

NHSBT Board Meeting – 26 November 2024

Written update from Northern Ireland

NI promotional activity update – November 2024

Deemed consent legislation promotion

Due to the significant budgetary deficit that the Department of Health is facing, a pause has been put on all campaign advertising; however, the Organ Donation Promotion Manager's workplan has been amended and will now have an increased focus on uplifting initiatives and seeking new partnership opportunities.

Rolling programme of education and awareness

Planning and delivery is ongoing for all education and awareness activities for 2024/25 –

- **Initiatives**

Complete:

- Organ Donation Week – another very successful ODW took place with a lot of events and content rolled out. The headline event was the NI element of the *Turn the Peaks Pink* mountain climb, all supported by all stakeholders and partners which increased the reach. There was good media pick-up on the various stories, with the main launch release delivering approximately £3k advertising value and a reach of 245k.

To round-off the week, we launched the *Waiting to Live* doll installation for Dáithí's doll in the Royal Belfast Hospital for Sick Children. A range of stakeholders and clinical colleagues were invited to the event and the initiative delivered approximately £12k advertising value and 290k reach.

- *Orgtober* – across the month of October, we ran our *Orgtober* initiative, which is designed for primary school audiences. This included a superhero colouring competition and a re-launch of the primary school resources.

Forthcoming:

- *The Call Photographic Exhibition* – the last venue for *The Call* is the Alley Theatre in Strabane for the month of December. This coincides with Organ Donation Discussion Day on 11 December, and we are planning an exhibition opening for that day.

- 'Organ Donation Discussion Day' – this takes place every year on 11 December. This year, in addition to the above exhibition event, we will use stories and content across the day to encourage people to talk about organ donation and to register decisions, while explaining why this is important.

- **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**

This is an ongoing area of work to seek out new partners to maximise topics or platforms between Organ Donation NI and the partner group/organisation.

Working with Transplant Sport NI to feature the NI team going to the inaugural Transplant Football World Cup delivered approximately £3,500 advertising value and 300k reach.

Plans are developing for joint initiatives with Libraries NI to include events and information sessions across their network.

Commercial partnerships are now being brought up the priority list to try to leverage new channels and reach.

Media stories are being planned out to secure additional reach, and this includes a focus on 3 key living donation stories.

Several charity partners are planning events for the next quarter and the Organ Donation Promotion Manager will be more heavily supporting these to uplift their reach and coverage - this includes an initiative for World Kidney Day.

Plans are being confirmed for a further joint event with Queen's University for next year's Science Fest.

- **Schools resources**

The Schools Resources Working Group will shortly meet to finalise the post-primary resources. These will then be designed and piloted before the main launch in 2025.