

Board Meeting in Public

Tuesday, 28 March 2023

Title of Report	Health of the Organ Donor Registry	Agenda No.	4.1
Nature of Report	<input checked="" type="checkbox"/> Official <input type="checkbox"/> Official Sensitive		
Author(s)	Holly Mason, Head of Organ Donation Marketing Helen Duggan, Assistant Director - Marketing and Creative Services		
Lead Executive	David Rose, Director of Donor Experience and Communications		
Non-Executive Director Sponsor	N/A		
Presented for (tick all that applies)	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Information <input type="checkbox"/> Assurance <input type="checkbox"/> Update		
Purpose of the report and key issues			
<p>Due to a worsening situation on consent for organ donation and a growing transplant waiting list, a revolution in our marketing approach is required to help save and improve more lives. Today we have a dual system of consent. A registry for people to use to opt-in or opt-out of organ donation, and a system of deemed consent for those who do not register a decision. The NHS Organ Donor Register plays an increasingly important role in supporting consent and while the size of the registry is substantial, the volume of registrations is declining and there are disparities when benchmarking to population diversity and eligible deaths.</p> <p>The report sets out the required scale of registrations required to increase consent and grow the donor base, highlighting key audiences to reduce disparities and improve health inequalities. To deliver the scale required to increase the consent rate back to pre-pandemic levels, it is essential we identify new sources of funding.</p>			
Previously Considered by			
Executive Team on 8 March – positive support for the paper. Feedback from the Executive Team has been incorporated into the paper.			
Recommendation	The Board is asked for their comment on the insights and conclusions presented, and for their approval to proceed in the new direction.		
Risk(s) identified (Link to Board Assurance Framework Risks)			
BAF-04 Volume and Mix of Donors.			
Strategic Objective(s) this paper relates to: [Click on all that applies]			
<input type="checkbox"/> Collaborate with partners <input type="checkbox"/> Invest in people and culture <input type="checkbox"/> Drive innovation <input type="checkbox"/> Modernise our operations <input checked="" type="checkbox"/> Grow and diversify our donor base			
Appendices:	Organ Donation – Donor Base Demographic Health appendix		