

## **NHSBT Board Meeting – 18 May 2026**

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

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

Planning for 26/27 programme is concluding and a proposal for a potential mass media awareness campaign in the autumn is underway. This has involved a series of meetings with Trust Comms teams to plot potential local opportunities.

#### **Activities and initiatives**

##### **Complete:**

- World Kidney Day took place on Thursday 12 March – a range of content was developed for sharing on social channels and disseminated to partners for amplification. Content on social media secured 45k organic impressions, and partner content added a combined additional reach of 174k, and a broadcast piece with a reach of 194k and value of £4k.
- School visit with over 400 year 13 & 14 pupils – presentation delivered along with a Transplant Sport heart recipient, and materials distributed.
- Information stand at the NHS Confederation Conference at which organ donation work was also published in an Ulster University 'Innovations in Policy' publication.

##### **Forthcoming:**

- New materials designed to encourage the general public to think differently about cornea donation and to include corneas in their ODR registration are being developed. This will be rolled-out at events in June and included in distributions via partners; clinical focused materials will be distributed in non-ED/ICU settings in Trusts to encourage clinical colleagues to ask families if they would like to receive more information/a call from the specialist team.

#### **Outreach and engagement work**

A schedule of events for 2026 continues including a range of engagement opportunities with the general public, workplace audiences, and educational settings. A sample of forthcoming events include:

- Belfast Marathon Expo: 1 & 2 May

- Life on the List (QUB): 19 May
- Circle of Life Garden: 23 May (Strange Boat Foundation/IKA)  
Galway - Possible morning event with promotional focus
- Belfast Pride 25 July
- Belfast Mela 30 August

## **Media**

Potential media opportunities are being developed around:

- Transplant Activity Report / Daithi's Law 3 years on – July
- British Transplant Games – 6-9 August
- Transplant Football World Cup – 6-12 September

## **Devolved comms**

A meeting has been confirmed for Tuesday 16 June with comms reps from the nations to discuss plans, shared insights etc.