

Report on	Organ Donation
Reporting Officer	Fiona McClements
Contact Officer	Fiona McClements

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	To seek approval for MUDC response to the public consultation on a draft policy for Promoting Organ Donation and Transplantation in Northern Ireland.
1.2	To seek approval for comments on draft document "Promoting Organ Donation: A Local Government Code of Practice".
2.0	Background
2.1	Legislation was introduced by the Assembly in 2016, requiring the Department of Health to promote organ donation.
2.2	The Department of Health has recently launched a public consultation on a draft policy for the promotion of organ donation. It proposes a series of commitments centred around coordinated engagement and educational activities. The consultation will run until 5 th March 2018. The Department proposes a series of public consultation events during February, details of which have not been confirmed.
2.3	The Department is also seeking feedback from Councils and Trust Organ Donation Committee Chairs on a Draft Local Government Code of Practice on Organ Donation. The document has been recently circulated following a workshop for Councils and HSC Trusts, which was held in January 2017.
2.4	Following closure of the public consultation on 5 th March, The Department aims to publish and implement the final policy statement in April 2018. The Departments preference is that the final Code of Practice would be included, subject to approval/adoption processes as may be required by Councils.
3.0	Main Report
3.1	<p>Public Consultation</p> <p>Key information and Policy background has been published by Department of Health as part of the consultation process and includes:</p> <ul style="list-style-type: none"> Organ Donation is where a person living or dead, donates their organs and tissue for transplant. In NI, your organs and tissues will only be used if you have given written prior consent e.g. if you have joined an Organ Donation Register (ODR), or if a close relative or friend does on your behalf after death. In NI, 770,000 have signed Organ Donor Register (42% population). This has increased from 30% in 2013 when "Taking Organ Donation to 2020" strategy was launched. At present 200 people in NI are on the transplant waiting list. Every year around 14 people in NI die waiting for a transplant. Only a small number of us will die in circumstances where organ donation is clinically possible (around 1%).

3.2	<p>The Consultation (Appendix 1) proposes that activities to promote organ donation in Northern Ireland by Health and Social Care organisations will focus on two primary objectives to be implemented through six key commitments to drive increased rate of organ donation in Northern Ireland. One of the commitments is to work with Local Government to engage with local community based initiatives.</p>
3.3	<p>Objective 1: Encouraging positive actions and behaviours in relation to organ donation</p> <p>Commitments 1-5</p> <p>The Department commits to increasing awareness of organ donation and the rate of consent by families by:</p> <ol style="list-style-type: none"> 1. Developing a long term HSC Communications Programme; 2. Providing ring-fenced funding to coordinate and deliver communications activity; 3. Utilising the potential of civic society to engage with all sectors of the community; 4. Working with Local Government to engage with local community based initiatives; 5. Engaging with key target audiences including older citizens and children and young people, to ensure greater levels of awareness and responsibility by the current and future adult population.
3.4	<p>Objective 2: Developing appropriate training for health care professionals to increase levels of consent in order to achieve the 2020 strategy target of 80%.</p>
3.5	<p>Commitment 6: The Department commits to increasing awareness of organ donation and the rate of consent by families by:</p> <ol style="list-style-type: none"> 6. Providing high quality organ donation awareness training for medical professionals.
3.6	<p>Promoting Organ Donation a Local Government Code of Practice. (Appendix 2)</p> <p>The draft document at Appendix 2 sets out a number guiding principles for Councils in relation to promoting organ donation among their local communities. The code of practice also includes a list of activities, which is not exhaustive but aims to illustrate ways in which Councils can be effective partners in the achievement of the Department policy aims. The list of activities is as follows:</p> <ul style="list-style-type: none"> • Establish formal links with the local HSC Trust Organ Donation Committee(s) in the Council area, for example by nominating a Council representative or liaison officer. • Explore ways to use existing communications channels (e.g. newsletters, public buildings, advertising spaces) to carry positive messages about organ donation. • Explore ways to link Council websites to the ODR and online information about organ donation, for example through end-of-transaction prompts when registering for Council services. • Ensure that opportunities to promote organ donation are included within Council communications plans. • Work with local HSC Trusts to jointly coordinate media coverage of organ donation stories with local interest, particularly around key regional and national organ donation events.

