

NHSBT Board Meeting – 6 June 2023

Written update from Northern Ireland

Legislation

The Organ and Tissue Donation (Deemed Consent) Act (Northern Ireland) 2022, known as Dáithí's Law, will come into operation on 1 June 2023. This follows a 12-month period of implementation and preparation, which has included staff recruitment, training and education, as well as a comprehensive programme of public awareness.

The Department of Health in Northern Ireland would like to formally thank NHSBT for the advice and guidance that has been provided over the past three years, from initial development of the consultation document, planning for implementation and beyond.

Promotional Activity update

Deemed consent legislation

The public information campaign to inform audiences about the introduction of deemed consent on 1 June 2023 continues.

This is a robust campaign running throughout Northern Ireland across a mix of channels including:

- TV;
- radio;
- outdoor (48 sheet, adshel, bus sides); and
- digital and social media.

On 1 June, the campaign messaging will switch to 'the law has changed' and the creative is being refreshed. The media channels will remain the same and will also include a direct mail to all households in Northern Ireland across June.

The campaign will run across June and July, and will then be followed by an evaluation interval to track performance and levels of awareness and understanding of deemed consent legislation and attitudes to the topic organ donation.

An event in Parliament Buildings in Stormont to mark the introduction of deemed consent on 1 June is being planned, with a range of media opportunities in progress.

Plans, messaging, and social assets have been circulated to stakeholders to help amplify the campaign in the run-up to 1 June.

Outreach and engagement activity

The Organ Donation Promotion Manager continues to attend a range of events across NI to raise awareness and understanding of the forthcoming law change as well as to educate on the topic of organ donation in general. Distribution of physical and digital materials also continues across a range of partner locations and venues.

General promotion and awareness

School resources

A successful pilot of the primary school resources has completed and evaluation of this is ongoing.

Student engagement

A range of initiatives and events are ongoing to engage with further and higher education audiences, including -

- a screening of 'Life on the List' to 200 QUB medical students is taking place in late May, with a social media video to be created from the event for peer-to-peer promotion; and
- *We Are Donors*, Queen's University Belfast branch, had a very successful training event with approx. 30 ambassadors being trained to do school and university talks to raise awareness of organ donation. Local SNODs, CLODs, and the Promotion Manager delivered sessions as part of this training.