

NHSBT Board Meeting – 30 July 2024

Written update from Northern Ireland

NI Promotional Activity Update – July 2024

Deemed consent legislation

All deemed consent education and awareness activity has now been completed and rolled into business as usual, as per the headings below.

This includes the *Lifesaver* campaign concepts and messaging, which have been evolved to prompt audiences to continue to sign the Organ Donor Register, and as a secondary message, to talk about decisions. These campaign assets will be used in organic digital activity and public facing literature and other presentation materials.

A decision on future paid-for awareness campaign activity is tbc.

Rolling programme of education and awareness

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

- **Initiatives**

- To mark the first anniversary of Dáithí's Law, and as an opportunity to highlight the great need for paediatric organ donation, 'The Call' photographic exhibition was launched in NI on Friday 31 May. Dáithí's image was unveiled into the exhibition and a launch event generated media coverage on local broadcast and print channels. It was also an opportunity to invite partners, recipients and donor families to the event and to provide them with assets for them to promote to increase reach and awareness. It remained on display for two weeks free of charge to the public in an iconic venue.



Powerful exhibition features children waiting for phone call that could change their lives

SUZANNE MCGONAGLE

AN EMOTIVE exhibition featuring children waiting for the phone call that could potentially change their lives has been unveiled in Belfast.

Entitled 'The Call', the photographic exhibition has been brought to Northern Ireland by the Public Health Agency (PHA) so that Dáithí Mac Gabhann from west Belfast could be featured.

The images, captured by photographer Debbie Todd, focus on paediatric organ donation and were created for a display by the Red Sky Foundation, a charity raising funds for people with heart conditions and in need of cardiac care.

To mark the first anniversary



Exhibition 'The Call' has arrived in Belfast

PICTURE: MAL MCCANN

35 paediatric donations in the last year in the UK.

Ms Todd said she hoped the photographs will "encourage the many people who see them to discuss whether they would accept a donated organ to save their child".

"And, if so, would they give the gift of life to another child?", she said.

Máirtín Mac Gabhann said they were "incredibly proud" that Dáithí is part of the exhibition and their "family eagerly hopes for the day we receive that life-changing call".

Aidan Dawson from the PHA added: "The conversations generated by this exhibition will help to open up the sensitive topic of paediatric organ donation, and aims to encourage families to consider registering decisions for the whole family".

Almost 40,000 join organ donor register in year since Dáithí's Law introduced

SUZANNE MCGONAGLE

ALMOST 40,000 people have joined the organ donor register in the year since Dáithí's Law was introduced in Northern Ireland.

The Public Health Agency (PHA) said the number of people registered has risen from 28,000 in 2021 to 38,000 in 2022.

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- o Another event to mark the law change anniversary took place at Belfast City Hall on Saturday 1 June. Organised in partnership with NI Blood Transfusion Service, the Save 9 Lives event celebrated the gift of life through both organ and blood donation. The family fun day to encourage the general public to get involved and find out more, and also saw good pick-up from local broadcast and print media.



- **Outreach and engagement work**

A schedule of events for 2024 continues to be developed which includes 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.

- **Partnerships**

A recent partnership with the main newspaper title in NI, saw Organ Donation support the Education Category of the *Spirit of NI Awards*. This provided opportunity for exposure of organ donation messaging in the run up to the awards, at the awards events, and in the weeks afterwards. There was also a very positive feature about the importance of organ donation messaging in schools, which followed-up on last year's winner – a member of our Schools Resources Working Group. This had a media value of just under £10,000.



- **Schools resources**

The first draft of the updated post-primary school resources is complete and ready for teacher review via members of our Schools Resources Working Group. The aim is to launch during Organ Donation Week in September.

- **Organ Donation Week 2024**

Arrangements are being finalised for the NI element of the *Turn the Peaks Pink* challenge to ensure NI supports and maximises this UK-wide initiative. We will also be pushing out the *Race for Recipients* national initiative and are confirming a number of other local events.

SNODs and ODC promotional activities will be supported as required, and a Partner Toolkit is being developed to make it as easy as possible for stakeholders and supporters to amplify the messaging on their own channels.