

NHSBT Board
September 28 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 Activity Since Last Board Meeting

4.1. External

The Government's announcement of the changes to blood donor criteria, related to risk behaviours, received positive coverage in the media. NHSBT supported the Department of Health and worked closely with the Terrence Higgins Trust, National Aids Trust and Stonewall ahead of the announcement.

4.2. Internal

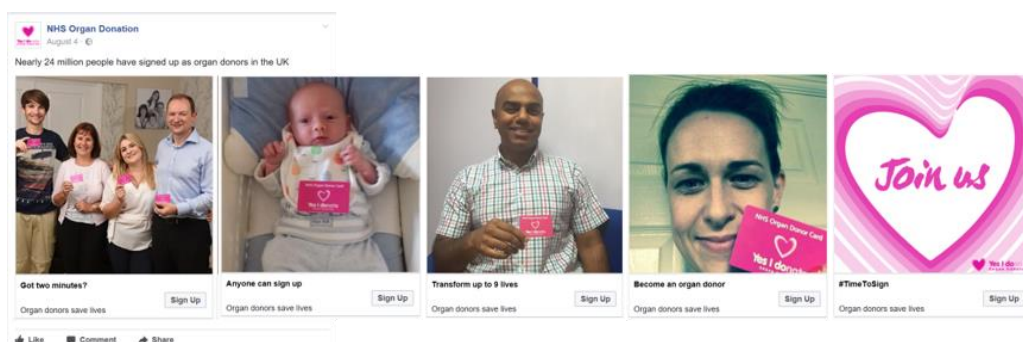
During Organ Donation Week colleagues were encouraged to get behind the campaign by sharing their personal stories of people who had benefitted from an organ transplant. Colleagues are also being encouraged to support our charity partner, Bloodwise, during Blood Cancer Awareness Month by holding a special week of 'Bake for Bloodwise' (18 – 24 September).

After 46 years, our centre in Newcastle has ceased manufacturing blood and blood products. Manufacturing activity will also cease in Sheffield in early September after over 50 years. These changes come as part of Supply Chain Modernisation, a project launched in 2015 to move Manufacturing activity to our centre in Manchester which has undergone extensive refurbishment and will be taking on the additional work. Despite this extremely unsettling period, affected colleagues have maintained high standards of work and remained professional throughout the process. I would like to personally thank colleagues in both sites for their hard work and commitment.

5. Promoting Donation

- 5.1. **Blood donation** - During July and August, we have maintained a high level of new donor registrations following a strong June; achieving 16% more cumulatively from April – August compared to the same period in 2016. In addition, since National Blood Week and the launch of the urgent appeal for at least 40,000 black donors we have registered 2.5 times more than the same period in 2016, with 6,500 registered new black donors since April. We now have a fantastic opportunity to convert as many of these as possible into donors, particularly at static donor centres and where enrolees are black. This is being achieved in some areas through additional special 'regular sessions', particularly around London. Platelet recruitment has continued to be strong; meeting a stretch target and recruiting 43 new A negative donors over target
- 5.2. During August, a campaign was launched to get black churches behind blood donation, encouraging them to involve their congregation in blood donation. The grassroots activity involves a variety of initiatives for the church including recruitment events, promotional materials, blood donation sessions at the church, PR and church communication networks. An external PR launch took place in early September with a 'Prayer Sunday', involving a lead pastor from a church backing the campaign along with Faith Childs (a gospel / Christian musician).
- 5.3. In addition, we have approached churches, health professional, gospel choirs and others to get involved in the forthcoming MOBO / 'sickle cell choir' campaign. The campaign will be launched in late October and will include the choir appearing at the MOBOs, profiling the need for new blood donors. The intention is to get influencers, music labels and organisations behind the campaign, releasing the choir's song and delivering a series of spikes in interest, and new donor registrations, up until Christmas.

5.4. Organ donation

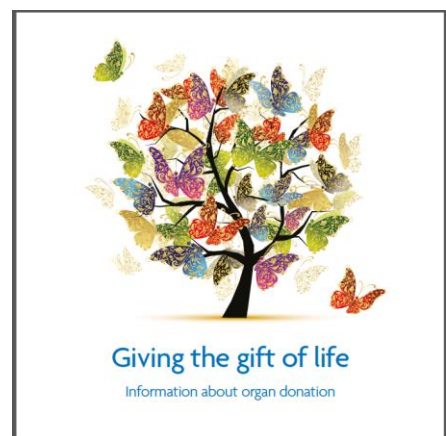


A social media advertising campaign to encourage people to sign up to the NHS Organ Donor Register ran between June and August. The creative alternated between static and carousel format brand and real people adverts.

