

NHSBT Board Meeting – 29 September 2026

Written update from Northern Ireland

Activities and initiatives

The 26/27 programme of work is ongoing, much of which is in conjunction with Organ Donation Committees and Trust Comms teams to maximise any local opportunities, including local PR and on-site branding at Trust sites. These are summarised below:

- Belfast, Northern, and Western Trust branding items all underway;
- Leaflets and table-toppers circulated to all Trust for display in canteens and cafes;
- Cornea donation materials for clinical colleagues dispatched for display in ED and ICU.

Mass media campaign

A robust, multi-channel public information campaign is now live and will run from 31 August 2026 to the 4 October 2026, in support of Organ Donation Week. The activity is summarised below:

Media channels and dates:

MEDIA CHANNEL	AUGUST					SEPTEMBER			
	3	10	17	24	31	7	14	21 ODW	28
TV						7 - 20 Sept			
Broadcast Video on Demand (BVOD)						7 - 20 Sept			
Radio						7 - 20 Sept			
Bel Tel native							17		
OOH 48 sheet									
OOH adshel									
Digital (social, search, programmatic)					31 August - 4 October				

Primary messaging:

- Encouraging registrations to the NHS ODR to leave loved ones certain, and why this is important.

Supporting messaging:

- Reciprocity: Would you accept an organ if you needed one?
- Urgency: waiting list and missed opportunities.

Campaign style:

'You Could Be A Lifesaver' assets will be reused as they continue to be strong, recognisable and require minimal updating, example below:



Digital channels will provide opportunities to share 'story videos' and 'Ask the Experts' content, helping to address frequently asked questions, dispel misconceptions and communicate key facts, for example: No-one is automatically added to the ODR; and; Only 1% of people can go on to be a donor.

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.

Across July and August, activity consisted of:

- Presence at 7 large footfall general public events across NI

Forthcoming events include various Further Education Colleges and Higher Education Fresher's Fairs and the Belfast Half Marathon Expo event.

Media

Recent media activity has included:

- Transplant Activity Report release – August –
 - 25 items (TV, radio, press, online);
 - Combined reach of 3.1m;
 - Combined Advertising Value Equivalent (AVE) of £68,956.
- British Transplant Games (6-9 August) –

- 10 items (TV, press, online, radio);
- Combined reach of 14.78m;
- Combined AVE of £317,643.
- Transplant Football World Cup (6-12 September) – local media work and social media content.

Forthcoming opportunities include:

- Cornea donation – media release supported by social content, cascaded to all partners.

ODW26

All assets and messaging for Organ Donation Week 2026 have been circulated to all partners across HSC, local councils, and the voluntary & community sector. Schools have also been notified and invited to take part in delivering schools resources during the week.

A media release, reflecting NHSBT's release, will be issued along with a recipient story.

Two headline events will take place during the week as below, with good partners and stakeholder buy-in:

- Grand Organ Donation Life Cycle – Thursday 24 September, 3-6pm – as per 2025, partnering with Translink to run an interactive cycling event in Grand Central Station, Belfast.
- Turn the Peak Pink, Donard Challenge – Friday 25 September, 9.30am – group climb of Slieve Donard (80 people).