital awareness for those still waiting for a transplant through an organised walking event, with five routes, starting from five different London hospitals:

- Charing Cross
- Royal London
- Royal Free
- Kings Hospital
- UCH

The aim was to walk 1,295 miles across London, in honour of the 1,295 Londoners waiting for a transplant.

Rachel Rowson, Specialist Nurse in Organ Donation and organiser of the event said:
"Thank you to everyone that signed up to join us for this walk and helped to raise awareness of organ donation."

"Organ donation saves lives, and this event is planned in memory of all organ donors and their families who have helped save other people's lives."

"The generosity of donors and their families is never forgotten or underestimated by families or staff who work in organ donation."



Yeovil Sculpture

Organ Donation week is always a key calendar moment, to reflect on those who have given the gift of organ donation after death and to honour them and the new life they have enabled through donation. In Yeovil, this was marked through a new sculpture that was unveiled at Yeovil District Hospital during Organ Donation Week.

The concept of the sculpture is of a sycamore seed. Yeovil has long been associated with the helicopter industry. Sycamore seeds, often known as “helicopter” spiral to the ground unlocking new life.

Within the seed wing itself are five words to convey the powerful message of donation - courage, new life, resolution, legacy, and hope. This is a large floor to ceiling sculpture within the main entrance of the hospital, placed near to the organ donation lift wrap installed a couple of years ago.

The Chief Exec Jonathan Higman, Clinical Lead of Organ Donation, Joe Tyrrell and Director of Nursing Shelagh Meldrum attended with the CEO and CLOD giving speeches. This was followed by the opportunity for the family members to have a professional photo taken of themselves with the sculpture. They were then invited to attend an informal event in the Hospital’s canteen for tea and cake.



Press

We saw a range of wide-reaching stories broadcast throughout the week, in both local and national print, online and in radio and television coverage.

During the week four separate stories were discussed on BBC Breakfast, including stories with donor families, families that refused donation, reports on black, Asian and minority ethnic (BAME) donation and also living donation. Coverage was also given on several BBC news programmes and radio programmes.

Channel 4 also supported the campaign, with Nick Hower announcing Organ Donation Week and upcoming change in the law on organ donation at the opening of Countdown.

National print stories included three stories in the Daily Mirror, a double page spread in the health section of the Daily Telegraph (focused on the law change and experience of a donor family who hadn't had the conversation) plus The Guardian, The People, Women's Weekly, Eastern Eye and The Voice.

Online press activity saw articles on BBC Online, The Guardian, Sun Online, Metro.co.uk, Mirror, MSN and Gal-Dem.

Regional coverage is still coming in and still in the process of being fully analysed but at the moment we estimate 190 items of regional broadcast coverage, 178 items of regional print and 129 regional online.

Paid activity

Social media

This year's campaign again saw a large paid advertising campaign on social media channels in England. The adverts ran across Facebook, Instagram, Twitter and Snapchat from 1st – 30th September targeting all adults over 16 years, with a specific advert targeting people from BAME communities. The key purpose of the advertising was to communicate the change in the law, but it also allows us to continue to use storytelling to highlight the benefits of organ donation and transplantation and address myths and misconceptions.

Throughout the month we ran a mixture of content to inform people that the law around organ donation is changing, to show the comfort and pride that donation brings through donor family stories and content featuring clinicians that helps to address common barriers and concerns within BAME communities.

The adverts were potentially seen over 29 million times during the month, with over 17,000 users clicking on the advert to either watch more or find out more information. Over 2 million people viewed at least 3 seconds of the advert within the platforms.



Radio

Our Pass It On campaign radio advert launched in England on the 1st September and will continue through until 31st October.

Again, the purpose of this advertising is to inform the public that the law around organ donation is changing from spring 2020. The advert aimed to reach over 19 million people and played out over the main commercial radio stations such as Capital, Heart, Smooth and Gold.

We also ran our adverts on community radio stations to engage a BAME audience, such stations included Asian Sound Radio, Polish Radio London, The BEAT and Lyca.

Jamael Westman, who is the lead in Hamilton in the West End, gave up his time to record our radio advert which will play out again in the new year, closer to when the law will change.

