



UPDATE FROM THE WELSH GOVERNMENT

1. COVID-19

The NHS in Wales is doing everything possible to maximise capacity at this time including increasing capacity for critical care. As long as capacity allows, Wales will be following advice from NHSBT in relation to organ donation.

2. Legislation

The Welsh Government is currently consulting on amendments to the Human Transplantation (Excluded Relevant Material) (Wales) Regulations 2015 to ensure there is parity with the England regulations and across the organ donation system in England and Wales. The completion of this work and approval of the regulations by the National Assembly of Wales will depend on the impact of COVID-19 on officials' and Assembly time.

3. Communications and awareness

Advertising	<p>The second wave of advertising from the latest 'don't let your organ donation decision be a guessing game' campaign ran during the first two weeks of February, with a large burst of television adverts being complemented with radio and targeted social media adverts.</p> <p>The next wave (19) of Beaufort data asked questions specifically relating to these adverts, and we hope to have the information on the effect they have had on awareness levels and understanding of the message, in April.</p>
PR	<p>January and February's PR focussed on getting people to talk about their organ donation decision, and on debunking myths and 'fake news', which has been circulating ahead of the law change in England and Scotland.</p>
Living Donation Week	<p>After the success of last year's campaign, from 9-15th March we once again ran our Living Donation Week campaign, to coincide with World Kidney Day (12/03). Our PR team gained a great deal of media exposure, with 3 live interviews on ITV Wales News throughout the week, as well as a feature on S4C's Heno. Unfortunately, a number of our planned visits to clinical settings, including one by the Minister, were cancelled due to COVID-19. Despite this, visits to our living donation webpages were up over 300% during the week.</p>
COVID-19	<p>As of Monday 16th March, we have paused all activity from our Organ Donation Wales social media accounts, and will be carrying out no promotional activity until further notice.</p>

4. Wales Transplantation Advisory Group (WTAG)

The last WTAG meeting took place on the 3 March 2020, the agenda focused on:

- All Wales organ/tissue donation performance;
- Standing updates; including from HTA, NHSBT, Welsh Renal Clinical Network, health boards and communications;
- Post 2020 strategy, group received a presentation from Ben Hume.

The work of WTAG has been stood down for the next few months during the COVID-19 outbreak.

5. Update from the Welsh Blood Service (WBS)

No updates have been received at this time.