

**NHSBT Board**  
September 29 2016

**Chief Executive's Board Report**

**1. Status – Public**

**2. Executive Summary**

This paper summarises key communications activity and highlights other issues of performance and risk.

**3. Action Requested**

**The Board is asked to:**

Note the report.

**4. Communications Activity Since Last Board Meeting**

**4.1 Internal**

We continue to engage colleagues with our priority transformation change programmes, with particular emphasis on Core Systems Modernisation (CSM) and the Organ Donation and Transplantation Hub.



We delivered an internal campaign to engage colleagues with #Missingtype and Organ Donation Week, with the aim being that they in turn supported these campaigns within their own social networks. 220 colleagues sent in #Missingtype selfie photos to show their support for the campaign and Specialist Nurses in Organ Donation wrote daily blogs to bring Organ Donation week to life for our people.

Our next employee survey, *Your Voice – Be Heard* launches on 31 October and we have been busy reminding colleagues of the many actions that have taken place since the last survey.

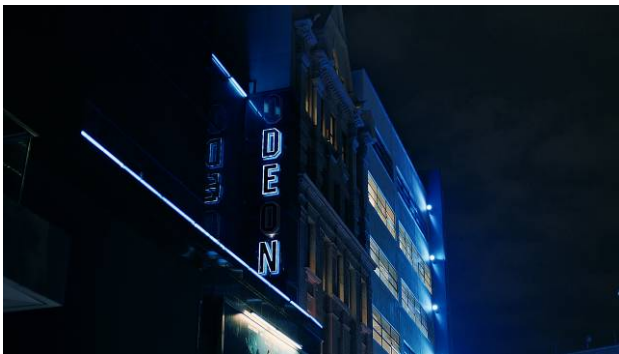
**5. Promoting Blood Donation**

**5.1. #Missingtype Campaign**



In August we coordinated a campaign with blood donor organisations across 21 countries to highlight an almost 30% international drop in people becoming blood donors compared to a decade ago. We first successfully ran the Missing Type campaign last year in England and North Wales, with the letters A, B and O (the letters that make up blood groups) disappearing from everyday life. As the campaign was such a huge success last year, it was a campaign that other blood services were keen to run.

In England, over 23,000 blood donors signed up during the fortnight of the campaign. Hundreds of media outlets covered the campaign, including BBC Breakfast, Guardian, BuzzFeed, Sunday Mirror and Radio Five Live and #MissingType was used on Twitter over 50,000 times. A significant number of partner organisations and other public and private organisations got behind the campaign dropping the 'missing letters' from their own logos for example Odeon and Boots below.

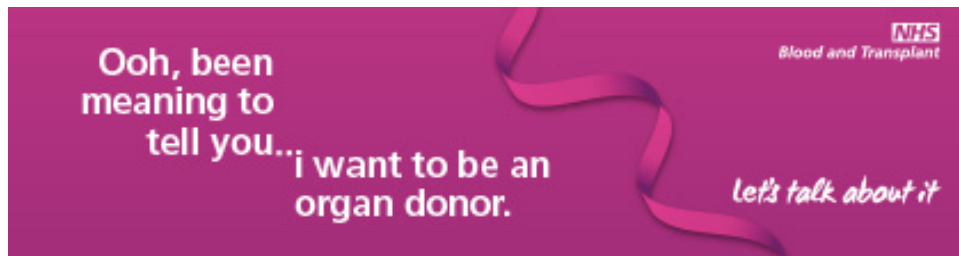


We engaged with Parliamentary, Governmental and third sector stakeholders. The Royal College of Pathology and Bloodwise were amongst those who participated in the campaign. The Department of Health and four other Government departments shared campaign assets. Health Ministers Lord Prior and David Mowat also engaged with the campaign, the latter doing so through Department of Health social media channels. We estimate the social media reach from this activity of approximately 1.2 million people.

## 5.2. Promoting organ donation

### Transplant Activity Report / Organ Donation Week

We published the Organ Donation and Transplantation Activity report 2015/16 and a supplementary report focussing on donation and transplantation in BAME communities at the end of August. These publications were timed to generate discussion around the importance of organ donation and transplantation in advance of Organ Donation Week, which took place 5-11 September.



This year saw a name change for the campaign - from Transplant Week to Organ Donation Week. NHS Blood and Transplant, charities, partner organisations, transplant units, hospitals and people with a personal story came together to encourage people to discuss organ donation with their families to help 'Turn an End, Into a Beginning.'

