

## **NHSBT Board Meeting – 30 January 2024**

### **Written update from Northern Ireland**

#### **Organ Utilisation**

A meeting took place in early December between the Department of Health, Commissioners and the Clinical Lead for Utilisation to discuss the recommendations. It was noted that the Belfast Transplant Centre is already compliant with most of the Trust / Transplant Centre specific recommendations and plans will be developed to consider the remainder.

#### **Funding**

Following further useful engagement with NHSBT on funding requirements for 24/25, the revised amount, and potential implications if not met, have been shared with Departmental finance colleagues; however, the financial position remains very challenging.

#### **NI Promotional Activity Update – January 2023**

##### **Deemed consent legislation**

This area of work is now falling under business as usual and will be accounted for in the general plan of work.

ODR figures since 1 June 2023 have dipped slightly compared to patterns pre-law change. Opt-ins remain fairly strong and constant, just slightly lower than previous. Opt-outs have continued to fall since the peak in June 2023.

As the awareness campaign messaging has so far focused on law change, ODR messaging was secondary. Now the law has changed, ODR messaging can now be brought to the fore to remind audiences that they can still opt-in and that it is important to do so. Family conversation messaging will accompany this.

To note, planned awareness campaign reminder bursts for December and early 2024 have been paused following a Departmental pause on all campaign advertising spend. As campaign activity was in support of ongoing grassroots engagement, this

has resulted in a shift in focus for the education and awareness plan to rely more heavily on partnerships and initiatives.

### **Rolling programme of education and awareness**

Planning is underway for all education and awareness activities for 2024/25, and an outline of these follows:

#### **Initiatives**

As mentioned above, the development of initiatives and partnerships will be increasingly relied upon in the absence of higher-level awareness campaign activity. Some of the projects currently in planning include -

- Libraries NI – a plan is being developed to work with the network of libraries across NI (approx. 96) to include distribution of materials, creation of a curated ‘organ donation book collection’, hosting of events, competitions and information sessions.
- Organites – a plan is being finalised for initiatives and content targeted at primary children to include an animation series, a superhero day and production of a book collection for the libraries project.
- Red Sky Foundation – a plan is underway to bring ‘The Call’ photographic exhibition to NI, including an associated launch event.
- Queen’s University Belfast – two joint projects have been identified, the first being an Organ Donation and Transplantation Education Day as part of NI Science Fest in February and the creation of a myth-busting series of videos.
- Commercial retail – various local retail outlets have been targeted for potential joint working opportunities, as well as local shopping centres for promotional space.

- NI Blood Transfusion Service – an initial meeting has taken place to explore how we can work together to identify and use opportunities to promote each other's messaging, with a view to planning a mass 'registration event'.
- Ongoing support for NHSBT campaigns and initiatives e.g., Ralph's campaign, Specsavers partnership etc.

### **Outreach and engagement work**

A schedule of confirmed events for 2024 is underway, which details a range of engagement opportunities with the general public, workplace audiences and educational settings.

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

### **Schools resources**

Post-primary resources are being revisited with NHSBT who are kindly supporting through an update of their latest resources.

### **Recent:**

#### **Organ Donation Discussion Day**

A successful Organ Donation Discussion Day ran on 11 December, which focused on raising awareness of the importance of talking about organ donation and decisions, with family and friends.

A range of graphics, video content, and messages were used across the day, which were also supported and shared by partners and stakeholders, to increase the reach and exposure. Social media activity for the day is summarised below, which was in conjunction with an increase in web visits and ODR registrations:

- X **impressions** across the day: 5.6K
- Facebook **reach** across the day: 16.7k
- Instagram **reach** across the day: 3.5k