

## **NHSBT Board Meeting – 22 July 2025**

### **Written update from Northern Ireland**

#### **NI promotional activity update**

Discussions are ongoing on the funding requirements for 25/26 and future years.

#### **Rolling programme of education and awareness**

Planning and delivery are ongoing for all education and awareness activities for 2024/25, and an outline of these follows:

#### **Initiatives**

Complete:

- '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.
- Distribution of leaflets and posters to community pharmacies, GP surgeries, and dentist practices – approx. 1,200 premises by end May.
- Publicity around second anniversary of the introduction of deemed consent.
- Translink partnership (sole public transport organisation in NI) –
  - Information stand at staff event – approximately 400 managers attended.

Forthcoming:

- Transplant Activity Report release – press release, stats, story etc.
- World and British Transplant Games athlete features (social and media), which includes living donors (and altruistic donors) and recipients. Additional focus on the children's team.
- Organ Donation Week (ODW) –
  - Donard Peaks Challenge confirmed (Fri 26 Sept) - planning underway.
- Translink partnership –
  - Date agreed for ODW event at Grand Central Station (Thurs 25 Sept) – planning is underway.
  - Materials for internal comms channels being planned into schedule.

## **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.

July events include the Castlewella Show (high footfall rural) and Belfast Pride (including programme ad).

## **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 (UU):
  - 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.
- Translink – as noted above.
- Commercial retail – ongoing:
  - Local shopping centres for FOC promotional space.

## **Schools resources**

The Post-Primary school resources had a very successful pilot:

- rated 4.75 out of 5 for easiness to follow;
- 100% of teachers reporting that their pupils had engaged in the lessons; and
- 100% of teachers feeling they had enough guidance and information to teach the resources.

The resources have now been uploaded, and a communication went to all schools before the summer break to allow teachers to preview and plan the lessons for ODW. Reminders will go out in August and September for teachers to get involved.

Plans are being made for an official launch of the resources on 10 September - it is hoped that both the Minister of Health and Minister of Education will attend.

## **NHSBT Comms**

Bi-monthly devolved comms meetings continue, which are very useful, along with the ongoing regular contact with the team on insight sharing, brand support etc. Most recently this has included conversations around negative power of influencer posts and how best to tackle this.

## **ODR**

ODR registrations had remained constant after the initial peak of opt-outs around the law change in June 2023. However, May saw an unusual spike in opt-outs. Investigations suggested this may have been due to a post from an influencer in Rol relating to their change in law - June figures show that opt-outs have increased again.

There has been a small drop to opt-ins, which is not unusual from month to month and appears to be a national pattern. This is something that will be raised at the next bi-monthly devolved comms meeting.