

**NHSBT Board**  
November 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. Internal Communications Activity**

We held our internal awards ceremony on 14 November celebrating employee success, excellence and improvement across the organisation.

**5. Promoting Donation**

**5.1. Promoting giving the gift of sight**

We launched our campaign to promote donating the gift of sight On World Sight Day on 12 October, encouraging people to commit to cornea donation when registering as donors, making their decision clear to their families. Extensive media coverage resulted in website traffic increasing by 10% compared to the previous month.

**5.2. Organ donation on TV**

Both Holby City and Hollyoaks recently ran storylines raising the profile of organ donation among their large peak time TV audiences and online communities. The Hollyoaks story featured young Asian characters donating and receiving organs. Collaboration with the producers during the programmes' broadcasts enabled NHSBT to participate in high levels of social media activity.

**5.3. Interfaith Week 12-19 November**

One in 50 adults in England surveyed by NHS Blood and Transplant said that they thought organ donation was against their culture, religion or faith. This increases to one in 10 people surveyed from black or Asian communities. This was picked up in The Voice and Keep The Faith. Education content was

posted on our social media channels throughout the week. New videos about Islam and organ donation were added to the organ donation website and shared with stakeholders. A section of the Promoting Donation Hub is dedicated to faith content to make it easier for people to access materials relating to faith and blood and organ donation.

#### **5.4. Team Margot partnership**

We worked with Team Margot to develop a new education programme aimed at young children for use in primary schools. The Giving to Help Others programme has been designed for school children aged 5-11 to introduce them to the various forms of life-saving donation and I spoke at the launch at City Hall on Monday 30 October.

#### **5.5. Da Bangg: The Tour**

We were the 'good will' partner for the 'Da Bangg: The Tour' to promote organ donation. Our branding appeared on billboards at the two-day concert held in O2 London and Arena Birmingham featuring Bollywood stars and we ran a ticket competition on social media channels.

#### **5.6. Black church engagement**

During September, NHSBT launched an appeal for black Christian churches across England to encourage their congregation to give blood. Launched on 10 September with Prayer Sunday, churches across the country prayed for more black people to start saving lives through blood donation. To date, we have 55 churches involved in the campaign and growing.

#### **5.7. University engagement**

During September and October, we targeted University Fresher's Fayres where there is a high black student population or where the university is located near to a donor centre. We ran a 'wheel of biscuits' and highlighted the benefits of giving blood.

#### **5.8. Social Media Performance**

On November 7<sup>th</sup>, a twitter thread was shared to raise awareness on sickle cell disease and educate social users about the need for Ro donors and why it's so important for black people to give blood. The thread generated 3.58 million impressions and over 200 new followers. Between 7-9 November there was a 188% uplift in black people registering and an increase in appointments booked of 148%.

## 5.9. Digital

### **Blood.co.uk**

In October unique visitors to the site grew by 12% compared to the same period last year, with a 13.8% increase in new donor conversions and a 13% increase in appointments. The increase in new donor registrations has been driven by growth across all channels, with the biggest increase coming from paid social.

### **Organdonation.nhs.uk**

During October traffic to the site grew by 9.9% compared to the same period last year, with a 14% increase in sign ups from 551,852 to 629,196. As expected due to the Prime Minister's announcement in September about a move to opt out for organ donation we have seen an increase in the amount of people opting out, up 58% on the previous month.

## **6. Performance and Management**

- 6.1. Blood stock levels have remained at good operational levels with delivery to business plan being achieved more consistently, Stock mix remains a focus with overly high levels of A neg (as a result of demand for pooled platelets) and a requirement for continued focus on O neg and Ro. O neg levels are adequate at present as a result of significant work and maintaining high donation frequency. Continued upward demand for Ro (which cannot be satisfied despite increasing numbers of black donors) is placing pressure on O neg supplies.
- 6.2. Blood demand from hospitals is declining faster than business plan. Demand for platelets is flat overall.
- 6.3. Detailed review work has led to a number of new areas of activity and insight which are covered in detail elsewhere in the agenda. Current demand combined with expected changes in donation frequency which will be needed as a result of the Interval trial, will lead to us needing a 'more donors, less often' approach.
- 6.4. Organ donation remains slightly behind plan overall but seems to be catching up. The strategy of aiming to reduce missed opportunities is continuing to be successful. The consent rate for black and Asian families has fallen in the most recent reported month, after two months of strong performance.
- 6.5. DTS performance year to date continues to track well, with TAS in particular showing strong growth.
- 6.6. In the last few months (May-Nov) we have had a high number of regulatory and accreditation inspections from HTA, MHRA and UKAS. We have received seven Major non-compliances from the

MHRA; at Manchester (one in May and one in November), Plymouth (1), Colindale (3) and Filton (1), which have all been reported to the GAC (except the latest one in Manchester in November). The main trend within the non-compliances is the volume of overdue items within the Quality Management System, e.g. incidents, change controls, etc. The Executive Team have agreed to provide renewed focus on this area with monthly reporting and significant action by Directorate management teams in an attempt to resolve the issues as soon as possible.

- 6.7. All other regulatory inspections have gone extremely well with no Major issues being raised by the HTA. The UKAS inspections of our RCI, H&I, NBL and NTMRL laboratories have all gone extremely well with all laboratories retaining their accreditation.
- 6.8. The ODT Hub went live on 25<sup>th</sup> September and work on other pathways continues to plan. The CSM system first release is expected to be used operationally w/c 27<sup>th</sup> November, with the second release tracking for delivery in Mid-December – full details of progress on design and planning are in a separate report on the agenda.
- 6.9. The new donor deferral guidelines expanding the number of people who can give blood went live w/c 27<sup>th</sup> November. A small number of operational changes such as detail on the Donor Health Check forms will not be ready until January but training has been delivered to ensure this should not prevent donation.

## **7. Activity in the next period**

- 7.1. The consultation to shape the Inquiry into tainted blood products from the 1970/80's closed on 18<sup>th</sup> October. The Cabinet Office have taken over leadership of the setting up of work. We have offered whatever help is necessary, but know little more at this stage.
- 7.2. The government have announced an intention to proceed with opt out for organ donation and are currently planning a consultation which we expect will launch shortly. We are supporting the Department of Health team running the consultation. Our formal position will be to welcome and promote the consultation. A Private Members Bill being brought by Geoffrey Robinson MP is expected to have a second reading on 23 February 2018, albeit the consultation will probably still be open at that point.