

# Engaging Our Community: Organ Donation Memorial and Promotion

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Blood and Transplant

## How to make a difference...

As a level 4 Trust we have fewer opportunities for organ donation to be considered which makes every identification & referral much more precious. As well as working on our clinical practices, the hospital Organ Donation Committee (ODC) decided to branch out within our hospital and into the community to raise awareness and actively promote organ and tissue donation.

## Promotion

- We have lift wraps installed in the main lifts in the hospital and are planning on extending this to all the hospital lifts
- Collaboration with the hospital BAME staff network saw them run their own organ donation event in Trust
- Teaching within schools to KS3 & KS4 pupils
- Presenting at the Milton Keynes Council of Multi-Faiths meeting
- Kidney recipient invited to join the ODC as a lay member

## Where we are now...

2022/23 saw us achieve 100% identification, referral and SNOD involvement rates, with our highest number of donors ever for the Trust.

We have raised our profile within the hospital community and donation is now a normalised conversation.

Our links within the community are becoming stronger and we have a fantastic memorial which has been welcomed by our donor families.



## Organ & Tissue Donation Memorial

The hospital needed a more prominent organ donation memorial to recognise the donors and their families, and also act as a promotional tool. A space was identified in the hospital main entrance and the *Hospital Art Studio* were commissioned to create a bespoke and striking memorial. Over time the individual names of organ & tissue donors will be added to each flower. There was a desire to make the memorial more than just a piece of art work, and so it was designed around a piano. The piano allows staff and the public to use the space for reflection and to encourage people to play music. It is used daily by staff members and the public, and is quite the focal point in the main entrance.



Members of the hospital BAME group promoting organ donation



Organ & tissue donation memorial plaque

Lift wraps

Please send completed posters to [levelmeetings@nhsbt.nhs.uk](mailto:levelmeetings@nhsbt.nhs.uk)