

**Mae'n bryd trafod eich penderfyniad**  
**Make time to talk about your decision**



## **Organ Donation and Transplantation Wales - E-Bulletin 51: November 2017**

Welcome to issue 51 of our Organ Donation and Transplantation e-bulletin.

You can contact the team at any time via email: [organ.donation@gov.wales](mailto:organ.donation@gov.wales).

Best wishes,

**The Organ Donation Team**

### **Our new campaign: Talk about organ donation or someone else may speak for you**

In 2016-17, the first financial year since the deemed consent system was introduced, there were 21 cases where families have either overridden their relatives' decision on the organ donor register, or not supported deemed consent.

To address this, our new campaign has widened its focus to communicate the role of the family and why it is important for families to be aware of an organ donation decision.

The campaign, including TV, radio and digital adverts, encourages people to talk about their organ donation decision. It launched on 1 November during one of the Coronation Street advert breaks.

If you haven't seen the new TV advert yet, you can see them here:

YouTube:

- English: <https://www.youtube.com/watch?v=iXPknPeUQMc>
- Welsh: <https://www.youtube.com/watch?v=dT6Z0ipNVIY>

We also have versions with on screen captions on Facebook – please share them if you can.

English:

<https://www.facebook.com/OrganDonationWales/videos/1510537052371996/>

Welsh: <https://www.facebook.com/OrganDonationWales/videos/1510636195695415/>

The campaign will be running until mid December.

It would be great if you can support the campaign by sharing our Facebook or Twitter posts or in any way you can.

## Organ Donation Week

Did you see any of Organ Donation Week activities? We:

- Ran 8 employer roadshows
- Issued national and local press releases
- Partnered with “I Loves the Diff” to produce exclusive “Taffywood” posters and beer mats that were distributed via over 300 rugby clubs and over 200 leisure outlets
- Promoted stories on Instagram – these included the “I Loves the Diff” designs and one featured Iwan Rheon who played Ramsey Bolton in the Game Of Thrones.

## Gallery





## Summary of results

As a result of this activity we achieved:

- 8 roadshows across Wales with detailed conversations with over 500 people
- 16 minutes of broadcast coverage
- 14 online and 12 print articles
- Potential reach of 150,000 with the I Loves the Diff beermats and posters
- Over 205,000 reach on the Instagram stories resulting in over 2,600 clicks to our website
- 31% increase in the number of visits to our website.

### **Last chance to book your place: Towards 2020 Organ Donation and Transplantation Conference**

There are a few remaining places available at our conference which is happening on 1 December 2017 at the All Nations Centre, Cardiff, CF14 3NY.

The theme for the “Towards 2020” Conference is evaluation of the Human Transplantation (Wales) Act. This will include the impact evaluation report commissioned by Welsh Government, the qualitative research study by Bangor University on family attitudes, actions, decisions and experiences following implementation of deemed consent and the Human Transplantation Act (Wales) 2013 and NHS Blood and Transplant monitoring impact of deemed consent.

Please e-mail us at [organ.donation@gov.wales](mailto:organ.donation@gov.wales) to book your place **by 27 November**.

### **Black, Asian and Minority Ethnic (BAME)**

We will be revisiting our approach to our BAME community engagement work in the new year.

If you have any recent case studies, research or contacts that you can share with us, please email us at [organ.donation@gov.wales](mailto:organ.donation@gov.wales).

### **Keep us up to date**

We are always looking for relevant and engaging content for our Facebook page and Twitter.

So if you have any social media posts, events, publications or press stories coming up that you would like us to support and share, get in touch. You can see our social media channels at:

- Facebook: [www.facebook.com/OrganDonationWales](https://www.facebook.com/OrganDonationWales)
- Twitter: [www.twitter.com/OrgDonationCYM](https://www.twitter.com/OrgDonationCYM).

Likewise, if you have something that you would like to be included in our e-bulletin, please let us know.

Contact us: [organ.donation@gov.wales](mailto:organ.donation@gov.wales)