The campaign saw significant levels of national and regional media coverage, with highlights including The Guardian, The Sun, This Morning, Independent I, The Daily Mirror, Radio Five Live, BBC News and LBC. We shared videos of donor families telling their stories of donation on our social media channels as well as other content posted by people with a story to share, media stories, stats and facts.

We engaged with 31 charity and stakeholder organisations ahead of the publication of the Transplant Activity Report and the launch of Organ Donation Week. We hosted an information stand in Portcullis House. We were visited by Lord Prior and successfully engaged with 66 MPs, staff from a further 68 MPs offices, and 41 staff employed by Parliament. Throughout the week, 39 MPs showed support for the campaign on social media, producing 43 individual posts which all included links to the ODR registration page.

During the week, we piloted an email to around 100,000 people on the ODR encouraging them to recommend joining the Organ Donor Register to a friend. This activity will be evaluated and potentially rolled out further.

### **First bilateral limb transplant**

In July, we worked with Leeds Teaching Hospital Trust to promote the UK's first bilateral limb transplant. We supported the donor's family to release an anonymous statement to media to coincide with Leeds' announcement and this ensured that the importance of donors and the impact of donation on a family was a significant element of the positive story reported in the media.

### **Donors with a history of cancer**

We worked with the Press Association on a story about donation after cancer. We provided stats about the number of people over the last five years who have received an organ transplant from someone with a history of cancer or malignancy.

### 5.3. Celebrating Cord Blood Bank and BBMR anniversary

Earlier this month we celebrated the 30th anniversary of British Bone Marrow Registry (BBMR) and the 20th anniversary of the NHS Cord Blood Bank with an event in London. The celebration, held at the prestigious Royal Society, was attended by clinicians, past employees, donors and transplant recipients who have received transplants over the past three decades.

### 5.4. Digital Performance

#### Blood

- Overall traffic increased by 50% MOM from 559,200 to 837,134 visits – attributable to Missing Types
- 87% of the visits were new users as opposed to 83% in July showing that the campaign helped to reach new audiences.
- Conversion rate to new donors increased MOM from 2.62% to 3.28%
- Registrations increased from 15,158 to 28,292 (Pulse data) as an impact of the increased traffic and conversion rate driven
- Appointment bookings increased from 53,948 in July to 64,647 in August which is the highest level since January.

#### Organs

- Traffic increased by 8% MOM from 173,893 to 188,173 visits. This showed a turnaround from a declining volume from recent months with the uplift coming from organic search and partner traffic specifically the DVLA renew tax page.
- Registrations increased significantly MOM by 13% from 71,766 to 81,335. This was a reflection of increased traffic coupled with an improved conversion rate of 43.2% from 41.3%.

## 6. Performance and Management

Overall blood stock levels remain good, but concerns continue about the overuse of universal components. A range of operational measures are in place. However the key issue appears to be that whilst the amount of O neg and A neg platelets collected has gone up in real terms against a background of falling overall demand, it is clear that hospitals are calling for an increasing % of universal components.

At its peak w/c 19<sup>th</sup> September the overall O Neg order percentage was ca 20% with a number of hospitals ordering +50%. The lack of blood from BAME donors is also a factor, with universal components being substituted.

The consultation process described on the pricing proposal (elsewhere on the agenda) has raised this issue on hospital agendas more forcibly. Hospitals have been given very specific advice in terms of appropriate use.

Sales in DTS are +2.1% YTD on plan and + 7% in comparison to 2015/16 with increases in sales in most areas. Cord blood and stem cell unit sales are behind plan but performance is improving.

ODT remains slightly behind plan in terms of donors, YTD 552, vs target of 600. Organ offers for August were around a third up on monthly average YTD. BAME consent rate increased for 5<sup>th</sup> month in a row from a low base but still not confident this is a consistent trend. The ODT Congress ran on 21<sup>st</sup>-22<sup>nd</sup> September and was oversubscribed. Detailed outcomes are being analysed but qualitative feedback was that it was a highly successful event with renewed determination to deliver the 2020 ambitions.

Work on the major transformation projects continues, details of progress for CSM and ODT Hub are elsewhere in the agenda. The desktop project is mobilising and is with Ministers for final sign off, after having received approval from GDS. The Triennial Review has been published.

Peter Lidstone, Director of Manufacturing and Logistics, has announced his resignation to return to the private sector. Actions are being put in place for the interim and longer term recruitment.

## **7. Activity in the next period**

- Continue budget planning for short and long term.
- Ensure delivery of early phases of CSM and Desktop
- Agree pricing proposals for next year
- Contribute to the Ministerial Advanced Cell Therapy Task Force