

NHSBT Board
January 28 2016

**Yes I Do - Organ Donation Behaviour Change Campaign
2015/16 progress report and plans for 2016/17**

1. Status – Public

2. Executive Summary

2.1 This paper reports on the impact of the Organ Donation Behaviour Change strategy to date and, based on initial positive results, sets out the priorities for 2016/17 with an investment of £1.2m of GIA.

2.2 In three months of active public campaigning we have achieved year on year growth of around 70% in new registrants to the NHS Organ Donor Register (ODR) while also ensuring that those *more likely* to donate are a higher proportion of those new registrants. Public awareness has returned to levels last seen around the time after ITV's 'From the Heart' programme in 2013. We have also seen a measurable *national* increase in public understanding around the importance of talking about Organ Donation with loved ones.

2.3 This is a good start in such a short period of time. If we are to achieve the *Taking Organ Transplantation to 2020* aim for a consent/authorisation rate in excess of 80% we need sustained investment over a period of time in a wide range of targeted behavioural interventions. Investment is also necessary to retain stakeholder support and recruit high profile commercial partners such as TFL, HSBC, Boots and Tinder.

2.4 Alongside the proposed investment of £1.2m in 2016/17 we will continue to explore possible alternative funding options and will be submitting a proposal to the EU for funding for social and community awareness around Organ Donation.

Action Requested

The Board is asked to:

- **Note the progress to date and the priorities for 2016/17**
- **Note that the Sustainable Funding Group support the investment of £1.2m in the Yes I Do behaviour change campaign and this will be included in the ODT budget.**

3. Purpose of the paper

To report on performance over the first few months of the public behaviour change campaign which commenced in September 2015 and set out the priorities for 2016/17 requiring funding of £1.2m.

4. Background

4.1 Objectives

An integrated public campaign commenced in September 2015, following up front investment and planning in June-August 2015 and has been focused on achieving against three behaviour changes strategy objectives:

- To increase the number of people on the ODR by at least 50% by 2020 (from a baseline of 20m in 2014), rebalancing it towards people who are older (50+) and from DE socio-economic groups
- To stimulate conversations and debate about donation, particularly through leveraging the ODR as a marketing tool
- To present donation as a benefit to families in the end-of-life and grieving process.

4.2 Progress: Campaign 'one off' investment

The campaign is designed to revolutionise public behaviour to 2020 and beyond, and therefore there were 'one off' up front investment costs in year 1, which are now complete.

Activity	Evaluation
Research (tone of voice, audience profiles, donor card)	Has fed into message changes and positioning of activity, as well as benchmarking for evaluation.
Campaign identity	The new identity significantly outperformed the existing mark with all key audiences in 'Implicit Response Testing'. Recognition of the new identity is already at 9% (vs. 16% for the old mark) after only a few months of campaigning – and has highest recognition in young people.
Website content refresh	Has increased online sign ups by 50%, and 100% on mobile devices.
Education materials	Had not been updated in 10 years. Co-created with teachers. Launched late 2015 with more promotion in 2016.

4.3 Progress: TOTO 2020 Output 1: Balanced new registrations to the Organ Donor Register.

TARGET: 1.9m additional ODR registrants in 2015/16, from a baseline of 0.9m in 2014/15 including appropriate balance from under-represented groups, forecast to achieve 1.4m, a 500,000 increase due to campaign activity:

- April to October, new registrations across the UK are 797,000 vs. 588,000 in the same period last year (including estimates where Scottish GP data is missing), 36% growth. October 2015 saw 70% growth on last October, reflecting the upweight in campaign activity
- April to October, new registrations across England are 638k vs. 428k in the same period last year, 32% growth
- Registrations are better balanced:
 - Over 50s registrations growth in 2015/16 to date is 38.3% vs. -15.9% for last year, over performing against 36% UK average growth
 - From DE groups we see growth in Q1-2 this year at 22%, behind the national average, but far improved from the -9% last year
- The relative contribution from Wales from Deemed Consent legislation communications April-October has been just over 6,000 registrations. NI campaigning also had relative positive impact contributing c.11,000
- We are now on 21 end of transaction prompts across Government websites, increasing new registrations via these channels by 33%, in addition these channels help to 'normalise' organ donation
- ODR growth and rebalancing appears to be starting to impact donor numbers as the percentage of those approached for consent who are on the ODR has moved from 27% in the previous two years to 29% this year to date, consent for those on the ODR is static around 88%
- Being on the ODR continues to be a key factor influencing consent and there is still considerable potential. Our research suggests that of the 6 in 10 who say they aren't on the ODR, only a quarter don't want to register – the majority want to or aren't sure. The key barrier is '*just haven't got round to it*' suggesting continued action to make it easy.

