

NHSBT Board
March 30 2017

Chief Executive's Board Report

1. Status – Public

2. Executive Summary

This paper summarises key communications activity and highlights other issues of performance and risk.

3. Action Requested

The Board is asked to:

Note the report.

4. Communications highlights Since Last Board Meeting

- 4.1. Meeting with Lord O'Shaughnessy: I met the new health minister, Lord O'Shaughnessy to brief him on NHSBT's work and our shared priorities.
- 4.2. A World Kidney Day press release, issued for publication from 9 March, received substantial pick-up in print and broadcast media, enabling us to talk about organ donation more broadly.
- 4.3. Close working with the team behind the *Hospital* television documentary programme led to the BBC2 broadcast of an episode featuring a paired/pooled living donation.
- 4.4. We facilitated cord blood extraction filming at University College London Hospitals (UCLH) for the website <https://mosaicscience.com>, an online publication featuring weekly in-depth features on the biology and medicine behind modern healthcare.
- 4.5. A successful Facebook Live event was staged on 8 February featuring Leeds based living donation case study and questions and answers with consultant nurse Lisa Burnapp. This has been viewed more than 14,000 times.

5. Promoting Donation

- 5.1. **Blood donation:** During February, we worked with universities who are either close to our static blood donor centres or who have a high BAME student population.

5.2. We delivered Know Your Blood Group recruitment events and the universities shared our assets and promoted the events on a range of channels such as Twitter, Instagram, Facebook, the intranet / website and through printed channels. The campaign aimed to normalise blood donation, overcome barriers such as a fear of needles and explained the importance of different blood groups.

5.3. For the first time, rather than distributing assets via email, universities and partner organisations could download the assets on a portal – making it easier to franchise our messages.

5.4. **Digital Performance**

5.5. Traffic is down month on month by 32.6%, this has impacted the number of conversions for new donor registrations which have also dropped by 47.6%. This behaviour is seasonal; February is always much quieter than January as the intent drops from New Year's resolution driven activity.

5.6. Year on year appointment bookings have increased due to the continuing trend of improvements in the app booking conversion rate from 9.62% to 10.72%. This is one of the standout stories of the year.

5.7. **Organ donation**

5.8. **Kidney Shaped Love campaign:** During February, NHS Blood and Transplant and the charity, Give a Kidney, ran a short campaign to promote becoming a living kidney donor. We released a music video of a humorous love song written by Philip Pope and performed by comedian Alex Smith to educate people about living kidney donation. During the campaign, we promoted life stories of donors and recipients on our social media pages, ran a Facebook Live event and secured media coverage across the country. The campaign led to an increase in visits to www.organdonation.nhs.uk/livingdonation.

Downloads of our information materials about living kidney donation increased by more than 300%. Over the next few months we will be working with living donor coordinators to monitor the impact of the promotional activity on the number of expressions of interest from members of the public about becoming a living kidney donor.



5.9. **'Sign for Life' – 24 March to 9 April** 'Sign for Life' is a campaign aimed predominately at football supporters and clubs from grassroots level up to the Premiership. It follows on from our similar campaigns in both 2015 and 2016. It is digitally driven with local press support and it asks football

fans to join up to the Organ Donation Register (ODR). The campaign attempts to maximise sign up opportunities in a target area for NHSBT and to raise awareness.

5.10. Hillingdon Hospitals' fleet: We are working with Hillingdon Hospital to promote blood and organ donation to people living in North West London. Hillingdon Hospitals is using its fleet of courier vans to encourage people to sign up as organ donors *and* to give blood – the first such campaign across the country. The vehicle graphics are aimed at black and Asian potential donors. I officially launched the new initiative with Shane Degaris, CEO of The Hillingdon Hospitals NHS Foundation Trust.

5.11. Hothouse campaign: In March, we launched a campaign focussing on local transplant recipient stories in Manchester, Salford, Rotherham, Leicester, Derby, Burton and Nottingham. We are using social media advertising in all seven areas,



are running radio ads in Manchester and the East Midlands and out of home advertising in Manchester. The impact of this multi-media approach on attitudes towards organ donation, conversations about donation and registrations to the NHS Organ Donor Register will be evaluated following the end of the campaign.

5.12. Instagram takeover: A week long takeover of our Instagram account featured hospital and transplant recipients generating significant interest from hospitals and transplant recipients and individuals waiting achieving:

5.13. Organ Digital Performance

5.14. Overall traffic is up by 7.6% month on month, however conversions for sign ups is slightly down by 0.7% Comparing year on year, traffic is very slightly down by 1.91%, however conversions are higher due to a 3.06% increase in the conversion rate. Further work is being done to improve the conversion rate with further A/B testing being planned in March.

5.15. Internal engagement

5.16. Internal activity is focused on supporting our modernisation agenda. Work is being done on promoting the Desktop roll out, Core Systems Modernisation and ODT Hub. 50 'Change Champions' are being used to test messaging and communicate to teams on the ground. Progress on actions following the Your Voice survey is also being extensively promoted.

6. Performance and Management

- 6.1. Blood stocks remain steady with good stock cover in all major groups. We plan to continue with current collection levels set against declining demand to drive up stock on hand to minimise risks associated with the roll out of the CSM programme later in the year.
- 6.2. Sales in DTS continue to perform generally well. Therapeutic Apheresis Services, in partnership with Sandwell and West Birmingham NHS Trust, launched its new regional haemoglobinopathies and automated red cell exchange service for the West Midlands in March. This is a significant development for local patients, who previously had to travel to London to access this service.
- 6.3. In Tissue and Eye Services, the supply chain for corneas has strengthened markedly with a reduction in discards and an increase in donation rate. In March, stocks of corneas have regularly been well above 300. In one week, we issued a record 101 corneas for transplantation.
- 6.4. ODT is slightly below plan. However, we expect to finish the year with the highest ever number of donors and transplants.
- 6.5. Desktop roll out is on track with most of the network upgrades to main sites completed.
- 6.6. Momentum on the CSM programme has increased following a decision to move to smaller more frequent delivery of functional software, starting in June.
- 6.7. As part of the emergency response to the terrorist incident at the Houses of Parliament on 22nd March we delivered a small number of additional blood products to the trauma centres dealing with casualties. Our standard emergency response system worked well. We did not declare a major incident.

7. Activity in the next period

- Commence procurement of the manufacturing element of the CSM programme
- Complete most of the new desktop roll out
- Close accounts and carry out end of year activity
- Commence HeV testing of blood products