

A Guide for Promoting Organ Donation



Welcome

- NHS Blood and Transplant is the Special Health Authority dedicated to saving and improving lives through organ, tissue, blood and stem cell donation services provided to the NHS. Organ donors save lives, but if people aren't willing to donate, transplants can't happen.
- We want to encourage as many people as possible to support organ donation by registering a decision to donate and by talking to their family. To achieve this, we need the support of our local partners, ambassadors, stakeholders, and campaigners. You are the key to spreading the word.
- We want to make it easy for individuals and organisations to get involved and have developed some engaging content to help you promote donation to your customers, members, employees, friends and families.
- This toolkit is designed to help you get involved. It includes everything you need to promote and raise awareness of organ donation



Yes I donate
ORGAN DONATION

Why we need your help

Unfortunately, the numbers speak for themselves:

- On average three people die every day in need of a transplant
- One donor can save or transform up to nine lives
- There are currently around 6,500 people in the UK on the active waiting list – including around 150 children and teenagers
- 82% of the population definitely want to donate or would consider donating their organs – but only 35% of people across the UK have joined the NHS Organ Donor Register.



What we're trying to do

We want to change people's attitudes towards organ donation. We want people to be proud to donate, when and if they can.

In particular we want to:

1. Increase the number of people on the NHS Organ Donor Register
2. Stimulate conversations and debate about donation
3. Present donation as a benefit to families in end-of-life and the grieving process

Who do we need to reach?

We want to reach as many people as possible, but we have a particular focus on:

- Over 50s
- BAME (Black, Asian and minority ethnic groups)
- Financially hard pressed groups
- Young people, as they can act as change makers, stimulating conversation and debate within their families.

Campaigns you can support

Month	Campaign/Activity	
6 - 31 December 2016	Winter Campaign - encouraging people to join the NHS Organ Donor Register	<p>Always on activity:</p> <ul style="list-style-type: none"> • Share our stories/news on social media at any time. • Educational resources available • Printed materials • Partnership development
February/March TBC 2017	Sign for Life - campaign that taps into people's passion for sport	
4-10 September 2017	Organ Donation Week	



Overview of campaigns



Winter 2016 campaign: What are you waiting for?

Campaign dates: 6th – 31st December 2016

We all have busy lives, but somehow still find ourselves idling time away and delaying doing important things. One thing we know people delay doing is signing up to the NHS Organ Donor Register.

Through this campaign, we'll show some of the funny things or delaying tactics people adopt when they could be getting on with other important tasks, to draw attention to the fact that delaying registering can cost the lives of patients waiting for a transplant.

We hope this campaign will capture the imagination of people who support organ donation but haven't got around to registering their decision to donate. We also hope it encourages those who have not really thought about organ donation to think about it, decide to support it and sign up to the NHS Organ Donor Register.



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Let's talk about it organdonation.nhs.uk

What are you waiting for?

Key messages:

- There are currently around 6,500 people in the UK on the active waiting list – including around 150 children and teenagers
- Call to action: What are you waiting for? Sign up today!

How you can help to amplify the campaign:

- Share our social media posts
- Download our posters and share, share, share!
- We will have a range of downloadable campaign assets available from 6th December:
<https://www.organdonation.nhs.uk/news-and-campaigns/downloads/>

Sign for Life

Overview of campaign:

- A campaign reaching out to football and rugby clubs and foundations across the country, asking them to encourage their fans to join NHS Blood and Transplant's lifesaving team and sign up to be organ donors

Key dates of campaign:

- Feb/March 2017 TBC



Sign for Life

How you can help to amplify the campaign:

- **Partners:** We'll be approaching football clubs (and some rugby clubs too) from the top leagues to grass roots, asking them to get involved and encourage players and their fans to join the NHS Organ Donor Register and 'Sign for Life'.
- **Football fans:** If you have a strong relationship or contact at your local club or at a club you support, or if you're a football fan who has been personally affected by organ donation or transplantation please get in touch partnerships@nhsbt.nhs.uk
- **Events:** We're encouraging people to amplify Sign for Life at local events e.g. local five-a-side football club/matches and community sports events. Why not hold your own event or promote organ donation at an existing one?
- **Assets you can use:** A toolkit of campaign assets will be developed and available on the organ donation website

