

Words Save Lives. London 2017 Campaign Overview

Words save lives. We need to get London talking about organ donation to help prevent a deadly shortage of donors.

Almost half of all opportunities for organ donation are declined in London, often because families don't know what their relative wanted.

We want to increase awareness of organ donation in London, giving people the information they need to make an informed decision about donation.



The challenge

One in five people waiting for a transplant live in our capital city, with over 60% of those being from a black, Asian or minority ethnic background. On average, patients from black and Asian communities will wait six months longer for a kidney transplant than a white patient, due to the lack of suitable organs. Organs from people from the same ethnic background are more likely to be a close match and give the best chance of a positive outcome.

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 every donor is precious.

A reluctance to talk about organ donation is contributing to a deadly shortage of organs and leaving families to make a difficult decision when someone they love dies.

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

We want to get London talking about organ donation.

The campaign

'Words Saves Lives' aims to inspire people in London to talk about organ donation and to learn more about it.

With a range of films, including 'Waiting for the Call', which shows the hope and relief an organ donor can bring to a family's torment, we want this campaign to encourage more London residents to join the NHS Organ Donor Register and, most importantly, to share their decision with those closest to them, to bring hope to all those on the transplant waiting list.



Timing

The campaign starts on 8th January 2018. The media advertising runs until 31st January 2018 though we will continue promoting the campaign beyond this date.

Digital

We want to make talking about organ donation as easy as possible and a normal thing to do. We have developed a webpage 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, which highlight how it feels to be waiting for a transplant, the extraordinary difference organ donors make and the comfort organ donation can bring to grieving families.

Social media

There will be lots of activity throughout the campaign. We'll be sharing campaign assets, myth busting content and showing the moving, emotive videos we have created with donor families, transplant recipients and people waiting for an organ.

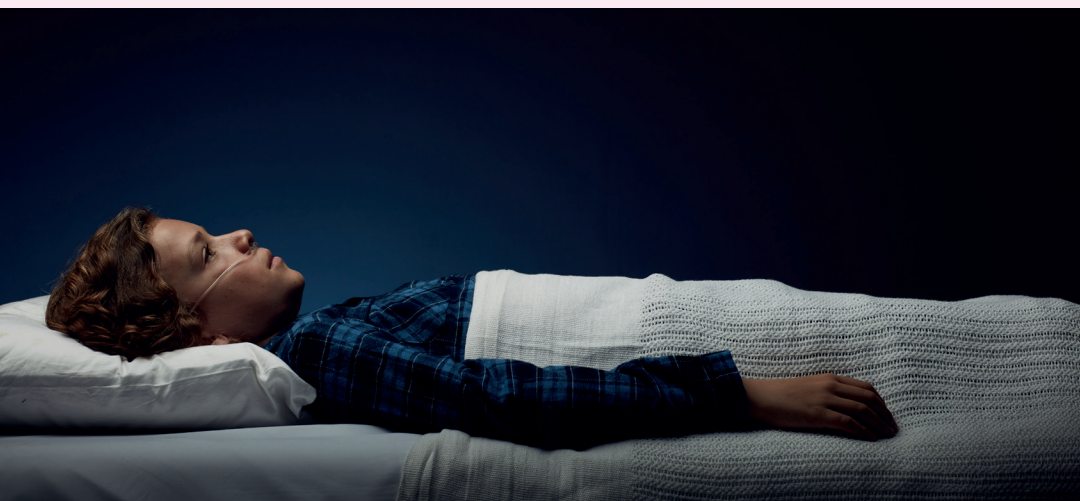
We'll also be using paid social to promote our content and the need for having a chat across Facebook, Twitter and Instagram.



PR

We'll be working with print, broadcast and online media in London to gain coverage for the real-life stories of local people that are either waiting for a transplant or have benefitted from a transplant. We'll also share some compelling statistics, designed to encourage people to learn more about organ donation and to prompt conversations about it.

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.



How can individuals support the campaign?

It is important that more people in London share their donation decision with their family. Many people do not understand why they need to share their donation decision with their family but the family's support is needed for organ donation to go ahead.

You could help someone waiting for that vital call, by joining the NHS Organ Donor Register and by talking about it with your family.

People can help inspire others by sharing stories, posting on their social media pages, commenting on and sharing our campaign content.

Visit the campaign page on our website, and start talking about donation now:

<https://www.organdonation.nhs.uk/news-and-campaigns/words-save-lives/>

Campaign content can be downloaded from:

<https://www.nhsbt.nhs.uk/get-involved/promoting-donation-hub/download-digital-materials/words-save-lives/>

For further information about the campaign, contact Holly Mason, Marketing and Campaigns Manager

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