

Organ Donation Week 2017 Campaign Overview

Last year too many families did not agree to organ donation because they didn't know what their loved one wanted.

This Organ Donation Week we're reminding people that a few words can make an extraordinary difference.




The ambition

To highlight that organ donation is lifesaving, and that people shouldn't put off talking to their family about it because the role of the family is crucial to their decision being supported.

Through real stories, give people insight into what it is like to be faced with making a decision about organ donation within families, and that talking about donation to make that decision easier is straight forward.

Most people have not talked about organ donation with their friends or family. We want to change this. You don't know when or where your family might be approached about organ donation.



**A few
words can make
an extraordinary
difference**



#YesIDonate

The challenge

Right now, there are around 6,400 people waiting for an organ transplant and on average, 3 people die every day across the UK because not enough organs are being donated.

Although more than half a million people die each year across the UK, only around 1 in 100 die in circumstances where their organs can be donated, so we need to ensure that every potential donor who wants to donate is not prevented from doing so because they have not told their family.

More than 1/3 (34%) of patients waiting for a kidney are Black, Asian or Minority Ethnic, reflecting a need for kidney transplants in excess of that for white patients. 28% of kidney transplants last year were in BAME recipients. This demonstrates a gap between the need for transplants in these communities and those carried out.

Last year (2016/17) 89 families declined to donate despite knowing that their loved one was on the NHS Organ Donor Register.

Only 47% of families agree to donation going ahead if they are unaware of their loved one's decision to be a donor. This rises to almost 91% when the decision to be an organ donor is known.

We want to make sure that people are supported in their decision by their relative by encouraging them to express their decision to them now.

The campaign

A campaign has been developed to inspire people to talk about organ donation by reminding them that **a few words can make an extraordinary difference**. With a range of emotional films including one featuring a pair of young brothers who can have more hugs thanks to organ donation, we hope this year's campaign will make a difference and bring hope to all those on the transplant waiting list.

Timing

Organ Donation Week runs from Monday 4th to Sunday 10th September 2017.

Digital

We want to make talking about organ donation as easy as possible and a normal thing to do. We have developed a campaign [page](#) which provides information on how organ donation saves and transforms lives, and tips on how to talk about it. We have also developed a suite of digital assets to [download](#), and a range of films to show why it's so important to discuss your decision with your family.

Social media

There will be lots of activity throughout the week. We'll be sharing campaign assets and real life stories about donation and transplantation and how people have had conversations, including some moving videos we have created with donor families. In addition, we'll be publicising partner activity and sharing news stories that appear in the media during Organ Donation Week. We'll also be using paid social to promote our content and the need for having a chat across Facebook, Twitter and Instagram.



nhsorgandonor

PR

We'll be issuing an image and some compelling stats around missed opportunities for transplants, along with a press release which highlights the importance of having conversations about organ donation. We will be working with print, broadcast and online media across the country to encourage them to tell personal stories of donation and transplantation and demonstrate how organ donors transform lives. We are encouraging hospitals (via our specialist nurses) to promote organ donation in the local media and have prepared a template press release to assist them with this.

Events

Our specialist nurses will be running events throughout Organ Donation Week and beyond, to help raise awareness and provide information to people about organ donation. We will be running a Parliamentary event in partnership with Kidney Care UK to promote the importance of organ donation to MPs.



How can individuals support the campaign?

We're encouraging families to start a discussion about what they would do if one of them needed a transplant. By talking about an organ donation story, we hope people will realise that having a chat about what they want is easier than it might seem.

Individuals can help inspire people by sharing stories, posting on their social media pages, commenting on and sharing our campaign content and chatting about organ donation with their own families.

Take the subject into work and have a chat, visit the campaign page on our website, and start talking about donation now.

organdonation.nhs.uk/talk

How can you support the campaign?

There are several ways you can help including:

- Following our social media channels and sharing content
- Using the [toolkit](#) we have developed as part of the campaign
- Linking your digital channels to our website organdonation.nhs.uk/talk
- Encouraging colleagues within your workplace to chat about organ donation and take the conversation home
- Helping to maximise media noise by contacting the press in your area or by letting us know about any national activities you are doing – the NHS Blood and Transplant press team can provide you with stats and messages to ensure consistency
- Increasing the visibility of content by sharing your activity to our Facebook wall using [#YesIDonate](#).

For further information about the campaign, contact caroline.rodaway@nhsbt.nhs.uk

For questions about working with the media, contact pressoffice@nhsbt.nhs.uk or call 01923 367 600.

