

NHSBT Board Meeting – 25 May 2022

Written update from Northern Ireland

Introduction of an Opt-out System for Organ Donation

The Organ and Tissue Donation (Deemed Consent) Bill passed the final consideration stage in the NI Assembly on 8 February 2022 and received Royal Assent on 30 March 2022. The new legislation, The Organ and Tissue Donation (Deemed Consent) Act (Northern Ireland) 2022, will also be referred to as Dáithí's Law.

The Human Tissue Authority is currently revising its Code of Practice (CoP) to include Northern Ireland. As part of this process, it recently launched a public consultation on the revised CoP, which will run from 6 May until 24 June (6 weeks). There will also be a number of virtual round table discussions on the revised CoP during this period.

The Department has recently established a Project Board, which is comprised of key stakeholders from the relevant organisations to oversee planning for, and implementation of, the law change.

Public Information Campaign

The public information campaign to inform people about the law change was launched on Monday 9 May. It will run throughout May and June, across NI on radio, outdoor advertising (6 sheet/adshel) and digital channels including search, display and social. The 'Lifesaver' campaign will raise awareness and understanding of the forthcoming law change across target audiences.

Supporting materials have been cascaded to partners and stakeholders via a Communications Toolkit found at [Law change materials | Organ Donation Northern Ireland \(organdonationni.info\)](https://www.organdonationni.info), which will help to amplify the messaging widely to target audiences.

Subsequent campaign bursts are planned for September and December, with a continual digital presence in place between bursts to help with awareness.

A research interval in July will evaluate the effectiveness of the campaign as well as the levels of awareness and understanding of the law change, and attitudes and behaviours to organ donation.

Campaign activity will compliment and support the ongoing outreach and engagement activity with specific audiences, as well as the general public, through attendance at events such as the Balmoral Show.