

NHSBT Board Meeting – 28 November 2023

Written update from Northern Ireland

Organ Utilisation

Discussions are ongoing with NI Commissioners regarding implementing the recommendations in the Organ Utilisation Report. In addition, it is anticipated that a meeting will take place in the near future with the Clinical Lead for Utilisation to discuss actions to be taken forward by the local Transplant Centre.

Funding

Following useful engagement with NHSBT on future funding requirements, the additional funding requirements and potential implications if not met have been shared with Departmental finance colleagues; however, the financial position remains very challenging.

Deemed Consent Project

As deemed consent has been operational since 1 June, the Deemed Consent Project Board was formally closed at the end of September and will now fall under business as usual.

The Department of Health would again like to formally thank NHSBT for their advice and guidance during the development and implementation of deemed consent – this has been invaluable and ensured a smooth transition. In addition, we would also like to thank the other UK countries who shared their experiences.

NI Promotional Activity Update – November 2023

Deemed Consent Legislation

As the implementation of deemed consent has successfully completed, ongoing public education and awareness activities in relation to the new legislation will now be delivered under business as usual.

NHS Organ Donor Register figures for the end of September 2023 show 1,029,191 of the NI population have registered as an organ donor. This is 54% of the NI population and is an increase of 3,140 since the end August 2023.

Opt-out registrations had increased in the run-up to deemed consent legislation go-live on 1 June 2023, but have settled back down. At their peak, monthly opt-outs reached nearly 7,000 for the month of June, but have gradually reduced showing 1,404 for July, 343 for August and 368 for September. In total, 21,152 or 1% of the population have opted out of donation.

A burst of the Lifesaver law change campaign has just completed, running across TV, radio, outdoor, social and digital channels. The campaign served as a reminder to audiences and supported Organ Donation Week activities.

Top-line metrics for the paid campaign activity from 18 September to 29 October are as follows:

- Total impressions: 845.3k
- Total social engagements: 94.8k
- Total video completions: 3,465
- Total website visitors: 3,732

Outreach And Engagement Work

Attendance at a range of events has continued across September and October, and this has included further education college freshers events in September, a workplace presentation to staff in Belfast, UK and Ireland branches, and a Year 14 school presentation.

Work continues to secure bookings for any general public or targeted events, as well as workplace presentations, and visits to schools with the support of the local *We Are Donors* branch.

Circulation of materials continues with the support of various partners such as local councils, libraries, community pharmacies and GP practices.

Schools' resources

The new Primary School Resources were launched in October. This venture was delivered with a working group of teachers, and in partnership with the Orgamites, to develop tailored classroom and take-home resources, and other support materials for use online and on social media.



Schools were also offered the opportunity to apply for some free of charge school resource packs as an incentive to get involved and try the resources.