

St Johns Award Ceremony for donor families 2014**Summary**

During 2014, 42 St John Award ceremonies took place across the UK.

Invites and attendance

In total 42 ceremonies took place across the UK between October and December. Families invited where those whose relatives (donors) who had died between April 2013 and March 2014.

	2013	2014
Invites sent	1122	1286
Responded YES to receiving an award	658 (59%)	840 (65%)
Number of Ceremonies	35 (+ National Launch)	42
Attended ceremonies	357 (54% of YES responses) (32% of invites)	549 (65% of YES responses) (43% of invites)
Postal Award	301 (46% of YES responses) (27% of invites)	291 (35% of YES responses) (23% of invites)

Media Summary

As at 8th January 2014

Over the 36 events in 2014, we saw 137 pieces of coverage (to date) in predominately local media outlets. [There were 144 pieces in 2013 with higher national coverage as was expected from a launch year].

The most recent piece of coverage appeared on the 31st December, highlighting that we may still see further articles filter through. The first piece appeared on the 10th July in the Brighton Argus, who are typically very supportive of NHS Blood and Transplant campaigns.

Articles have ranged in length from simple 'news in brief' pieces, to long features. The vast majority of these articles have featured in the first four pages, with the average page number sitting at page two.

Almost half of the articles featured a quote from Sally Johnson, and 60 articles listed the Organ Donation website and telephone number. It is also worth noting that 23 articles highlighted the importance of respecting families wishes and 66 articles documented families having a feeling of real pride in donating their loved ones organs.

November saw the highest number of clippings, with 54 falling within this month. October saw the second highest number with 40 and in December 33 appeared. The rest were included during the late summer months. The event that drew the greatest coverage was the Norwich ceremony, with 17 clippings stemming from this event. This was closely followed by the Newcastle event. Most events received coverage, with only three not to have received any print articles (so far).

NHS Blood and Transplant

Lee, M.T., Piomelli, S., Granger, S., Miller, S.T., Harkness, S., Brambilla, D.J. & Adams, R.J. (2006) Stroke Prevention Trial in Sickle Cell Anemia (STOP): extended follow-up and final results. *Blood*, **108**, 847-852.

Matteocci, A. & Pierelli, L. (2014) Red blood cell alloimmunization in sickle cell disease and in thalassaemia: current status, future perspectives and potential role of molecular typing. *Vox Sanguinis*, **106**, 197-208.

Reed, W.F. & Vichinsky, E.P. (1999) Transfusion practice for patients with sickle cell disease. *Current opinion in hematology*, **6**, 432-436.

Singer, S.T., Wu, V., Mignacca, R., Kuypers, F.A., Morel, P. & Vichinsky, E.P. (2000) Alloimmunization and erythrocyte autoimmunization in transfusion-dependent thalassemia patients of predominantly asian descent. *Blood*, **96**, 3369-3373.

The Order of St John Award for Organ Donation

Organ donation is one of the greatest gifts one person can give to another. The contributions donors make to society are immeasurable. Annual increases in donation over the past six years are helping so many people, that transplant waiting lists have fallen in number for the first time. These achievements should not be hidden, which is why recognition for such selfless contributions is so important. Donor recognition honours and remembers the gift of donation, and provides the opportunity to promote organ donation to the community.

Recommendation 12 of the 2008 Organ Donation Taskforce report, acknowledged this by calling for, "Appropriate ways should be identified of personally and publicly recognising individual organ donors, where desired. These approaches may include national memorials, local initiatives and personal follow-up to donor families." Yet, until very recently, there were no national recognition programmes for deceased organ donation in the UK. Any recognition was usually ad hoc, hospital-based, or through the good work of the Donor Family Network. After commencing discussion in 2012, initiated by Mr Terence Foster an Organ Donation Committee Chair, the Order of St John entered into a formal partnership with NHS Blood and Transplant (NHSBT) in 2013, that has led to a new national award to recognise deceased organ donors.

The Order of St John traces its origins back 900 years to the Knights Hospitaller from whom they derive their maxims – 'Pro Fide, Pro Utilitate Hominum', 'For the Faith and in the Service of Humanity'. Today the Order of St John has over 400,000 members worldwide and in the UK, through their subsidiary charity St John Ambulance, is the country's leading provider of first aid services and, has over 40,000 volunteers.

Many have been honoured in the past by the Order of St John and its membership is multi-faith.

"St John's focus on primary health care, especially amongst the poorest of the poor, and its capacity to tap the most generous and caring human impulses, gives it a special place in our hearts" Nelson Mandela, Knight Grand Cross of the Order of St John.

As an order of Chivalry of the British Crown the Grand Prior of the Order is always a senior member of the British Royal Family. Currently the Grand Prior is HRH The Duke of Gloucester, cousin to Her Majesty The Queen. The Order of St John is able to institute new awards of recognition and did so with the creation of The Order of St John Award for Organ Donation. This award has been recognized internationally throughout the organisation.

The award offers donors and their families' public acknowledgment at a level carrying high respect and recognition. The concept of the award was closely modeled on The Elizabeth Cross, posthumously awarded by the Crown to the men and women who have died in military service for their country and, which is presented discreetly to the closest family relatives at local ceremonies.

The posthumous Order of St John Award for Organ Donation, displaying the words 'add life, give hope', was presented to 33 representative donor families from around the UK by the TRH The Duke and Duchess of Gloucester on September 18th 2013, at the symbolic first ceremony held at St James's Palace, London. Following the award launch, all families who indicated they are willing to receive further contact by NHSBT are offered the opportunity to accept the award on behalf of their family member who donated. In 2013, over six hundred families accepted the award by post or more commonly, at local ceremonies throughout the UK, often presided by a Lord-Lieutenant, Her Majesty the Queen's local representative. In 2014, the number of families accepting was over 800.