4.4 Progress: TOTO2020 Outputs 2 and 3: A demonstrable difference in 'family conversations' about a 'Yes' organ donation decision, both nationally and in hot house areas (based on pre and post polling).

- We positioned National Transplant Week 2015 as a 'teachable moment' when we asked people to have a conversation about donation:
 - 50% of people who saw activity in September are now more likely to talk about donation with their family
 - The percentage of people who think it's very important to have a conversation has increased from 55% to 63%, August to September
 - Conversations also drive new registrations > 96% increase on 2014
- Our campaign interventions have reached millions since April 2015 through a variety of media, partner and social media channels:
 - Public awareness of Organ Donation now appears to be back at levels seen around the time after ITV's 'From the Heart' programme in 2013, which represented the highest peak in awareness

- 1 in 5 people polled saw publicity in September and the most common action was to have a conversation with family, suggesting cut through of the campaign message
- We have continued with delivery of the Faith Action Plan as well as increased engagement with African Caribbean communities. We are testing community engagement in two hot house areas (Manchester and Birmingham) and have tested a partnership with blood for the promotion of a generic donation ask throughout Black History Month. We will further test this joint approach with a campaign in London in January
- Circulation of media articles between April 2015-November 2015 (inclusive) about organ donation and transplantation is at 3.4 billion reach, 1 billion proactively generated by the Media and PR team, up 100% from the same period last year
- A Populus survey revealed that 37% of UK adults who recall news coverage of Teddy's donation, an estimated 4.3 million adults, said his story made them think whether they would want their own children to be organ donors. An estimated 5.6 million adults agreed Teddy's story made them think about whether they wanted to donate their organs after they die and an estimated 3.3 million adults agreed that Teddy's story led them to talk to friends and family
- Engagement in the social movement is at an all time high, with 2.8m people engaging with our social content this year so far (up from 445,000 last year) and over 85,000 minutes of film viewed by the public.

5. Proposal

5.1 The priorities in the activity plan for 2016/17 are:

- Making more of the Organ Donor Register, investing more in relationship management with target audiences and re-engineering the costs of ODR communications
- Completing the evidence base around the national/local model with the development of the hot house areas - North West and Midlands
- Two 'recruitment' campaigns in summer (to incorporate the publication of the Organ Donation and Transplantation Activity Report) and winter
- One 'teachable moment' conversation campaign in September – involving the re-brand of 'Transplant Week'
- Develop 'Sign for Life' and our football partnerships to reach the DE target groups
- Take ethnic community work into outreach in targeted areas (London and Birmingham) and continue work on the Faith Action Plan
- Continue to maximise and proactively find targeted PR, social and case study opportunities, supporting families appropriately, as they present and push national debates on issues around donation
- Continue to develop high volume Government transaction links
- Embedding 'always on' successful acquisition/conversation channels, eg email, paid digital advertising, commercial partners, the donor card
- Develop digital asset distribution further to improve distributed advocacy, agility and shared learning across local areas

- Develop a seed funding council and advisory group to support innovation at a local level under the national campaign brand
 - Incorporate more interventions to influence public behaviour around tissue and living donation
 - Promote and seed the education materials and further pilot how we may reach young people as agents for change in family units.
- 5.3 Against the initial profile of spend in the behaviour change strategy we will not take forward the following activities:
- Roll out of the successful interventions at a *national* scale
 - Alternative donor cards, including faith wording on the card
 - National roll out of direct mail/inserts targeting the over 50s/DE
 - Trials in TV, radio and advertising at a *national* level, which may move awareness and conversations measurably
 - Organ donor day/week or national memorial or national awards for donors and their families
 - Hot house pilots in Eastern and Yorkshire, which are also below the national average for ODR penetration
 - Provision of a wider variety of symbols of donation/materials – pins and badges – which research suggests would help create a ‘social movement’
 - Re-card the organ donor register reaching previous registrants.
- 5.4 Continuation of the behaviour change campaign, including roll out of effective low cost activities and further tests will:
- Provide value for money at 2p per head of population for England
 - Support improved consent rates through ODR registrations and conversations – known decision
 - Enable us to maintain and grow our relationships with stakeholders and partners across Government, charity and the commercial sector.
- 5.5 A year on peer review has been planned for June 2016 to inform activity in the second half of 2016/17 and beyond. This review will also seek to model the impact on consent rates from a reduced investment vs. what was recommended in the strategy (up to £10m by 2020).
- 5.6 There is an opportunity of submitting a proposal to the EU for funding for the hot house and volunteer elements of this work to benefit a wider population and for more coordination in our campaigning efforts, which should ultimately reduce investment per head of population and increase effectiveness. This funding is by no means guaranteed or available and the proposal window is not likely to open until May 2016.

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