	<ul style="list-style-type: none"> • Seek opportunities to invite Specialist Nurses and organ donor families/transplant patients to meet with Councillors. • Maximise the use of localised statistical information about organ donation issues (e.g. ODR registrations, number of local people awaiting organs transplants) and promotional material to encourage discussion and positive action. • Promote organ donation amongst Council staff as part of wider staff welfare initiatives. • Contribute information about Council-led organ donation promotion initiatives to the Department's annual report to the Northern Ireland Assembly.
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: Currently no additional funding proposed for Councils</p> <p>Human: Existing - Wider than Environmental Health as likely to involve staff time from various Council Departments due to aspects of community planning, marketing and communications and staff welfare elements referred to within Draft COP.</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>None</p>
4.3	<p><u>Risk Management Implications</u></p> <p>None</p>
5.0	Recommendation(s)
5.1	That Council submit the proposed response to the Public Consultation Document Promoting Human Organ Donation and Transplantation in Northern Ireland attached at Appendix 3 .
5.2	That Council agree to the proposed comments in respect of the Draft Code of Practice "Promoting Organ Donation: A local Government Code of Practice" at Appendix 4 .
6.0	Documents Attached & References
6.1	Appendix 1 - Consultation Proposals and Response Questionnaire
6.2	Appendix 2 - Draft Promoting Organ Donation: A Local Government Code of Practice
6.3	Appendix 3 - MUDC proposed Comments on Public Consultation "Promoting Human Organ Donation and Transplantation in NI"
6.4	Appendix 4 - MUDC proposed Comments on Draft Code of Practice "Promoting Organ Donation: A local Government Code of Practice"

PROMOTING HUMAN ORGAN DONATION AND TRANSPLANTATION IN NORTHERN IRELAND



Consultation Proposals & Response Questionnaire

11 December 2017 – 12 March 2018

Consultation Proposals

Policy Objectives and Key Commitments

Reflecting international best practice, activities to promote organ donation by Health and Social Care (HSC) organisations in Northern Ireland will focus on **two primary objectives** to be implemented through **six key commitments** to drive increased rates of organ donation in Northern Ireland.

Objective 1: Encouraging positive actions and behaviours in relation to organ donation

Positive actions and behaviours means making our organ donation wishes known. This primarily involves encouraging potential donors to join the Organ Donor Register (ODR), and helping people to discuss their organ donation wishes with family and friends. The Department working with the HSC will deliver this objective by developing and implementing the following measures, focussing on activities that encourage the consent discussion, drive registration, develop the ODR as an effective marketing tool, and support promotion at a local level.

Commitments 1-5

The Department commits to increasing awareness of organ donation and the rate of consent by families by:

1. Developing a long term integrated HSC Communications Programme;
2. Providing ring-fenced funding to coordinate and deliver communications activity;
3. Utilising the potential of civic society to engage with all sectors of the community;
4. Working with Local Government to engage with local community based initiatives;
5. Engaging with key target audiences including older citizens and children and young people, to ensure greater levels of awareness and responsibility by the current and future adult population.

Objective 2: Developing appropriate training for healthcare professionals to increase levels of consent in order to achieve the 2020 strategy target of 80%

Commitment 6

The Department commits to increasing awareness of organ donation and the rate of consent by families by:

6. Providing high quality organ donation awareness training for healthcare professionals.

Further detail on these commitments and consultation questions is provided below.

Commitment 1: Develop a long term integrated HSC Communications Programme

Mass media advertising has been successful to a point in promoting positive attitudes towards organ donation, encouraging positive behaviours and influencing conversations, however the effect of this approach in isolation can be short-lived. When combined with a sustained and co-ordinated programme of activities embracing contemporary marketing techniques the impact can potentially be more beneficial. This approach aims to embed a shift in public attitudes and a change in behaviours over the longer term, resulting in an anticipated higher rate of consent to donation.

Public Information campaigns have, in the past, been delivered in Northern Ireland on an ad hoc basis by various stakeholders including charities, the Public Health Agency and NHS Blood and Transplant (NHSBT)¹, working either individually or collectively, and in the absence of a coordinated, strategic and ongoing approach to communications.

The Department therefore proposes the development of a rolling 3-year integrated HSC communications programme, with annual priority plans. The programme will combine regional and local promotional initiatives with NHSBT's expertise and UK-wide evidence-informed campaign activity in a way that is suitably tailored to meet priorities identified for Northern Ireland organ donation activities.

The communications programme and annual plans will take account of existing public information sources² by engaging with the public on organ donation issues through various platforms including the mass media, social media and local promotional events.

Annual plans will place particular attention on coordinating promotional activities in collaboration with relevant stakeholders (including charities, patients, donor families, HSC Trusts, local councils), around key dates for organ donation each year.

Question 1: Do you agree that a long term communications programme should be developed to promote organ donation through local, regional and national initiatives through various platforms?

Question 2: What activities do you think should be included in the communications programme?