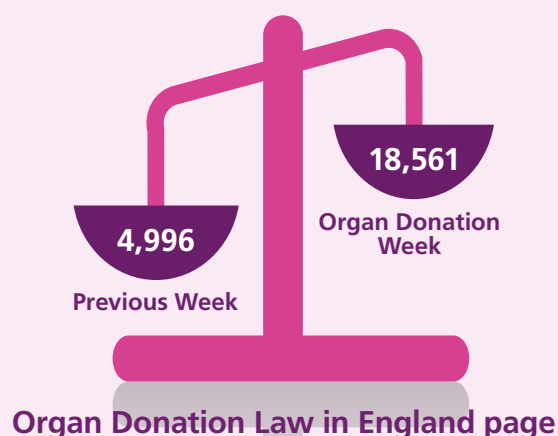
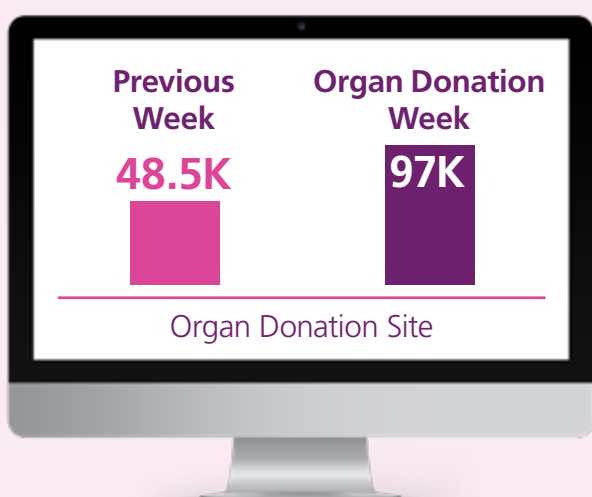


Digital activity

Much of our activity during the week encouraged people to visit our website to find out more about organ donation, the change in the law, and to register a decision. This is monitored by our digital team to reflect on how people have responded to the campaign.

Key stats from digital activity show that the number of users accessing the Organ Donation site doubled during ODW in comparison with the previous week, with 97,000 users visiting the site, the number of views of the **Organ donation law in England page** reached 18,561 as compared to 4,996 the week before. There were 31,000 sign ups and around 5,500 opt-outs, compared with 23,500 sign-ups and around 1,000 opt-outs in the previous week.

The paid media news stories launched during ODW were amongst the most-viewed pages in the real-life stories section that week.



Previous Week

23,500
Sign-ups

1,000
Opt-outs

Organ Donation Week

31,000
Sign-ups

5,500
Opt-outs

Partnership and Stakeholder activity

Each year, Organ Donation Week is amplified by the wide number of partnerships NHSBT holds with other organisations. These highlights show just some of the activity held by other companies to support the campaign.

Royal Mail

Royal Mail created a moving article about Alfie the postman and his son, Jack, who saved three lives by becoming an organ donor following his death. This was broadcast to Royal Mail staff through their own internal channels.

Royal Mail also commissioned a #PassItOn postmark which was live throughout ODW, reaching up to 30 million homes nationwide. This postmark prompted reactions from the public online.

The Student Room

The Student Room is an online community for students to discuss topics, use learning tools and look into university options. The site supported the campaign with bespoke discussion threads about the change in law and common myths about organ donation. The threads prompted open discussion amongst young people about their views on organ donation.

The Student Room volunteers were briefed on how to avoid entrenching myths and shape the conversation to ensure a focus on choice rather than negative content or myths.

There was also Q&A article with Specialist Nurse Hapreet and a heart and lung transplant recipient, answering various questions from The Student Room community which prompted further discussion.

The content was signposted on The Student Room's social pages and website homepage, highlighting Organ Donation Week and the upcoming change in law.

UCAS

UCAS supported Organ Donation Week by publishing two blog posts in the 'Support' section of their website. The content focused on busting myths about organ donation whilst the second discussed the change in law.

The content was signposted across their social channels throughout Organ Donation Week, including sharing the new myth-busting video content.

Sheffield Wednesday F.C

Sheffield Wednesday supported with promotional activities within the stadium and on their digital channels. Players posed with a Pass It On photo board which was posted on their social pages.

Sheffield Wednesday also created an article about the change in law for their website, with a strong message of putting football rivalries aside to unite behind organ donation: following a match against QPR that weekend, it featured former QPR player Massimo Luongo and shared the story of QPR youth player Jordan, who became an organ donor after his death.



Aldi

Aldi developed an article about the change in law and shared this with employees via their app, MyALDI: 'Your greatness is not what you have, it's what you give'. The content sparked conversation amongst employees.

Stakeholders

Our stakeholders supported the campaign by sharing key messages and posts on social media. We sent our key messages and social assets to all GPs, Organ Donation Forum members (approx. 70 charities), transplant units, and healthcare organisations e.g. RCN, HTA, Wellcome Trust etc.

Stakeholders delivered over 1.2k social posts relating to the Organ Donation Week in 2019. These posts generated an estimated reach of over 7 million people. 290 unique stakeholders participated in spreading the ODW messaging, most prominent of which were [@MattHancock](#), [@DHSCgovuk](#), [@SharonHodgsonMP](#), [@BritishCycling](#) and [@Humanists_UK](#). We also saw ministerial quotes in three press releases.

As always, thank you to all partners and stakeholders who supported the campaign!

