

## Update on Development of the Organ Donation Ambassador Programme 6 January 2020

### 1. EXECUTIVE SUMMARY

This paper presents an updated report on the progress of the Organ Donation Ambassador Programme to meet the obligation in TOT2020 to develop such a scheme. Two pilots of the programme launched in 2018 followed by additional recruitment in 3 regions in 2019. Much-needed Business Support is also now in place for the programme.

### 2. BACKGROUND AND UPDATE

- 2.1 The TOT2020 Strategy placed an obligation upon ODT to: 'Develop a community volunteer scheme to support Trust/Health Board donation committees to promote the benefits of donation in local communities, particularly amongst groups with little tradition of organ donation'.
- 2.2 An Organ Donation Ambassador Co-ordinator commenced in post on the 6<sup>th</sup> of November 2017, within the Organ Donation and Nursing Service Development Team.
- 2.3 The purpose of the Ambassador Programme is to empower passionate volunteers with the knowledge and skills to promote awareness and education of organ donation in their communities throughout the U.K.
- 2.4 **Currently there are 70 Organ Donation Ambassadors (including transplant recipients, donor families, living donors, and other passionate individuals) active in 5 NHS regions (London, Midlands, Northern, Northwest, and Yorkshire).**
- 2.5 **Ambassadors can be requested as speakers or to host information stands by emailing [Ambassadors.ODT@nhsbt.nhs.uk](mailto:Ambassadors.ODT@nhsbt.nhs.uk). A request form will be sent back for completion and we will do our best schedule Ambassador support that fits the needs of the event.**

### 3. Measuring Success:

- 3.1. From January to December 2019, Ambassadors:<sup>1</sup>
  - 3.1.1. volunteered more than 500 hours of their time to support more than 200 promotional activities or speaking engagements
  - 3.1.2. assisted more than 800 individuals to register their donation decision
  - 3.1.3. reported an approximate 3,500 conversations with the members of public
- 3.2. The monetary value of the Ambassador's time in the 2019 calendar year is approximated at £9,610.<sup>2</sup>

---

<sup>1</sup> This data is based on reported activity; actual numbers are higher as it is known the Ambassadors do more work than gets reported and one goal of 2020 will be to capture and support more of their activity

<sup>2</sup> Given the promotional activities would otherwise be either missed opportunities or would be covered by a SNOD, this report uses the hourly rate of a Band 7 SN-OD for this calculation.

- 3.3. The Ambassadors are prioritising raising awareness of the law change and the primary call to action of encouraging individuals to make their donation decision known and have family conversations.
- 3.4. In addition to supporting the Pass It On campaign and regional promotional activities, the Ambassadors also support other NHSBT and charity initiatives, including the Community Investment Scheme, PDS and SNOD educational events, local Organ Donation Committees, etc.

#### 4. 2020 PLAN SUMMARY

- 4.1 **Engagement Roadshow:** The Ambassador Programme Manager will schedule a road show to (1) provide an opportunity for feedback on the programme, (2) provide an updated training on the Pass It On campaign and legislative change key messages, and (3) an opportunity for Ambassadors to re-connect as a team.
- 4.2 **Ambassador Recruitment:** The following continued recruitment and programme roll-out for the Ambassador Programme will aim to activate the remaining regions of England in 2020/2021:
  - 4.2.1 **Spring 2020: additional recruitment to augment the Midlands Ambassador group and fill in gaps in representation, as well as recruiting Ambassadors in the Eastern and South East regions**
  - 4.2.2 **Autumn/Winter 2020: additional recruitment to augment the London Ambassador group and fill gaps in representation, as well as recruiting Ambassadors in the South Central and South West regions.**
  - 4.2.3 **A Note on Divulged Countries:** This paper acknowledges that beyond 2020/2021 a plan for roll-out beyond England will need to be developed to complete the goal of establishing a national programme.
- 4.3 **Ambassador Collaborative:** It is thus proposed to hold a North and South Ambassador Collaborative in the Summer 2020 in preparation for Organ Donation Week. Much like the regional collaboratives, these meetings will run an agenda of updates, presentations, and discussions.
- 4.4 **Organ Donation Week Advanced Preparation:** Preparations for Organ Donation Week shall begin this year in June/July.
- 4.5 **Business as Usual - Promotional Activity Requests:** There are already more than 75 promotional activities scheduled for 2020, with more requests for speakers and information stands coming into the Ambassador Programme inbox each week.
- 4.6 **Business Support:** A FT Band 4 Business Support Officer (BSO) role was created and filled over the Summer of 2019. The BSO has been much needed as the programme has expanded and has already proven how essential this support is for the programme's operations and reputation.
- 4.7 **Additional Support:** A FT Band 5 role will be recruited to support the management of the programme, starting on July 1, 2020.

Authors:

Katy Portell

Ambassador Programme Manager - ODT

**Appendix I: Proposed Timeline**

<b>2019</b>	
<b>January</b>	Submit and present SMT paper for approval Schedule roadshow meetings and calls for existing Ambassadors Preparations for Spring 2020 recruitment
<b>February</b>	Preparations for Spring 2020 recruitment Schedule Selection and Training Days Advertise for Midlands (augment), Eastern, and SE recruitment Roadshow
<b>March</b>	Advertise for Midlands (augment), Eastern, and SE recruitment Selection Day Tour Roadshow Plan Collaboratives
<b>April</b>	Selection of Ambassadors Training of new Ambassadors Roadshow Plan Collaboratives
<b>June</b>	Plan Collaborative Finalize new Ambassador's recruitment clearances Communication to regional teams regarding prep for Organ Donation Week
<b>July</b>	North and South Ambassador Collaborative
<b>August</b>	Co-ordinating Organ Donation Week activities
<b>September</b>	Organ Donation Week Preparations for Autumn/Winter Recruitment
<b>October</b>	Preparations for Autumn/Winter Recruitment Schedule Selection and Training Days Advertise for London (augment), South Central, and SW recruitment
<b>November</b>	Advertise for London (augment), South Central, and SW recruitment Selection Day Tour
<b>December</b>	Selection of Ambassadors
<b>2021</b>	
<b>January</b>	Training of new Ambassadors Strategic planning for 20201 and beyond
<b>February</b>	Training of new Ambassadors
<b>March</b>	Finalize new Ambassador's recruitment clearances

Beyond 2020: Upon completion of the proposed recruitment, it is proposed that the Ambassador Co-ordinator draft a strategy for adapting the programme to support the Divulged Countries as needed, as well as a 5-10 year strategy outlining the future development of the programme. In addition to the initial training, the development of subsequent training packages will help the Ambassadors and the programme develop, grow, and improve effectiveness. Content for supplemental training would include presenting in schools, media training, BAME sensitivity training, speaker training, etc. Additionally, successful volunteer programmes have also created development and leadership opportunities for their volunteers.