¹ [NHS Blood and Transplant \(NHSBT\)](#) is a Special Health Authority in the NHS which is responsible for the allocation of organs for transplantation is across Northern Ireland, England, Scotland and Wales; management of the Organ Donor Register (ODR); and running public information campaigns in relation to organ donation.

² The website <https://www.organdonationni.info> is the primary source of public health information about organ donation in Northern Ireland, providing statistics, promotional resources, responses to Frequently Asked Questions, and links to facilitate registration on the NHS Organ Donor Register (ODR).

Commitment 2: Providing ring-fenced funding to coordinate and deliver communications activity

The Department commits to providing a ring-fenced annual budget to fund the Communications Programme, to include delivery of promotional activities by a regional coordinator.

The role of the coordinator will include the development and delivery of the communications programme, overseen by a steering group to include Health and Social Care (HSC) commissioners, HSC Trusts, clinicians and specialist nurses who are involved in organ donation and transplantation, as well as patient representatives. It will determine annual plans identifying priority areas for promotional campaign activity and funding in Northern Ireland, monitor the effectiveness of the programme and ensure consistency in its delivery across the region.

The coordinator will also be responsible for maintaining appropriate links with NHSBT's ongoing campaign activity at a UK level, in order to advise the steering group and coordinate as appropriate the delivery of any campaigns that will further Northern Ireland priorities within the available budget.

Question 3: Do you agree that ring-fenced funding should be provided to coordinate and deliver communications activity by a regional coordinator?

Question 4: What do you think should be the funding priorities?

Commitment 3: Utilising the potential of civic society to engage with all sectors of the community

The communications programme will place particular focus on developing partnerships with employers and related business organisations, statutory organisations such as public libraries and universities, and community and voluntary organisations to maximise their contribution to promoting organ donation. Each of these bodies engage with their particular audiences, such as employees, clients and volunteers, through a variety of interfaces which have the potential to help drive ODR registration. Partnership working presents an opportunity to promote organ donation via these networks by tailoring communications in order to maximise their effectiveness.

Technology and contemporary communications will be used as far as possible, e.g. developing compelling, emotive and regular content for delivery through partners' websites and social networks, and using providing staff and customers with web links to both the ODR and to organ donation information.

Employers: Working initially with HR leaders in large employers, campaigns will support the provision of advice and resources to facilitate the development of bespoke Corporate Social Responsibility (CSR) programmes. Through these programmes, employers provide information and encourage staff to learn about organ donation, discuss their views and wishes with friends and family, and join the ODR. CSR programmes can also identify organ donation champions to take the lead in promoting organ donation within their respective organisations and communities, with appropriate support from the Department and HSC bodies. Some local companies have shown leadership in developing such initiatives, which can be used to educate and encourage others to do likewise.

Statutory Sector: Activities will seek to develop partnerships with statutory sector service providers will deliver tailored messages for various user groups, for example:

- Potential opportunities to collaborate with the Northern Ireland Blood Transfusion Service in jointly promoting blood and organ donation;
- Working with the network of Northern Ireland libraries as important community hubs to display information, provide literature, and host educational events;
- Working with schools and colleges – see also paragraph (v) below – to develop appropriate curricular and extra-curricular programmes to educate students about organ donation.

Community and Voluntary Sector: these organisations, particularly those involved in organising and playing sports, promoting health and wellbeing, or representing the interests of health service patients, collectively involve significant numbers of the Northern Ireland population who are generally receptive to positive health messages. Activities will

therefore seek to build partnerships with these organisations, to help stage promotional/learning events, and to provide information and resources which are suitable to the needs of their members.

Question 5: Do you agree with the proposed approach to developing tailored partnerships with employers, the statutory sector, and the community and voluntary sector?

Question 6: Which partnerships do you think would be most effective in encouraging positive behaviours in relation to organ donation?

Commitment 4: Working with Local Government to engage with local community based initiatives

Local Government's strong links with communities present a significant opportunity for positive engagement about organ donation at the local level. The Department therefore commits to working with HSC bodies and Northern Ireland's 11 local councils to collaborate on the development and implementation of local promotional campaigns using a variety of established communications channels. The aim will be to build on local community plan objectives aimed at improving the health and wellbeing of their citizens. The promotion of organ donation is seen by councils as an important element of that responsibility.

Local campaigns will be underpinned by a code of practice to support local councils: in the development of appropriate links with NHSBT to help deliver national promotional activities at a community level; closer partnership working between councils and HSC Trusts to jointly plan and coordinate promotional activities, messages and events; the development of volunteer networks to facilitate these activities; and the sharing of best practice across local government.

