

# Organ Donation Promotion Belladrum Festival 2022

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Blood and Transplant

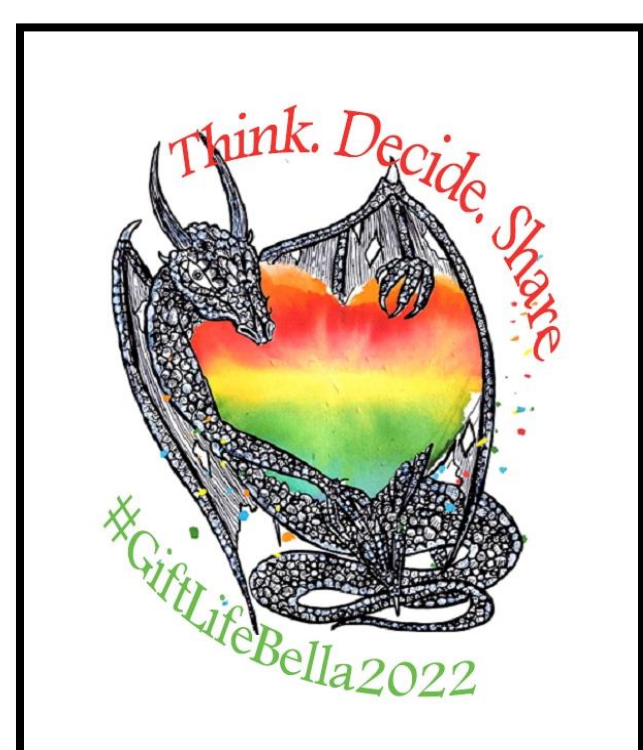
## Belladrum Festival

The Belladrum Tartan Heart Festival is a music and arts festival, held on the Belladrum Estate in Kiltarlity near Inverness, in Scotland. Founded in 2004, the festival has rapidly grown in popularity. The 3-day festival is well known for its wide-ranging musical scope, as well as its family friendly atmosphere, and tends to feature a mix of top international artist's along with local well-known acts.

With fantastic music ranging across a variety of genres as well as a brilliant array of children's entertainment, street theatre, cabaret, cinema, alternative therapies and food and drink it is perfect for all of the family.



## Aim & Objective



NHS Highland ICU & ODC organised and attended the Festival to raise awareness of Organ Donation, to answer questions and discuss misconceptions about organ donation. We also aimed to raise awareness of changes to the Scottish legislation, and the importance of discussing and sharing EOLC decisions with family / nearest relative. We had a logo designed with our hashtags "Think, Decide, Share" and #GiftLifeBella2022. This was incorporated onto a vast array of promotional materials which stimulated many discussions and conversations about Organ and Tissue Donation.

Alongside our promotional materials, we created posters with our logos and a QR code that directed people to the Organ Donation Scotland webpage. To boost our social media coverage, we set up facebook, instagram and twitter accounts. We created selfie boards which were a massive hit, and with permission, the photographs were uploaded to our various social media pages.

## Outcome

Our stand was manned by a variety of people involved in organ donation including Specialist Nurses, the local CLOD, and nursing and medical staff from ICU. They were joined by members of the ODC which included a transplant recipient who gave their own time and goodwill bringing enthusiasm and passion to the event.

We heard amazing stories around organ donation, met living donors, recipients and a donor family. The QR code was a huge success, allowing many people to sign on to the ODR, and those who struggled with the internet the opportunity to take a picture of the webpage.