- 5.5 Our teaching resources to help schools across the country to engage 11-16 year olds on organ and tissue donation have been re-launched. <http://www.nhsbt.nhs.uk/teaching-resources>.

Originally launched two years ago, the resources have received positive feedback from schools, and to date have achieved over 10,000 downloads from the NHSBT website page and YouTube channel (combined). The resource now includes more explicit messaging about the importance of discussing organ and tissue donation and provides a clear call to action to ask young people to go home and discuss organ and tissue donation with their families. The resources include videos recorded with donor families and transplant patients, and take home fact sheets to facilitate conversations at home.

- 5.6 NHSBT has worked with a number of hospitals across England, Wales and Northern Ireland to install organ donor stories on the walls close to critical care units, brand lifts in hospitals with the organ donation 'Yes I Donate' branding, and to provide a book to ITU units to make available in family waiting areas 'Giving the Gift of Life'. This initiative will help normalise organ donation and ensure that organ donation is in a family's consciousness prior to being approached about donation.



5.7 **Organ Donation Week:**

NHSBT worked with campaigners, charities, influencers, stakeholders and organisations to promote the need for families to *talk about donation* during Organ Donation Week (4-10 September). The main campaign video promoted across social media was a video of two brothers. Older brother Louie talked about how much he loves spending time with his younger brother Freddie and how a 'very nice man' saved his brother's life when he needed a liver. The story of Jemima Layzell's organs going onto save 8 lives saw extensive coverage. During the week, hundreds of stories appeared in the media about organ donation and thousands of people shared their organ donation wishes on social media.



During the campaign week we hosted an event in the House of Commons in conjunction with Kidney Care UK. It was supported by 67 MPs, transplant recipients and donor families. We were pleased that the Minister, Jackie Doyle-Price MP was able to attend to give a speech on the importance of families talking about organ donation. We are still in the process of evaluating the campaign's impact. Early signs are that it

was a success, with twice as many people signing up online as a donor during Organ Donor Week compared to during last year's Organ Donation Week.

- 5.8 **Promoting donation hub:** A Promoting Donation Hub has been launched on the NHSBT website to make it easier for campaigners to access materials, assets and guidance to promote blood and organ donation. <https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/> .We will be continually evolving the site and evaluating its use.

6. Performance and Management

- 6.1. Blood stock levels have come down to more appropriate levels overall, but stock mix remains a focus with high levels of A neg and a requirement for continuing to focus on O neg and Ro. Continued upward demand for Ro (which cannot be satisfied despite increasing numbers of black donors) is placing pressure on O neg supplies.
- 6.2. Organ donation remains slightly behind plan overall. The strategy of aiming to reduce missed opportunities is continuing.
- 6.3. DTS performance is good YTD.
- 6.4. The ODT Hub is expected to formally go live on 25th September. The CSM is about to go live after a number of delays due to poor performance of technology, under load, during final testing. At this stage this does not threaten delivery dates in 2018 – full details are in a separate report on the agenda.

7. Activity in the next period

- 7.1. The Government announced an Inquiry in the tainted blood products events of the 1970/80s with a consultation initially due to close in August. The consultation now runs until 18th October . During the coming weeks we expect the leadership and terms of reference to be made clear and will be able to establish the degree to which we will be involved.
- 7.2. Political discussion and media interest in 'opt-out' in relation to organ donation in England is expected to intensify. There is a possibility that the Government may launch its own consultation on the issue. A Private Members Bill being brought by Geoffrey Robinson MP is expected to have a second reading on 23 February 2018
- 7.3. Briefing has been provided to the Minister regarding options for a BAME organ donation campaign, a proposal which featured in the Conservative Manifesto ahead of the General Election. Discussions with the Minister have been positive. The direction of travel was approved and a submission with timelines will be made to the Minister in early October working closely with Department of Health.

- 7.4. The Government has extended its consultation on the scope of a Public Inquiry into infected blood and blood products used by the NHS prior to 1991. The consultation now runs until 18th October. During the coming weeks we expect the leadership and terms of reference to be made clear and will be able to establish the degree to which we will be involved. There is a potential that NHSBT's reputation and confidence in the blood supply could be compromised by association with the Inquiry and handling plans are being prepared.
- 7.5. The NHS celebrates its 70th Birthday in July 2018. NHSBT is involved in the planning for celebratory events – and increasing blood and organ donation has been identified as one of the legacy objectives.

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