

Like Life

Organ Donation Marketing and Campaigns Bulletin

10th Edition – October 2017

Introduction

Welcome to our post-Organ Donation Week special edition of Like Life.

We hope, like us, you enjoyed the week and got involved. We have thoroughly enjoyed seeing the photos of your events, reading and watching your news and hearing about conversations taking place all over the country in support of organ donation. Thank you for all your hard work in making this year's campaign another success!

This edition of the bulletin is dedicated to Organ Donation Week activities. We will be sharing news from our colleagues, supporters, local partners and media outlets to show some of the brilliant collaborative work that took place to get people talking about donation and signing up to the Organ Donor Register.

If you have pictures to share from your events, but have not done so yet, don't worry. We are always keen to hear your news for future editions so please send your stories to marketing.comms@nhsbt.nhs.uk.

Thank you once again!

The Marketing and Campaigns team, NHS Blood and Transplant

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Letter from Anthony Clarkson

Dear Colleagues,

I am delighted to have been given this opportunity to look back upon a highly successful and impactful Organ Donation Week 2017.

Whilst we all work hard throughout the year to promote the benefits of organ donation it remains the case that Organ Donation Week is our stellar opportunity to obtain press coverage and local engagement to help get the donation message out there to our fellow citizens. I am constantly surprised and energised by the innovation, enthusiasm and dedication with which the entire organ donation and transplant community engages with Organ Donation Week, and 2017 has been no exception.

Some wonderful planning for ODW this year saw pink fire engines, countless hospitals turning pink, dancing nurses and numerous stands and events lighting up the week across the regions. On a national level we were supported in our messaging by inspirational stories from donor families and recipients and those for whom the wait for an organ transplant goes on. I know that these powerful stories helped us reach out and persuade more people to join the Organ Donor Register and have their own donation conversation with their loved ones. In doing so we have bought hope to all those waiting for their lives to be saved by a transplant.

I was proud to undertake some media work to support ODW and know from this experience that the interest in, and support for organ donation remains strong across the length and breadth of the UK. Please take a moment to reflect on your hard work in ODW and to feel justifiably proud of your efforts. I know that, reinvigorated by this week, we will continue to work in partnership to support organ donation and ensure everyone understands the benefits to both donor families and recipients of saying "Yes" to organ donation.

With best wishes and my sincere thanks for your ongoing support

Anthony J. Clarkson
Assistant Director: Organ Donation and Nursing



Campaign Overview

During the week we saw a tremendous amount of media coverage, social media activity and support on the ground at events.

Our key campaign asset was titled "Hugs", a video showcasing two brothers, Louie and Freddie. It focuses on the joy Louie feels at having his younger brother Freddie around, since he has had a liver and heart valve transplant. The film can still be viewed [here](#) and we encourage you to continue to share this on your social media channels and to show it at your local events to emotionally engage people with organ donation.

Over the course of the campaign many celebrity influencers shared our posts, including well known vlogger Zoella. Zoella has an audience of over 10 million so her support was a great way to get the organ donation message out there. Other key influencers include Anton du Beke, Matt Le Tissier and Alan Shearer.

Organ donation in the media

This year's campaign provoked a huge response from the media. Our initial media story focused on the 177 families who decided not to donate their relative's organs in 2016-17 as they didn't know what their relative wanted. This equated to around 460 missed transplant opportunities. The story was covered by ITV, Channel 5, The Sun, The Mirror, The Telegraph and The Times in addition to countless regional media outlets.

Coverage continued on Tuesday 5th September with a Press Association story on children and heart transplants, featuring stats and a quote from us. There were also pieces featured on The Wright Stuff and The One Show on organ donation.

Local media coverage through the week was strong covering our local releases featuring the number of people who'd died waiting for a transplant over the last 10 years, plus coverage of local campaigns and case studies.

Possibly the most successful media piece occurred on Friday 8th where our story about Jemima Layzell (pictured) was covered by every major news outlet, most notably front page of BBC news website, ITV, BBC, Sky, and BBC Radio stations including The Jeremy Vine show on Radio 2.

Thank you to all who were involved in supporting the media coverage during the week, whether providing quotes or real-life stories for press releases, or sharing these with local media, your support is greatly valued and contributed to a successful year in terms of media coverage.



Your Photos

Thank you for all the photos of your events sent in. Here is a small selection of the brilliant activity that took place across the country during the week. Unfortunately we are unable to include every photo but we're really grateful to everyone who shared their images with us.





Parliamentary Event

NHS Blood and Transplant and Kidney Care UK brought MPs, patients and donor families together to celebrate Organ Donation Week.

