

**NHSBT Board**  
November 24 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**

The main internal campaign has been encouraging colleagues to complete Your Voice – Be Heard, our employee survey, so we can listen and respond to views about what it is like to work at NHSBT. The deadline for responses is 25 November and we are off to a great start, with a response rate of 45% (on 10<sup>th</sup> November) after just one week since launching the survey. We have worked closely with Unions to engage colleagues with the importance of making their voice heard and to reassure them about the confidentiality of the survey.

The new heart and routine lung allocation scheme was launched in October. This is a key milestone in the ODT Hub Programme, which was supported with a detailed stakeholder communications and engagement plan. Launch of the scheme received positive engagement from stakeholders.

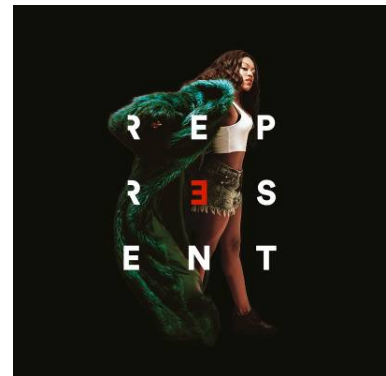
**Promoting Donation**

**BAME donation campaign**

During October and November, we worked in partnership with the MOBOs to launch a campaign called #Represent. Together, we asked young people, especially black and Asian people, to step up and represent by signing up to become blood donors and sign the Organ Donor Register.

Key elements of the campaign included:

- Creating a music video with a powerful message. Written and performed by UK Grime artist and 2016 MOBO Award nominee Lady Leshurr, the video (see images) ([http://bit.ly/represent\\_mobo\\_social](http://bit.ly/represent_mobo_social)) showcases leading UK celebrities including record breaking Olympian Nicola Adams MBE, TV presenter and wheelchair basketball player Ade Adepitan, Chuka Umunna MP and MOBO's own Founder and CEO Kanya King MBE.
- On Monday 24 October held a parliamentary event at Speaker's House to launch our campaign partnership with MOBO and our collaborative video 'Represent'. The event was attended by 56 guests.
- 'Represent' campaign was also used to promote organ donation by delivering an ad about organ donation on social media to people who had signed up as a blood donor during the campaign.
- We also held a blood donation event targeted at the black community which I took part in along with a well know local entrepreneur at Tooting Donor Centre. The event was well attended by his followers and provided good insight to different communities.
- The campaign also saw a pilot of social media for joint donation requests for both blood and organs which will be evaluated to inform future joint promotion activity.



## **ODT Congress 2016**

The ODT Congress in September provided us with an opportunity to update clinicians, nurses and committees from across the UK on the Behaviour Change Strategy. NHS Blood and Transplant presented sessions on working with the media and on the behaviour change strategy itself, while representatives from across the organ donation community shared their experiences of engaging local communities to generate greater support for organ donation.

## **Platelet recruitment – A negative and AB negative**

A new campaign targeting A negative and AB negative platelet donors was launched. This has resulted in A negative performing 4% over target and AB negative around 5 times the recruitment target. This is an important move into type specific recruitment and will be a feature of future campaigns, being clear that not everyone is the same.

The new proposition for platelet recruitment and conversion is shown below 'are you gold blooded'



## 5. Digital Performance

### Blood

- Overall traffic has decreased slightly MOM by 3%, but has not dropped back to levels post International Missing Type activity.
- Number of new donor registrants has dropped slightly MOM by 2.8%, but both number of registrations and conversion rate remain fairly stable.
- Number of appointment bookings have increased MOM from 55,160 to 57,321.

### ODT

- Overall traffic has decreased MOM by 28% and YOY by 42%. This is a reflection of less campaign activity and media prominence compared to last year with the Gift of Life, Pride of Britain awards and Opt out activity.
- This has impacted registration numbers which also declined both MOM and YOY, a loss of some partner activity has also contributed to this.
- The winter campaign, upcoming Eastenders storyline and proposed partner recommendations are expected to drive traffic and registrations over the next few months.

## 6. Performance and Management

### 6.1. Operations

Overall blood stock levels have been in the 3 – 4 days of stock cover level for most of the period, with a small but steady increase. Stock mix however is consistent and balanced. Work on stock management continues to ensure that component substitution is minimised.

Sales in DTS continue to perform well. ODT is below plan but numbers of donors per day remains inconsistent. The first phase of the hub programme went live with urgent hearts now being allocated via the new system and work on the next stage in progress. The fact we have

managed to integrate the old and new systems in a live environment is an important next step on our technology renewal path.

We carried out a Business Continuity Exercise, Exercise Tardigrade, to test our ability to respond to mass casualty events. This went well but as expected a number of important lessons were learned.

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

- Complete tender for NAT testing and publish final blood pricing for next year
- Commence roll out of new desktop
- Contribute to the actions contained within the Ministerial Advanced Cell Therapy Task Force
- Appoint new Manufacturing and Logistics Director
- Continue pre-Christmas blood stock build