

NHSBT Board Meeting – 1 April 2025

Written update from Northern Ireland

NI promotional activity update

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

Complete:

- *The Call Exhibition* – a further exhibition of *The Call* took place in the Western Trust area at Fermanagh Castle between 3 – 14 February and attracted almost 1,500 visitors over a two week period. Additional venues are currently being sourced.
- Living Donation Week (LDW) – the NI Organ Donation Promotion Manager was delighted to support the first ever LDW. A range of content was shared during the week, primarily video stories - NHSBT national content was also shared. Other videos from the renal team in Belfast were created and shared across the week. The Promotion Manager was also in attendance at several events across the week. During the week social channels achieved:
 - Instagram –
 - 29 pieces of content
 - 5,987 reach
 - 10,107 impressions
 - Facebook –
 - 44 pieces of content
 - 20,834 total reach
 - 32,362 impressions
- World Kidney Day (WKD) took place within LDW – this was supported by WKD specific content and attendance at an information event at the Royal Victoria Hospital, alongside renal charities and renal nursing staff.
- *Transplant Tales* –the *Transplant Tales* event again ran as part of NI Science Fest in February with 9 schools (140 pupils) attending. Story board animations

were created, and we hope to use the winner to create a real animation for use on social media and in school resources.

- Media feature on the 100th altruistic donor in NI – interviews with the 1st and 100th donor: There was coverage across BBCNI radio and TV bulletins which equated to approximately £4k value. There was also coverage online [Organ donation: 100th NI kidney donation saves life of six-year-old stranger - BBC News](#)

Forthcoming:

- *Life on the List* event with first year Queen's University medical students is scheduled – a viewing of the documentary on living donation, followed by a Q&A panel with clinical staff from the renal unit.
- Support for charity partners, including the relaunch of New Life Gardens on 23 March with renal charities,
- Events to mark the 2nd anniversary of Deemed Consent on 1 June – press release, stats, story etc,

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 the Promotion Manager and the partner group/organisation.

Discussions underway include:

- a joint initiative with Libraries NI for primary children, as well as various information sessions across the year at various locations
- Queen's University & Ulster University:
 - creation of a myth-busting videos series

- *Life on the List* event to be explored for Ulster University Medical School and also with nursing students at both universities.
 - Support to charity partner initiatives as and when requested / required.
 - Regular contact with NHSBT Comms team and ready to support any national initiatives or follow-on from previous, such as:
 - Waiting to Live campaign (paediatric donation)
 - Specsavers partnership – local amplification, information in stores.
- NHSBT Comms have also provided some advice in the area of influencers and celebrities.
- Commercial retail – ongoing:
 - local retail outlets targeted for potential joint working opportunities, promotions and/or workplace presentations.
 - local shopping centres for FOC promotional space (continue from 2024)
 - Translink – plan being finalised for awareness messaging to a large workforce as well as customers on their NI-wide services (bus and train).

Schools resources

The Post-Primary school resources have commenced their pilot with approximately 20 schools. The aim is to formally launch during Organ Donation Week in September.

Evaluations

An evaluation interval was conducted in February 2025 – the report is not yet available. It continues to track the key metrics of awareness of the law change, conversations and donation intentions, as well as other behavioural data.