

NHSBT Board Meeting – 20 May 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:

- Partnership with Translink (the single public transport provider of trains and buses across NI) –
 - A3 posters currently on the Metro fleet of 200 buses across Belfast.
 - Meeting to formalise full partnership proposal to include Organ Donation Week and other ongoing promotional opportunities to passengers and 4,500 staff.
- Marathon Expo event (4 & 5 May) – information stand for two days with 50k participants collecting packs.
- Support for charity partners: Belfast Marathon and other ongoing events.

Forthcoming:

- 'Life on the List' event (21 May) with first year QUB medical students – a viewing of the documentary on living donation, followed by a Q&A panel with clinical staff from the renal unit.
- 2nd anniversary of Deemed Consent on 1 June.
- Transplant Activity Report release (July) – press release, stats, story etc
- Distribution of leaflets and posters to community pharmacies, GP surgeries, and dentist practices – approx. 1,200 premises by end May.
- World Transplant Games and British Transplant Games athlete features (social and media), which include living donors (and altruistic donors) and recipients, also features for the children's team.

Outreach and engagement work

A schedule of events for 2025 continues to be developed, which includes a range of engagement opportunities with the general public, workplace audiences and educational settings.

There will be a presence at the Balmoral Show, which has a footfall of around 110k, and other general population events such as Belfast Pride and Belfast Mela.

Partnerships

As per the last update, work is ongoing to develop the following partnerships:

- 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 UU and QUB
- Translink – as noted above
- Commercial retail – ongoing:
 - Local shopping centres for promotional space.

Schools resources

The post-primary school resources pilot with approximately 20 schools has completed and feedback is being reviewed. A working group meeting will be held to discuss finalising the resources and plans are being developed to formally launch during Organ Donation Week in September.

NHSBT Comms

There is ongoing regular contact with the NHSBT Comms Team and we will be ready to support any national initiatives, including around the Transplant Activity Report release in July and the recent dip in donation numbers.

Organ Donation Week 2025

Planning for the week has begun, including liaising with the other regions on the potential to run the "Turn the Peaks Pink" challenge again.

Evaluation

An evaluation interval was conducted in February 2025 with preliminary figures showing:

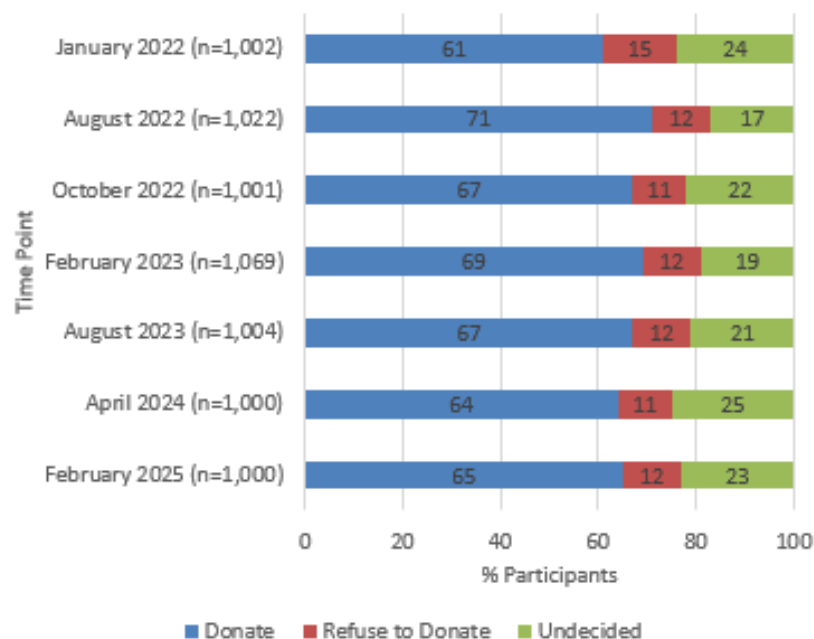
- Awareness of law change:

Has dropped by 1% to to 64% (down from a peak of 71% during the focused campaign phase towards go-live in 2023), but not as sharp a decline as August 23 – April 24:



- Anticipated donation decisions:

Intention to donate has increased by 1% to 65%, as has refusal to donate – both staying relatively stable between April 24 and February 25. Those who are undecided has decreased slightly from 25% to 23% indicating more decisions being considered:



- Those having talked to family:

This has increased by 1% since April 24 to 53%, potentially helped by the new focus on this messaging since the law change messaging; however, the figure remains below baseline:



- General support for organ donation:
Remains high and constant at 90%

ODR

ODR registrations have remained constant - there has been no drop in opt-ins, which indicates people's continued support for organ donation.

Total registrations in NI are 58% (57% opt in and 1% opt -out), which is the highest in the UK.

While the year end 24/25 figures showed a reduction in donors, the above stats do not appear suggest that this would be due to a fall in the support for donation or desire to register/become an organ donor.

We welcome plans being taken forward by NHSBT to establish an Organ Donation Joint Working Group to discuss the barriers and identify opportunities for maximising the potential for transplantation from deceased donors and are content to be part of that Group.

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