

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



Organ Donation and Transplantation Wales - E-Bulletin 52: March 2018

Welcome to issue 52 of our Organ Donation and Transplantation e-bulletin.

You can contact the team at any time via email: organ.donation@gov.wales.

Best wishes,

The Organ Donation Team

Recent activities and events

Organ Donation Wales Schools Pack - now available!

We have worked with NHS Blood and Transplant to create a schools pack for key stage 3 & 4 students to inform them about organ donation and encourage them to discuss the subject. The pack:

- describes how organ donation saves and improves lives
- explains some of the reasons why people decide to become organ and tissue donors
- helps students understand why it is important to join the NHS Organ Donor Register
- helps students understand how to talk to people about organ and tissue donation
- explains the options about donating they must consider under the system in Wales
- helps understand the decision to donate is their own, and the importance of sharing that decision.

The pack contains a lesson plan, activities, 2 short case study films and guidance for teachers. The pack is available on the Organ Donation Wales website.

English language schools pack: <http://organdonationwales.org/resources-section/schools-pack?lang=en>

Welsh language schools pack: <http://organdonationwales.org/resources-section/schools-pack?lang=cy>

We would like to encourage anyone who uses the pack to complete [our short survey](#) so that we can continue to develop and improve the pack.

The FAB Gift of Life

On March 1st, Anna-Louise Bates and Believe launched a short film called “The FAB Gift of Life”.

The short film shows an animated 'Fraser Bear' - the nickname Anna-Louise and Stuart had given to their son - explaining how his organs have gone on to save the lives of four people.

The aim is for The FAB Gift of Life to be used as a teaching resource in primary schools in Wales, to get young children and their families talking about organ donation.

The film can be seen on YouTube here:

English version: <https://www.youtube.com/watch?v=yGh1Tb1NQZA>

Welsh version: <https://www.youtube.com/watch?v=rKkoAmkMAAw>

Our November/ December 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 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 and ran until the end of December.

If you didn't see the TV advert, you can see them here:

YouTube:

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

The advertising burst resulted in:

- An increase of around 170% in both visits and visitors to the Organ Donation Wales website (compared to the previous period)
- Over 12,000 clicks from our online and social advertising
- The advert being watched online and on social media around 55K times for the English and over 10K times for the Welsh.

We will be re-playing this advert in our next advertising burst during May and June (further details under future activities below).

Future activities and events

Living Donor Awareness Week – 16 – 22 April 2018

Hold the date!

Following a very interesting session by Mike Stephens (Transplant Surgeon at the University Hospital of Wales) on living donation at our conference in December, we will be promoting living donation for a week.

There were 52 living kidney donors from Wales during 2017 and 36 living donors donating in Wales. The latter was an increase of 20% and accounted for 37% of the total number of organ donors.

Activities will include:

- A week long focus on living donation on our Twitter and Facebook pages
- Creation of myth busting information
- Updated information on our website
- Targeting local media with living donor case studies.

We would love you to get involved and help us raise awareness of living donation. Let us know if you like to get involved by emailing organ.donation@gov.wales.

Re-run of “Talk about organ donation or someone else may speak for you” – May and June

Our recent advert originally ran during November and December, but will be returning to TV and radio during May and June. This will be supported by online advertising between May and July.

So keep your eyes open!

We are also producing new adverts for phase two of this campaign. Those adverts are likely to run in September around Organ Donation Week.

Keep us up to date

We are always looking for case studies and 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
- Twitter: 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