NHSBT Board Meeting – 1 December 2026

Written update from Northern Ireland

Organ Utilisation

A detailed update on implementation of the Organ Utilisation Report's recommendations in Northern Ireland has been received from the Belfast Trust and is currently being considered.

Future Funding Requirement

A detailed breakdown of future funding for ARCs has recently been received. Details of other future funding requirements are still to be confirmed.

Promotion

Activities and initiatives

The 26/27 programme of work is ongoing.

Mass media campaign

The mass media public information campaign ran from 31 August to 4 October across TV, radio, outdoor, search, and digital channels.

The main aim of the campaign was to encourage registrations to the NHS Organ Donor Register, to leave loved ones certain, while explaining why this is important.

A high-level summary of the main campaign performance metrics is below:

- Approximately 20.9 million impressions were delivered across the campaign, including 16.7 million across TV, BVOD (video on demand), radio and out of home (OOH);
- DAX NI (digital radio) supported targeted delivery to young men through podcasts, achieving an impressive 99% listen-through rate;
- Belfast Telegraph and Belfast Live delivered over 600,000 display impressions, supported by native articles that gave readers more time to understand organ donation and the reasons to register;
- The Belfast Telegraph video partnership generated over 62,500 views, exceeding estimated delivery by 51%, while print coverage provided an estimated readership of 104,000;

- Google Ads, Meta and Snapchat delivered a combined 3.62 million impressions;
- Google Ads generated 819,766 video views, while Meta delivered 41,017 link clicks making it the main driver of traffic;
- Snapchat contributed a further 5,039 swipe-ups, helping extend the campaign's reach among younger audiences.

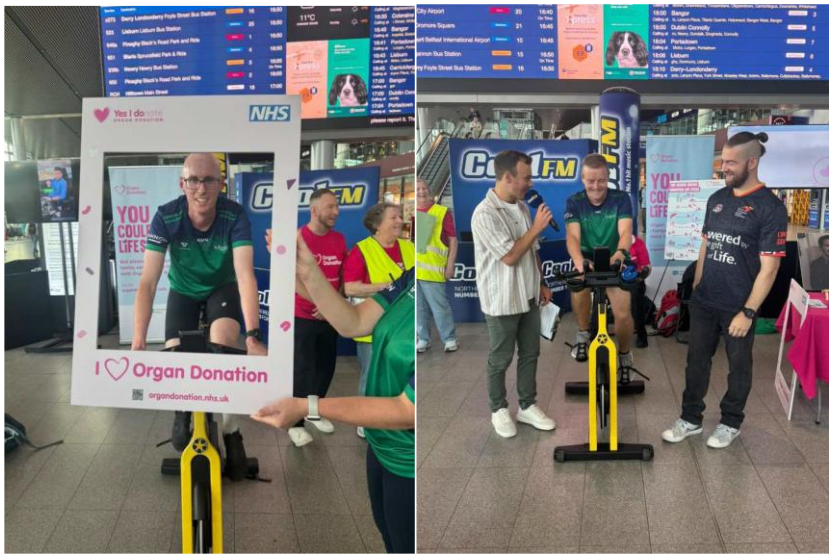
Organ Donation Week 2026

A partner toolkit of assets and messaging for Organ Donation Week 2026 was circulated widely to all partners across Health and Social Care, local councils, and the voluntary & community sector. The school resources were promoted to primary and post-primary schools encouraging them to take part in delivering them during the week.

A media release was issued along with a recipient story – Sharon (2 liver transplant) of which there was good pick-up.

Two headline events took place during the week as below, supported by partners:

1. Grand Organ Donation Life Cycle – Thursday 24 September, partnering with Translink to run a virtual cycling event in Grand Central Station, Belfast:
    - Cool FM Roadshow supported the event, providing a valuable opportunity to engage commuters, encourage conversations around organ donation and extend impact. 487K impressions were achieved through promotional advertisement spots for the event.
    - The day was a great success, with a range of people taking part in the cycle, with the location of Belfast Grand Central Station allowing for high interest and footfall.



2. Turn the Peak Pink, Donard Challenge – Friday 25 September, group climb of Slieve Donard (approx. 70 people)





- Media coverage generated 55 pieces of content (broadcast and online) with a reach of 8,087,232 and an Advertising Value Equivalent (AVE) of £146,201.
- Partner social media generated 96 pieces of content across social media (FB, IG, X) with a reach of 5,697,802 and an AVE of £2,019. Once again illustrating the tremendous additional benefit of partner support for our messaging.
- ODR gained 975 opt-in registrations during ODW, an increase from 817 the week before. Registrations dropped to 782 the week after. There were 63 opt-outs, up from 51 the week before. Opt-outs dropped to 44 the week after.

Organ Donation Discussion Day

Planning is underway to maximise awareness on 11 December of the annual Organ Donation Discussion Day. This year, along with organic social content and media release, a wide range of partners and outlets across the café industry have been contacted and asked to take a short video of a ‘coffee heart’ and post to their social media, so widening our reach as much as possible. Support has again been secured from Trust coffee outlets and a number of Further & Higher Education venues, who are getting students involved.

