

NHSBT Board
January 26 2017

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. An introductory meeting was held in Scotland in November with Aileen Campbell MSP, Minister for Public Health and Sport. Sally Johnson, Keith Rigg and I discussed organ donation within the context of the Minister's wider portfolio and the importance of encouraging the public to share their donation decision with others.
- 4.2. I welcomed Lord Prior (former Parliamentary Under-Secretary of State for Health) and colleagues from the Department of Health including Mark Davies (Director Population Health Directorate) and Jeremy Mean (Deputy Director, Health Ethics) to our Filton facilities and Southmead Donor Centre in Bristol in December. The Minister was impressed with the dedication of our workforce and our blood collection, manufacturing, research and diagnostic capabilities.
- 4.3. I undertook a visit to Northern Ireland to meet Health Minister Michelle O'Neill MLA, together with John Pattullo, Sally Johnson and Louise Fullwood. Although the Minister was called away at short notice before the meeting began, we had a productive meeting with Dr Michael McBride (Chief Medical Officer), Alastair Campbell (Deputy Director for Secondary Care) and their teams - including discussions around organ donation, regenerative medicine and communications.
- 4.4. There was a great response rate to our employee survey, Your Voice – Be Heard, with **80%** of all colleagues taking the time to complete it, a 38% increase compared to last year. This was also the first time we have run an entirely digital survey.

5. Promoting Donation

5.1 Christmas Blood Stock campaign

During November and December, we delivered a campaign which highlighted the need for existing donors to make and keep their appointment in the run up to and over Christmas.

Key elements of the campaign included:

- Medium weighted radio advertising delivered in geographic hot spots
- Extensive local PR coverage in areas where sessions needed support
- On session social media, direct marketing and regional support - production of social media asks, stickers, posters, empty belly posters, email templates
- Partnership package /assets to sell into existing partners and contacts
- Internal communications encouraging our colleagues to give blood
- Social media coverage and ask – including 24 reasons to donate in the build to Christmas
- Extensive Facebook, Twitter and Instagram advertising targeting existing followers of NHSBT and new donors.



5.2 Organ donation recruitment campaign



Throughout December, we ran a campaign to encourage people to join the NHS Organ Donor Register. We wanted to capitalise on survey findings that while most people say they support organ donation, around 35% who want to be donors say they just 'haven't got round' to joining the NHS Organ Donor Register. We created visual assets showing scenarios in which people were idling away time, such as procrastinating, watching animal videos or taking selfies, rather than doing something more 'worthwhile'.

Key elements of the campaign included:

- Paid for activity on Facebook, Twitter and Instagram targeting key audiences
- Releasing stories to the local and national media to encourage people to join the NHS Organ Donor Register. This resulted in extensive

coverage – 267 proactively generated articles. 43% of all coverage about organ donation and transplantation in December carried the message ‘Join the NHS Organ Donor Register’

- Sharing and boosting real life stories on our social media channels to drive greater engagement and awareness of the benefits of transplantation and the positive impact donation can have for a family
- Nearly 50 partners helping to spread the campaign through their own marketing and communications channels to their employees/customers
- Around 20 MPs and charity/stakeholder organisations promoting organ donation on social media or their websites
- A donor card insert in The Sun on Christmas Eve, telling Freddie’s story, a little boy who is alive thanks to a donor, encouraging families to discuss donation and to sign up together
- Testing changes on the registration and campaign webpages to improve the conversion rates of people visiting the site who go on to complete a sign up online.

During December, marketing and communications activity drove 41% of the new registrations on the NHS Organ Donor Register, the highest percentage since the start of the Behaviour Change campaign.

5.3 Digital Performance

Blood:

- 1.2% MOM increase in overall traffic, which remained at a similar level to last year
- Email showed a large MOM uplift in traffic (151%) due to several large Christmas email campaigns launched to support stock in the run up and throughout the holiday period, New Year campaign aimed at reactivating lapsed donors and the emailing out of the Donor magazine.
- New donor registrations were slightly down YOY, however

Appointment Bookings continue to be much higher with an additional 20k bookings in November and December compared to last year.

NHS Blood and Transplant

Four-year-old Freddie is enjoying Christmas thanks to an organ donor

If someone in your family needed a transplant, would you accept one? If so please help others by joining the NHS Organ Donor Register.

Right now around 6,500 people are waiting for a transplant across the UK. Too many families will see loved ones die before they get the transplant they need because not enough people are becoming organ donors. This Christmas talk with your family about organ donation, and sign up as donors if you want to save lives. Sign up now at organdonation.nhs.uk/freddie

How to register

1. Visit organdonation.nhs.uk/freddie
2. Have a discussion as a family about your organ donation decision
3. Sign your new Donor Card and keep it in your wallet or purse

NHS Organ Donor Card
Yes I donate ORGAN DONATION

NHS Organ Donor Card
Yes I donate ORGAN DONATION

NHS Organ Donor Card
Yes I donate ORGAN DONATION

NHS Organ Donor Card
Yes I donate ORGAN DONATION

Wales has a different organ donation system. Find out more at organdonation.wales.nhs.uk

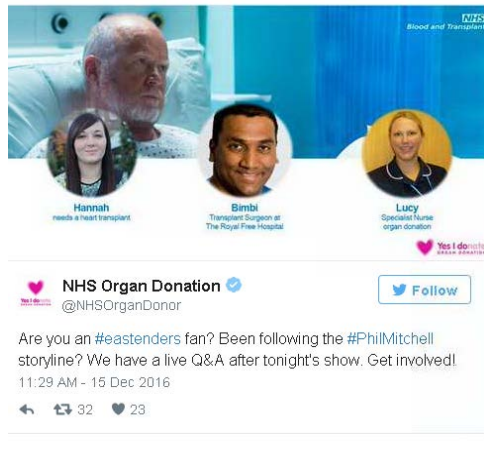
Yes I donate ORGAN DONATION

Organs:

- There was a 27% MOM uplift in traffic from November to December
- Traffic continues to be lower YOY based on the lower partner referral levels and lower organic traffic as a reflection of fewer key stories driving wider interest in organ donation e.g. legislation announcements. However, organic search engine visibility is at the

- highest level it has been as a result of improvements made to the site
- Sign-ups showed a 35% uplift from November to December
- Conversion Rate is 20% higher than last year (year to date) and remained strong in December at over 35%. A/B testing we carried out on the Organ Donation winter campaign helped the conversion rate to remain strong.

Twitter Q&A



In December we ran a Twitter Q&A to answer questions about organ donation from the public. The event was run to coincide with an important episode on Eastenders about Phil Mitchell's transplant operation. On the panel we had a surgeon from the Royal Free (the hospital featured on the show), a specialist nurse and someone waiting for a transplant.

6. Performance and Management

- 6.1. Blood stocks have held steady over Christmas and are planned to increase as we enter the new year. Work on minimising component substitution remains a priority.
- 6.2. Sales in DTS continue to perform well. ODT is below plan. However recent performance is encouraging both in terms of number of donors and reductions in the number of people on the transplant waiting list.
- 6.3. The HeV tender has completed and we are on track to introduce HeV tested components early in the new financial year. The Desktop project has rolled out early build machines.
- 6.4. Greg Methven has been appointed as Manufacturing and logistics Director and will join us on 6th February 2017.

7. Activity in the next period

- Develop action plan in response to results from Your Voice
- Commence large scale roll out of new desktop
- Finalise budgets for 2017/18
- Continue with CSM and Hub programmes