Organ Donation Education Resources

- Educating young people about organ donation is really important. Our ‘Learning about Organ Donation’ education resources are designed to equip secondary school teachers with the knowledge to educate, inspire and empower students to openly discuss this topic with friends and family
- We have developed these resources along with teachers, educators and clinicians. They are aimed at Key Stage 3 and 4 pupils and are to be taught within the PSHE (Personal, Social, Health and Economic Education) National Curriculum
- The lessons have been developed with the aim of engaging students on this subject through four short films, interactive activities, case studies and discussion
- To watch the films and download the resources go to:
www.organdonation.nhs.uk/education

Working with partners

WHY: Partnerships are vital in order to amplify campaign messages and create conversations about organ donation in every day life

WHO: Employers, retailers, community organisations, universities and schools, charities, local neighbourhood shops, religious institutions and local authorities are just a few examples of partners you could engage and work with at a local level

HOW: Using the range of free physical and digital assets we have available, you can ask partners to get involved in lots of ways. For example:

- Include information in newsletters
- Display posters and leaflets in physical sites e.g. staff rooms/restaurants
- Add the web banner on their homepage of their website
- Post on their social media channels

Recognising the power of PR

WHY: Local media offer countless opportunities to increase awareness and understanding of organ donation and transplantation

WHO: Local TV, radio and newspapers are fantastic ways of maximising PR. While you can't involve everyone in local events and activities, thousands will read or hear about what you are saying or doing if it gets good media coverage

HOW: Contact local journalists about any promotional events you are holding. Or contact them if you have a personal story to share about donation or transplantation



Utilising local events

WHY: As organ donation is a sensitive subject it is important to make the most of face to face opportunities to talk about this important topic

WHO: There may be lots of local events that you can get involved in or even create your own such as:

- Organising a stand at a library or in your local shopping centre
- Awareness days at work or with an employer partner
- Fresher fairs at universities
- Community events such as local fairs and fetes

HOW: You can order materials to use at your events at www.nhsbtleaflets.co.uk

Promoting real stories

WHY: Every day, thousands of people's lives are affected by organ donation but each one of their stories is different. Some people have been waiting years for the call to say a new organ has been found. For others, that call never came but their families still want to campaign so others face a shorter wait. Then there are the donor families – the ones who said yes to donate their loved ones' organs at the most difficult time in their lives. And who have helped save and change the lives of adults and children who are now living each day because of their kindness.

WHO: Transplant recipients, donor families and those on the transplant waiting list. And all the families and friends who feel inspired to help.

HOW: Please get in touch as we'd love to hear from you pressoffice@nhsbt.nhs.uk



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Promotional materials

- We have a whole host of digital toolkit items that can help you promote and raise awareness of organ donation all year round
- These digital toolkit items can be found here: <https://www.organdonation.nhs.uk/news-and-campaigns/downloads/>
- Go to our campaign catalogue at <http://www.nhsbtleaflets.co.uk/> to order free posters, leaflets and promotional items. If you need to place a larger order than the system allows or have any questions about organ donation promotional items, please contact leaflets@nhsbt.nhs.uk



We'd love to hear from you

If you have supported organ donation in any way, please email marketing.comms@nhsbt.nhs.uk and let us know the following:

- Who did you engage?
- What did you do?
- How many people did you reach?
- What else do you think we can do?



Thank you

- We hope this toolkit has helped provide you with some ideas, big or small – to help you promote awareness of organ donation
- We very much appreciate your interest and support; all your efforts will help give hope to the 6,500 people in the UK currently waiting for an organ transplant
- And remember, do keep us informed about your activities by emailing us at marketing.comms@nhsbt.nhs.uk



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