On Wednesday 6 September, more than sixty MPs came to meet those whose lives had been touched by organ donation. From families who had made the decision to donate a loved one's organs to patients who have received the precious gift of life, they got the chance to share their story.

The MPs had also come to voice their support for Organ Donation Week, as we encouraged people across the UK to talk about organ donation with their relatives and their friends. MPs, charities and all supporters of organ donation play a crucial role in our campaigns.



Picture (Left-right): Lisa Burnapp (Lead Nurse Living Donation), Cat Smith MP (MP for Lancaster and Fleetwood) and Jan Shorrock (Give a Kidney).

Rooftop Cinema

We were delighted to have the opportunity to showcase our film “Hugs” at Rooftop Cinema screenings during the week, across their four London sites in Shoreditch, Peckham, Stratford & Kensington.



Partnerships

During the campaign, we were supported by a wide variety of partners including British Airways who carried out two health promotion events at their head offices in Waterside, near Heathrow Airport. This included poster and leaflet distribution throughout communal areas and in a number of airport terminals.

More than 50 partners supported the campaign in various ways, such as by sharing social media posts, including messages in colleague newsletters and holding promotional events.

We would like to say a very big thank you to all partners who supported the campaign. They provide us with a vital increase in visibility and exposure.

ACLT's member Lawrence becomes living donor

Lawrence Donaldson became a living donor shortly after Organ Donation Week, donating a kidney to his two-year-old son, Mason (both pictured). Due to the timing of the donation, it helped promote both Organ Donation Week, and the Black Lives Do Matter: Changing attitudes about living organ donation within the black community project. We wish both Lawrence and Mason well in their recovery.



Team Margot enter The Great River Race to raise awareness of donation

Charity "Team Margot" supported the campaign by blogging and sharing posts. In addition the team took part in the Great River Race 2017 on 9th September to further raise awareness. Well done to all the team for your efforts!



NBTA support Organ Donation Week

Members of the National BAME Transplant Alliance (NBTA) took part in a 10 mile walk over Snowdon on the 2nd and 3rd September. Ambassadors from South Asian Health Action (SAHA) took part in the Snowdon Walk by Inspired Fit Transplanters (SWIFT) to raise awareness of organ donation, diabetes and kidney disease. Well done to all involved in this challenge!

Kirit Mistry, Chair of SAHA has developed a successful partnership with clinical colleagues in the north of England; Ajay Kumar Sharma, Consultant Surgeon at Royal Liverpool University Hospital, Dr Sunil Daga, Consultant Nephrologist and Renal Transplant Physician at Leeds Teaching Hospital and Ken Jones, Secretary Bangor Kidney Patients Association and will continue to support SWIFT next year with the walk planned for 2nd September 2018.



Fire Engine Wrap

An eye-catching fire engine was wrapped in Yes I Donate branding in time for Organ Donation Week following a partnership between Hull and East Yorkshire Hospitals NHS Trust and Humberside Fire and Rescue.

The fire engine was launched on the 6th September at an event in Hull City Centre, where the fire crew wore Yes I Donate t-shirts and the fire service supported the campaign in the media and on social channels. An operation donation event was also held at the KCOM stadium in Hull on the 8th and 9th September.



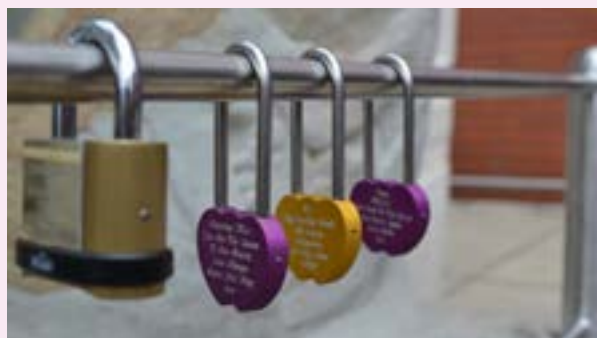
Memorial Service

On Thursday 7th September, Mid Yorkshire Hospitals NHS Trust held a memorial service to mark Organ Donation Week. The service was led by Revd. Gladys Mudada and Chairman Jules Preston, from the Trust.

It took place by the 'Tree of Life' memorial sculpture outside Trust HQ, donated by local sculptor Stephen Hines. Stephen suffered a major stroke in 2006 and was treated at the hospital, eventually making a full recovery.

When he had his stroke Stephen thought that his life had ended; and he could see no future. After a very long period of care and treatment he wanted to give something back which would help the Trust.

In all his works he represents what he calls the triangle of the brain, the heart and the hands. The triangle can often be broken requiring a new link, hence the role of organ donation. Stephen hopes that the presence of the sculpture would encourage other people to think about using their death to give others a second chance of life – something he had, thanks to the care he received.



