

NHSBT Board Meeting – 26 March 2020

Written update from Northern Ireland

The Department of Health in Northern Ireland continues to work to implement its policy statement, *Promoting Human Organ Donation and Transplantation in Northern Ireland*, which was launched in December 2018.

The recruitment of a NI Regional Organ Donation Promotion Manager is nearing completion – a successful candidate has been identified and work is ongoing to secure a suitable start date.

An analysis of the recent multimedia campaign, which ran from December 19 – January 20 is currently being finalised. Initial findings indicate that visits to the NI organ donation website more than tripled during the campaign and survey results indicate an increased awareness of organ donation.

With regards to the method of donating organs, whilst NI remains to operate an opt in system, the Minister, Robin Swann MLA, has indicated that he is keen to keep the issue of a soft opt out system under close review.