

Organ Donation Marketing Update

January 2022

Christmas and New Year gave opportunities to engage the public on organ donation

Christmas:

- Encouraged the public to take a moment this Christmas to talk to their loved ones about organ donation
- Real life story lead PR and social media activity
- Strong media coverage throughout December with +130 pieces of media coverage

New Year:

- A natural time of reflection and reciprocity
- Joint blood and organ donation approach to encourage the public to not ditch their new years resolutions but switch to ones that helps to save lives through registering as a blood donors and / or registering as an organ donor and sharing their decision
- Stats based Press release, plus social media activity
- Trialled talking to blood donors about organ donation and vice versa through:
 - SMS to blood donors asking if they have considered organ donation
 - Organ donation message at the end of the appointment booking system for blood donation
 - Blood donation message at the end of the registration process for organ donation
- Results currently being evaluated



Struggling with your New Year's resolution?

Switch to one that saves lives.
Talk about organ donation with your loved ones.

Leave them certain

Community Investment Schemes 2022

CIS – Living Kidney Transplant

- The scheme funds community and faith and beliefs organisations to positively engage Black, Asian, Mixed Race and minority ethnic communities in living kidney donation.
- Seven successful projects to receive a share of £100k funding
- Media announcement on 26 January – to date 18 pieces of coverage including in key regions of London, Manchester and Leicester plus coverage in community media such as Eastern Eye and Keep The Faith
- Link to [news article](#)
- Link to [more information](#) inc successful projects



Community Investment Scheme #4

- Applications now closed
- 81 applications received – judging will conclude and projects notified on the outcome mid-February
- Funding available:
 - Projects engaging Black, Asian, mixed heritage and minority ethnic communities in *deceased organ donation* - £250k
 - Projects engaging Black African and/or Black Caribbean communities in *blood donation* - £150k
 - Projects covering a combination of *blood and deceased organ donation* – awarded from the above budgets
 - Community Engagement Leads initiative focused on *stem cell donation* in partnership with Anthony Nolan. Funding strategic partners in Birmingham/Bradford to lead on engaging local networks in the Pakistani community - £40k
- Find out more [here](#)

Q4 Planned Activity

Valentines:

- February is Heart month – we'll be encouraging the public to have a heart to heart with their loved ones and share their organ donation decision
- Press release will focus on increase in patients waiting for a heart transplant (up 85% in last 10 years) and increased waiting times
- Supported by emotive and inspiring real life stories

Leave Them Certain paid media advertising
(social & YouTube)

Organic social media, stakeholder and partner engagement

World Kidney Day (10 March):

- This WKD we'll have a focus on living donation and raising awareness of both directed and non-directed donation
- Press release will focus on how living kidney donation has been affected during the pandemic
- Real life stories: Two potential real life stories of patients who are waiting for a transplant and can only receive a donation from a living donor

Tribute To Life – dates for the diary

14 March Tribute To Life launch event

- Formal launch of the project on Commonwealth Day
- Event to be held in Wolverhampton and streamed across the Commonwealth

Currently finalising the marketing and communication plans to support the project from March through to July. Activity will include: PR / social media / stakeholder and partner engagement / celebrity support plus more!

22 July – Inauguration of the MOU

- Official start date of the MOU
- Event will be held in Birmingham the week prior to the start of the Commonwealth Games

Commonwealth
Tribute to Life



Save the date



Planning for the year ahead

