

NHSBT Board
January 28 2016

Reports from the UK Health Departments

Reports from Scotland and Wales are attached.

SCOTLAND UPDATE FOR NHSBT BOARD MEETING – 28 JANUARY 2016

Media and Marketing Campaign. A new creative approach for our 16/17 campaign has been developed and marketing colleagues are working with our agencies to create a fully integrated campaign which will launch late summer/autumn. Over the course of 15/16 we have run integrated mini-campaigns which have proved to be very successful in encouraging sign up to the ODR. 42.3% of the Scottish population are now on the ODR.

IGA review: Discussions have been held with regard to the Minister's request to establish a dedicated Scotland Regional Manager and it is anticipated that this new arrangement will commence in April 2016.

Member's Bill on Opt-Out: Anne McTaggart MSP's *Transplantation (Authorisation for Removal of Organs Etc.) (Scotland) Bill*, which seeks to introduce 'presumed consent' for organ donation in Scotland, has been scrutinized by the Health and Sport Committee and is scheduled for Stage 1 Debate on 9 February.

Pamela Niven OBE – Programme Manager for Organ Donation and Transplantation
20 January 2016

WALES UPDATE REPORT FOR NHSBT BOARD MEETING – 28 January 2016

Organ Donation and Transplantation

Human Transplantation (Wales) Act 2013

The new law came fully into effect on 1 December 2015. An event was held in the Senedd on 1 December to mark the start of the new law and this coincided with the publication of the annual communications report and the latest public attitudes survey results. Copies of which can be found at:

- Waves 8 and 9 - <http://gov.wales/statistics-and-research/public-attitudes-organ-donation/?lang=en>
- Communication Report - <http://gov.wales/docs/dhss/publications/151201human-transplantation-act-annual-report-en.pdf>

At the end of the third quarter of 2015-16, 35% (1,086,322) of the population were registered as opt in on the Organ Donation Register; 5 % (157,133) of the population have opted out on the organ donor register and 25 people have appointed a representative to make the decision on their behalf.

The Welsh Government would like to express their gratitude for the support NHSBT provided on 1 December and throughout the implementation period, especially for all hard work of many individuals within the organisation.

NHSBT and WG communications strategy from April 2016

There is an on-going need for the messaging used by NHSBT in their communication strategy to consider the differences in Wales. It would be helpful if this was considered early on in the planning and drafting stages, rather than once any campaigns or materials are finalised. This was discussed at a communication meeting with NHSBT and WG in January and will need to be reviewed regularly.

Taking Organ Transplantation to 2020 – Wales Action Plan

At the December meeting, Wales Transplantation Advisory Group (WTAG) members reviewed the success of the introduction of the opt out system and its communications campaign, as well as the overall progress made against the Wales Action Plan. The Group also discussed the priorities for implementation in 2016-17, which are:

- Taking action to address variation in outcome measures through the consistent application best practice to maximise living and deceased donor rates
- Developing and implementing clear outcome measures and consistent access to transplantation
- Developing and implementing clear pathways to ensure facilitation of donation from the emergency department
- Developing and implementing clear pathways to ensure facilitation of donation from neo-natal and paediatric donors
- Developing a comprehensive communications strategy for organ donation and transplantation, including living donation, post 2015

All Wales Blood Service (AWBS)

The AWBS programme aim is to move to a single, unified service in which every blood and blood product donation in Wales will directly support Welsh patients. The programme continues to progress with an increasing number of deliverables across all work streams and ongoing management of risks.

The AWBS risk register was reporting the overall programme as *Amber*. However, the outcome of a Gateway Review (*Amber/Green* = successful to time, cost and quality with no major outstanding issues at this time) provided welcome independent assurance to the Welsh Government. Recommendations made were that the focus should continue on risk identification and management; developing stakeholder communications; plans for the donor contact centre; aligning production and testing capacity at Talbot Green to process all blood collected in Wales; and the post implementation plan. The review also acknowledged the commitment and support received from NHSBT.

A success transfer of relevant donor data was effected between NHSBT and WBS in November and the final re-refresh will be in April.

Welsh Language

The Chair wrote to the Minister following their meeting on 12 November at which issues in relation to NHS Blood and Transplant's Welsh language provision were discussed. The Minister was grateful for the update which he has shared with Assembly Members.

Welsh Government
January 2016