The service was attended by the families and loved ones of those who have donated organs after their death. They were invited to place inscribed padlocks around the memorial and light a candle of remembrance.



*Trust Chairman
Jules Preston at the
memorial service*

Northern Ireland

This year proved to be the most active year yet in support of Organ Donation Week with engagement across Northern Ireland from the five Trusts and several Councils to raise awareness of organ donation.

In advance of the week, The Causeway Coast and Glens Council worked with the Northern Trust to support a stand at the Auld Lammas Fair in Ballycastle on the 29th and 30th August. The Fair attracted an estimated 200,000 visitors.

Belfast City Council also supported the Belfast Trust by lighting up the City Hall (pictured) on Tuesday 5th September to highlight organ donation. The Lord Mayor Nuala McAllister and Dame Mary Peters also attended the launch of Organ Donation Week in the Royal Victoria Hospital both proudly wearing campaign T shirts.



*Belfast City Hall: (Left-right)
CLOD Dominic Trainor, SNOD Sarah Hawkins,
SNOD Niamh O'Donnell, RM Monica Hackett,
Ms Holly Hawkins.*

The Donation Games must go on!

They came, they got drenched but they carried on regardless in the first ever Salford Donation Games at Salford Quays during Organ Donation Week. Everyone had a fantastic time bouncing around on the various inflatable obstacles laid out on the Piazza at Media City!



There were a series of fun challenges, including a Reaction Zone, a spinner that swept you off your feet if you mistimed a jump and an assault course which 46 teams took on, including members of the Wigan Warriors rugby league squad. There was also the opportunity for people to test their surgical skills on Operation Donation and to register as an organ donor.

The inaugural event was organised and hosted by the Organ Donation team at Salford Royal Hospital, including Clinical Lead Chris Booth and Specialist Nurse's Raynie Carson, Lian Vaughan and Kathy Alletson.

The Games were covered by Key 103 radio station, Unity Radio and BBC North West news. Raynie and the team are planning an even bigger event next year. Since the wet weather did not stop enjoyment this year they may even consider a water challenge in the Quays!

Lift wraps raising awareness of organ donation

The Heart of England Hospital and Western Sussex Trust both installed promotional lift wraps during Organ Donation Week, helping to give the organ donation message a much-needed lift!

Funding for the lift wraps are available to all level one and two hospitals, with NHSBT providing artwork and support to level three and four trusts.

For more information please contact marketing.comms@nhsbt.nhs.uk and give your lifts an organ donation themed makeover!



Newly installed lift wraps at Yeovil Hospital.

Teaching resources

Just a reminder that our updated teaching resources are now available to download free from the [Promoting Donation Hub](#) to educate 11-16 year olds (Key stage 3 and 4 students) about organ and tissue donation. The resources consist of three lesson plans and a condensed summary lesson, each linking to the Personal, Social and Health Education (PSHE) and Science elements of the National Curriculum.

The resources were launched shortly before Organ Donation Week and were promoted as part of the campaign.

We believe education has a vital role to play in addressing people's concerns about organ and tissue donation. Packed with interactive videos of real life stories and take-home fact sheets, we hope these resources will not only give young people the facts about organ and tissue donation, but also empower them to openly discuss the subject with their family and friends.

We have also worked with our colleagues in Wales to produce a Welsh version of the condensed lesson summary to reflect the soft-opt out/deemed consent organ and tissue donation system in Wales which are available to download [here](#).

We need your help to encourage schools to use these resources on organ and tissue donation. We have produced a [template letter](#), which you can adapt to send to schools in your area or education leads in your local council to encourage teachers to incorporate the resources in their lesson planning.

As always, if you have any ideas or contacts with schools to help promote the teaching resources more widely please get in touch with us via marketing.comms@nhsbt.nhs.uk.



We would like to say a very big **THANK YOU** to everyone who got involved in Organ Donation Week this year. It was amazing to see the level of effort, creativity and support that people went to for the campaign. We hope this special edition of Like Life has shown a small sample of some of the possibilities for promoting organ donation, and provided some inspiration for future campaigns.

We will shortly be announcing the date for Organ Donation Week 2018... watch this space!

Complete our ODW survey

We have put together the following short [survey](#) and encourage everyone to complete this to help us identify how we can make future campaigns even better. The survey should take no longer than 5 minutes to complete.

Get in touch and who's who:

Please get in touch with us to let us know about any activity that is taking place in your area. Any information received from you, or the Communications leads in your hospitals will help us work more closely together and share the great work that is being done to promote organ donation.

For further information relating to this bulletin or if you have anything to contribute to the next bulletin please contact marketing.comms@nhsbt.nhs.uk.

The members of the national Organ Donation Campaigns team are listed below.



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