

NHSBT Board Meeting
25 July 2023
Written update from Northern Ireland

Organ Utilisation

NI continues to liaise with colleagues across the UK on the implementation of the Organ Utilisation Report. Initial discussions have also taken place with NI commissioners as to how to implement the recommendations in NI - a further meeting is scheduled to take place on 31 July.

Funding

Additional funding has been secured to meet the costs for DCD hearts, increase funding for ANRP and to fund the Clinical Lead for Utilisation for the 23/24 financial year. Although recurrent funding cannot be confirmed at this time due to the current financial constraints faced by the Department of Health, officials will continue to bid for recurrent funding.

NI promotional activity update - July 2023

Deemed consent legislation

Deemed Consent legislation came into effect on Thursday 1 June 2023. An event to mark the change in law was arranged, which also served as an excellent media and promotional opportunity which coverage across all main broadcast and print media channels. The Communications Teams of NHSBT, Department of Health and Public Health Agency worked together to maximise media activity and support interviewees.



The public information campaign to inform audiences about the introduction of deemed consent switched messaging to let audiences know that the law has now changed. A refreshed creative was also rolled out which provides connection and recall to the TV ad.

The robust campaign running throughout NI across a mix of channels continues as follows:

- TV;
- radio;
- outdoor (48 sheet, adshel, bus sides);
- digital and social media; and
- direct mail to all households.

The campaign will run until the end of July, at which point an evaluation interval is planned to track campaign performance, levels of awareness and understanding of deemed consent legislation, and attitudes to the topic organ donation.

The campaign which ran across May and June to prepare audiences for the go-live date of 1 June performed well, being exposed over 55.5 million times and reaching 99% of the target audience.

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 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, and includes the distribution of updated materials (including translations) to reinforce the message that the law has changed.

General promotion and awareness

School resources

Primary resources are undergoing some tweaks following the pilot and evaluation, with a view to final approval and launch in October in conjunction with the Orgamites 'Orgtober' initiative.

Post-primary resources are undergoing some tweaks with a view to final approval and launch for Organ Donation Week in September.

Organ Donation Week 2023

Planning is underway for this year's Organ Donation Week, which will see a number of local initiatives as well as support for the other national initiatives such as *Race for Recipients* and pink light-ups.

Website and social media

Work continues to plan for messaging topics and story-sharing for use on social channels and on the website. This will help to keep content fresh and grow organic audience following.