Organ Donation Week in the rest of the UK

Scotland

Scotland had a successful Organ Donation Week this year despite a significantly reduced media spend from previous years:

There were around 4,800 visitors to the Organ Donation Scotland site during the week; the weekly average for the two months before was 10% of that. One third of those people then registered to donate and only 8% registered to opt out.

In terms of media coverage, there were 27 pieces of print, broadcast and online coverage achieved throughout the week – highlights included heart valve recipient case study appearing on STV lunch and evening bulletins, with 22k views of his story on STV Facebook page, a broadcast package on BBC NewsDrive, and a double page spread in Daily Record featuring a 26 year-old liver transplant recipient

A key activity included a press story about transplant recipient, Richard Copland visiting Melrose Abbey to mark the campaign week. Mr Copland, 63, from Cockburnspath, who was diagnosed with a chronic liver disease in November 2015, shared his story as he encouraged people to talk about their organ donation decision.

The Abbey is one of a number of buildings and landmarks that were bathed in the Organ Donation Scotland campaign colour to mark the week, including the Queen Elizabeth University Hospital, The Kelpies and the University of Abertay.

The social media activity reached 306,833 people (119,799 through organic social and 187,034 through paid social media advertising). Social posts which were more fact based around the law change or around statistics saw strong engagement with over 13,000 reactions, comments and shares.

A number of buildings were lit up green across Scotland during the week with very strong support particularly in Dundee and the Borders.



Wales

As part of Organ Donation Week, the Intensive Care Unit at Morriston Hospital organised an 'Organ Donation Awareness Day' which was open to both staff and members of the public.

The day included talks from specialists on organ donation retrieval and there were information stalls from numerous organisations and charities including; Organ Donation Wales, Donor Family Network, Wish Upon a Star, and British Liver Trust and Noah's Ark.

Staff from various units at the hospital were able to gain an insight into the work of ICU and Renal departments at the hospital, with organ donation the focus of the conversations being had.

The ongoing good work that is being done with renal patients in the region was also on show. Renal Social Worker, Shaun Thomas, was on hand to talk about the 'Can Do Youth Project', and their recent residential trip to Newgale, west Wales, which highlighted how active young people living with renal conditions can be, with activities including surfing, coasteering and climbing.

The day was a resounding success and received positively by staff and external visitors alike and planning is already underway for next year!

Northern Ireland

The Public Health Agency (PHA) took the lead in Northern Ireland in promoting ODW across the Health and Social Care (HSC) sector. The theme for this year's ODW in NI was 'Words Save Lives' – showing the importance of communicating your decision to your nearest and dearest.

The PHA highlighted Organ Donation on its website and the statistics show a huge increase in web visits during ODW, with over 2,400 visits. The 'Register online' page was the most popular. The effect of the publicity was carried through to the beginning of the following week also, however there were still almost three times as many views the week following Organ Donation week as there were the week before it.

Although the figures aren't yet available for the number of sign-ups to the Organ Donation register as a result of increased awareness brought about through this campaign week, it is hoped that there has been a positive impact.

The PHA also featured a video of a child, (Daíthí, alongside his father Máirtín) who is awaiting a transplant, reflecting the impact this has on their lives. This was accessible via their social media during Organ Donation Week and both Facebook and Twitter reflected a reach and engagement with thousands of people during the week, raising valuable awareness.

The Department of Health also put out important messages on Twitter during the week, and these were viewed over 27,000 times, with almost 600 engagements, such as retweets.

The Department of Health released staff to volunteer in assisting SNODs at a number of venues to man stands promoting organ donation in shopping centres, hospital foyers, and a local airport, for example.

Events were organised by other individuals to raise awareness of the need for organ donation, signing up to the register and talking about your decision to family and friends.

A number of iconic landmark buildings were lit up for Organ Donation Week.
Three examples below:





Parliament Buildings, Stormont



Belfast City Hall



The Titanic Building, Belfast

Picture credits: Michael Cooper photography, michaelcooper.com

Post Organ Donation Week Survey:

We are always keen to gauge feedback on how Organ Donation Week is planned. We have put together a short survey for anyone who took part in the campaign and spreading the word about organ donation week. The link to the survey is below:

www.surveymonkey.co.uk/r/ODWfeedback2019

Please note the survey will be open until **Friday 22nd November 2019**.

We are in the process of finalising the date for next year's Organ Donation Week and we look forward to sharing this with you very soon.

Finally we would like to thank everyone who has taken part in Organ Donation Week, by sharing key messages, social posts, holding events, recognising donors, their families, recipients, people waiting and other people involved in saving lives through organ donation.

Get in touch

We are always looking for great stories around organ donation and transplantation.

If you have any questions relating to anything you have read in this bulletin or if you have anything to contribute to the next bulletin please contact marketing.comms@nhsbt.nhs.uk