The Department will also publish local organ donation statistics available for every council area to support these local activities. Through this collaborative approach the Department aims to increase the number of ODR registrations and rates of donation in each council area.

Question 7: Do you agree that collaboration between Local Councils and Health and Social Care is an effective means of promoting organ donation in local communities?

Question 8: What promotional activities would you wish to see delivered in this way?

Commitment 5: Engaging with key target audiences including older citizens and children and young people, to ensure greater levels of awareness and responsibility by the current and future adult population

People of any age can register to be an organ donor³. It is therefore particularly important that children and young people are provided with appropriate information about what this means at an early age, in order to help them make an informed choice and discuss this with their friends and family.

The *Young Persons' Behaviour & Attitudes Survey 2016*⁴ shows that children and young people in Northern Ireland have mostly favourable views in relation to organ donation, generally seeing it as something positive that can come out of someone's death. However, there is scope to improve their understanding around some aspects of organ donation, and less than half of those surveyed had discussed their views with their close family members.

Recognising the value of encouraging positive attitudes amongst young people towards health and wellbeing matters in general, the Department commits to ensuring that the communications programme will include a co-ordinated approach to working with schools and youth organisations in order to increase knowledge and understanding about organ donation, and encourage young people to discuss the subject amongst friends and family.

It will support and build upon established good practice that has been developed by local champions within Northern Ireland (including teachers, youth leaders, and pupils), to make educational resources and support available to expand and deliver curricular and extra-curricular programmes tailored for various age groups. The Department of Health will work with the Department of Education to facilitate the delivery of this part of the plan.

Furthermore, contrary to the myth that someone's age might prevent them from becoming an organ donor, it is important to remember that patients who die in circumstances where donation may be possible are considered individually, irrespective of how old they are. For example, in 2016/17, the average age of a deceased donor in the UK was 51, with 60% of donations coming from the over 50 age group⁵. The

³ Everyone irrespective of age or health and who is considered legally competent can join the NHS Organ Donor Register. Doing so provides legal consent for the donation of organs. Children can register but their parents, guardians or those with parental responsibility will be asked to provide their consent should the child's death lead to donation being considered.

⁴ <https://www.nisra.gov.uk/sites/nisra.gov.uk/files/publications/YPBAS2016ToplineResults.pdf>

⁵ Whether or not someone's organs after death can be safely used to help others is determined at the time through a number of assessments. Information from the patient's clinical and social history is also considered from medical records and the person's next of kin.

average age of a living donor was 47%, with 44% of donations coming from the over 50 age group⁶.

The communications programme will therefore also seek to deliver appropriate clear 'myth busting' messages to encourage those in older age groups to consider and discuss their organ donation wishes.

Question 9: Do you agree that promotional activities should be targeted at key audiences including older citizens and children and young people?

Question 10: In what ways do you think this could be approached?

⁶ Potential living kidney donors undergo a series of tests to ensure that they are suitable and that it is safe for them to donate.

Commitment 6: Providing high quality organ donation awareness training for healthcare professionals

Only a small proportion of people die in circumstances where it may be possible for their organs to be donated. It is vitally important that in these circumstances families are given the option of consenting to organ donation. Usually this will be in a hospital intensive care setting, and the approach to families must be sensitively managed. They should be referred as early as possible to a *Specialist Nurse - Organ Donation* (SNOD) working within the intensive care unit and equipped with the specialist knowledge and skills to discuss donation and, if known, their loved one's wishes.

In order for referral opportunities to be realised, it is also important that all health professionals involved in the journey with that patient and their family are equipped with appropriate knowledge about organ donation and about the SNOD referral process.

Through this approach, discussing organ donation should become a normal part of end-of-life care for the families of patients in these circumstances. All families, where organ donation is a possibility, will be approached in line with best practice principles.

The Department has endorsed NICE CG135⁷, and NHSBT Best Practice Guidance on approaching the families of potential organ donors⁸, which reinforce that every approach to those close to the patient should be planned with the multidisciplinary team (MDT), should involve the SNOD, and should be clearly planned taking into account the known wishes of the patient. The ODR should be checked in all cases of potential donation, and this information must be discussed with the family as it represents the eligible donor's legal consent to donation.

In the UK as a whole in 2016/17, consent rates when a SNOD was involved in the discussion with the potential donor's family were 68.6%, compared to 27.5% when a SNOD was not involved.

These figures clearly demonstrate the positive difference that effective referral by appropriately trained professional makes to securing the consent of families. Maximising potential donation opportunities when they arise is the key to improving the consent rate and achieving the 2020 target of 80%. Non-referral of potential donors and the resultant low consent rates represent missed opportunities to save lives, and should therefore be minimised.

