



UPDATE FROM THE WELSH GOVERNMENT

1. Organ donation position - Wales

a. Two quarters (April – September) organ donation and transplantation data:

Summary Figures	2019/20
Donors after brain death (DBD)	18
Donors after circulatory death (DCD)	11
Total deceased donors	29
Living donors	10
Total patients on active list (end of period)	251
Deceased donor transplants	82
Living donor transplants	15
Total organ transplants	97
Number of people opted-in to the ODR	1,261,641
Percentage of population opted-in to the ODR	40
Number of people opted-out from the ODR	185,408
Percentage of population opted-out from ODR	6

Overall there does appear to be a slight decrease in the number of eligible donors which in part accounts for the reduced number of organ donors combined with an increased number of family refusals (9 in the first two quarters of 2019/20 compared to 11 for the whole of 2018/19) resulting in lower consent levels of only 60% for the first quarter 2019/20, this has improved to 76% for the second quarter which is comparable to the consent rate of 77% for 2018/19.

2. Legislation

We are considering whether changes will be required to the Human Transplantation (Excluded Relevant Material) (Wales) Regulations 2015 in light of the recent consultation on the equivalent regulations in England, in order to achieve parity across the system.

3. Communications and awareness

Below is an update on our communications activity:

Advertising	The first wave of advertising from the latest campaign phase ran in September. Initial feedback was positive, more in-depth campaign analysis will follow after the next wave of adverts in February. Digital and social media advertising is running throughout the year.
PR	September's PR was focussed on the new campaign phase which launched during Organ Donation Week. We worked with NHSBT

	<p>marketing team to get packs of marketing materials to SNODS and other individuals promoting organ donation.</p> <p>We continue to source and develop case studies for use in campaign and media activity.</p> <p>The Organ Donation Wales Facebook and Twitter channels continue to generate high levels of engagement.</p>
BAME	<p>Welsh Government was represented on the judging panel for the recent NHSBT Community Investment Scheme. A number of bids covering England and Wales were deemed suitable for funding.</p> <p>The Organ Donation Wales team have been in contact with Dr Mansur Ali regarding developing some videos/ audio for social media, to share in communities in Wales. We have also established contact with the Muslim Council for Wales to see how we can work with them to share information on organ donation.</p>
4th anniversary of legislation	<p>A low-key approach has been agreed for this year, with social media activity from the Welsh Government and ministerial accounts.</p>

4. Wales Transplantation Advisory Group (WTAG)

The last WTAG meeting took place on the 17 September, the agenda focused on:

- All Wales organ/tissue donation performance;
- Standing updates; including from HTA, NHSBT, Welsh Renal Clinical Network, health boards and communications;
- A detailed presentation was provided on Hywel Dda University Health Board's plan;
- Future WTAG work programme involving the establishment of four task and finish groups to consider different streams of work.