

NHSBT BOARD – 25 March 2021

UPDATE FROM THE WELSH GOVERNMENT

1. Communications and awareness

- The re-edited 'Don't Let Your Organ Donation Decision be a Guessing Game' campaign ran for 3 weeks in February attaining broad coverage on TV, radio, social, digital and Welsh Language channels.
- Across social media the campaign achieved over 3,000 engagements, and achieved its target of reaching 94% of all adult in Wales.
- Approximately, another 20 pieces of press coverage were achieved during the campaign period, with five broadcast interviews across ITV, BBC, and S4C.
- Over the next month there is some exciting new content to share, including new 'Mr&Mrs' style videos with celebrities including Andrea & Lee Byrne, and new films which feature conversations between transplant recipients and donor families.
- The Minister for Health and Social Services has agreed to the transfer of responsibility for future organ donation campaigns in Wales to NHSBT, and an additional funding allocation of £285,000 has been agreed to support this activity.

2. Wales Transplantation Advisory Group (WTAG)

- Meeting held on 2 February 2021 considered the latest organ donation and transplantation numbers. The group discussed the smaller number of donors because of the COVID pandemic but overall activity had been better than expected given the wider system pressures. It was also recognised that the Cardiff Transplant Unit had the highest pre-emptive donor rates in 2019/2020 in the UK.
- The group heard about progress of the new NHSBT organ donation and transplantation strategy and how this may align with wider work within Wales including a revised approach to follow condition specific delivery plans. These will be in the form of quality statements, with cancer and cardiac likely to be the first to be published before the end of March. These quality statements will be aligned to the publication of a National Clinical Framework.
- Next meeting is scheduled for 5 May 2021.