

NHSBT Board Meeting – 24 March 2026

Written update from Northern Ireland

Rolling programme of education and awareness

Planning and delivery is ongoing for all education and awareness activities for 2025/26, and an outline of these follows.

Activities and initiatives

Complete

- Organ Donation Discussion Day (December 2025) - 10,000 branded take-away coffee cups were distributed to all coffee outlets across all Health and Social Care Trusts, as well as some outlets at Ulster University and Queen's University (some coinciding with winter graduations), and Translink (public transport provider) staff canteens. An animated Christmas card was shared on the day, and assets and messaging were cascaded to all partners to encourage amplification. A press release including a donor family story was also issued. The online content generated a reach of 2.9m, 2.1k interactions, and 28.2k views.
- World Kidney Day on Thursday 12 March - a range of content was developed for sharing on social channels across the day and during the run-up to it, consisting of stats and video stories. The materials with up-to-date kidney stats for NI were shared with all partners for amplification.

Forthcoming

- New materials designed to encourage people to think differently about cornea donation and to encourage them to include corneas in their ODR registration are being developed. A promotional plan will commence in the spring. The materials focus on the difference the gift of sight can give, and will be used at events, general public settings, and on social channels. There will also be a version produced for use in Trust clinical settings to encourage staff to mention cornea donation in locations outside of ICU/ED.

Outreach and engagement work

Planning for the schedule of events is ongoing and includes a diverse range of engagement opportunities targeting the general public, workplace audiences, and educational settings.

A sample of forthcoming events are –

- post-primary school talk: Friday 27 March (Lurgan)
- Belfast Marathon Expo: Saturday 2 May
- Life on the List (QUB): Tuesday 19 May
- Circle of Life Garden: Saturday 23 May (Strange Boat Foundation/IKA)
Galway - Possible morning event with promotional focus
- Daithi's Law 3 years Monday 1 June – activity tbc

In addition to the above, arrangements are being finalised for an all-Ireland event to commemorate organ donors in the Circle of Life Garden in Galway, Ireland on 23 May. This will involve the unveiling of a commemorative stone gifted to the donation/transplant community of Ireland from the community in Northern Ireland. In addition to the ceremony, the potential for a shared learning event on the day is also being considered. As part of this process, policy officials have been engaging with their counterparts in Ireland to consider area of joint working / learning that could be developed.

Partnerships

Work on the partnerships below is ongoing –

- Translink: confirmation of staff events/comms & ODW event tbc.
- Transplant Tales (QUB): development of interactive add-on resource for September.
- 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.
- Commercial retail – ongoing.

Podcasts

A plan is to be formulated for pitching guests to popular local podcasts, and for working with local influencers, to target new and additional audiences, especially young males.

Devolved comms

A meeting has been confirmed for Friday 20 March with comms reps from the nations to discuss plans, shared insights etc.