

**NHS BLOOD AND TRANSPLANT**  
**National Organ Donation Committee**

**Hospital Promotion**

**Aim:** To introduce sensitively placed marketing interventions close to the place where families are approached about organ donation to support the operational teams in their approaches to the families of potential donors.

Three interventions proposed:

1. Photo wall mounts of organ donors/donor families/recipients, up to three can be funded for all Trusts who can provide us with a high quality image and a few words from the family.

We hope these photo wall mounts will help to sensitively get organ donation onto the radar of families who are visiting relatives in an intensive care unit. They may also remind act as a reminder to staff to consider referring potential donors.

These would not be heavily branded – they would have the Trust/Health Board logo on top right if the Trust/Board wants its branding on it and the YesIDonate branding bottom right.

Here is an example



A letter has been sent from Paul Murphy to all CLODs, Chairs and SNODs detailing this opportunity with a guidance document about how to get involved.

Currently 42 Trusts across the country have taken up this opportunity.

2. A hard back, wipe down-able picture and quote-led book containing inspirational donor family stories and transplant recipient stories that can be placed in family rooms within intensive care units. Again the aim of this is to subtly get organ donation onto the radar of families who find themselves in a situation where they have a very sick relative in an intensive care unit.

The 20 page book would be ethnically representative and would not look to be persuasive but would rather use real people stories and celebrate donation through images of some families with their relative's Order of St John medals, images of the organ donation memorial in the national arboretum (as the Donor Family Network supports families across the UK) and donor family and recipient stories.

We are testing proposed front covers and the language we are proposing using with some donor families, BACCN, Patient Liaison group at the ICS and NODC prior to going to print. Paul emailed for your thoughts on this earlier in the month. Example attached.

Again like with the wall mounts, the book will not be heavily branded. We are anticipating it has an abstract front cover and provides Donor Family Network Details on the back and a line or two about NHS Blood and Transplant supporting donation at the back too.

3. Lift wraps – as a trial we will be offering to produce generically branded organ donation lift wraps. These have been offered to all 7 of the Hot House areas and 5 other level 1 Trusts, with 11 Trusts taking up the opportunity (Nottingham, Derby, Burton, Leicester, Central Manchester, Rotherham, Southampton, Kings, Imperial, Leeds, Plymouth) with others keen to do so if a future opportunity ever available.

Here is an example



We appreciate that some hospitals will not want to be involved and some with pfi funding may not be able to be involved. For those that are we are working on how best to capture feedback.