⁷ <https://www.nice.org.uk/guidance/CG135>

⁸ http://odt.nhs.uk/pdf/family_approach_best_practice_guide.pdf

Reflecting the above, the Department will work with the HSC, training bodies, universities, and NHSBT to develop and deliver appropriate training for various healthcare professionals involved at all stages of the consent journey. This will include GPs, medical students, medical trainees, consultants and specialist doctors, and trainee and post-registration nurses working in secondary care settings, in order to increase their awareness of organ donation issues and their understanding of the SNOD referral process.

Question 11: Do you agree delivering appropriate training for healthcare professionals can be an effective way of increasing the level of consent for donation to proceed?

Question 12: In what ways do you think this could be approached?

How to Respond in Writing

Please send your completed responses by 5.00pm on Monday 12 March 2018 to:

Email: OrganDonationConsultation@health-ni.gov.uk

Hard Copy: Organ Donation Consultation
Department of Health
Room 1, Annex 1
Stormont Estate
Belfast
BT4 3SQ

Further Information and Related Documents

Large print, Braille and alternative language versions of this document are available on request to the above email address or postal address.

If you have any questions please contact OrganDonationConsultation@health-ni.gov.uk

Promoting Organ Donation: A Local Government Code of Practice

This Code of Practice contains a set of guiding principles and activities relating to the promotion of organ donation through closer collaboration between Northern Ireland's 11 Local Councils and the local Health and Social Care Trusts.

Introduction

Northern Ireland consistently ranks highly compared to other regions and countries in terms of the positive attitudes of its people towards organ donation, and in the number of both living and deceased organ donors year on year. However, with more than 200 people on a transplant waiting list, and with less than half of the population on the Organ Donor Register (ODR), more can always be done to increase our levels of knowledge and understanding, and to encourage more people to discuss and register their organ donation wishes.

The Department of Health's policy on the promotion of organ donation [REF], published on [DATE], aims to increase the number of organs available for transplantation in Northern Ireland by focusing on public engagement and education about the benefits and the importance of becoming an organ donor, in order encourage more people to discuss their wishes with their family and friends. Only a small number (around 1%) of us will die in circumstances where organ donation is clinically possible. It is therefore vitally important that, when these circumstances do arise, the opportunity to help others is not lost, by ensuring that our organ donation wishes are known.

Northern Ireland's 11 Local Councils, through the delivery of their Community Plan objectives, are committed to working with Health and Social Care (HSC) organisations in their locality to improve the health and wellbeing of the local populations they serve. Collectively, Councils see the promotion of organ donation as an important element of that responsibility. Likewise, the Department of Health recognises the important and potentially influential role of local government partners in promoting organ donation through their existing strong links with their communities.

Close collaboration between HSC organisations and local government to develop and deliver local promotional campaigns is thus a key element in achieving the Department's policy aim of encouraging positive action and discussion in relation to organ donation, and ultimately to save and improve more lives by increasing the number of organs available for transplantation.

Purpose of the Code of Practice

This Code of Practice has been developed by the Department of Health and HSC organisations in partnership with Northern Ireland's 11 Local Councils. It provides a set of guiding principles in relation to promoting organ donation that have been

agreed across local government, as well as activities to encourage positive action and discussion particularly in local communities.

These principles and activities are aimed at supporting Councils: to develop and strengthen links with HSC organisations locally; to jointly plan and deliver promotional activities at a community level; to coordinate promotional messages and events; to develop volunteer networks to facilitate these activities; and to share best practice across local government.

Principles

Northern Ireland's Local Councils are guided by the following principles in relation to promoting organ donation among their local communities:

- Councils support the Department of Health's overall policy aim of putting Northern Ireland amongst the world's best performing countries by 2020 and beyond. This will be achieved by working together to revolutionise attitudes to organ donation through a sustained and well-coordinated programme of communication activities.
- Organ donation, including the need for organ transplants, is an important local health matter which affects people, families, communities and the local economy.
- Councils, through their Community Plan commitments to improving the health and wellbeing of their local populations, are key stakeholders with an important role to play in promoting positive actions and discussion in relation to organ donation.
- Through their existing strong links with their local communities, Councils are well placed to help deliver key promotional messages about organ donation using various and well established channels of communication.
- Partnership working between HSC organisations and Councils is key to the success of local campaigns to promote organ donation, as it facilitates the provision of localised information, as well as the coordination of key messages in line with regional and national strategic priorities.
- Localised information provided by HSC organisations, coupled with Councils' strong communication channels, can help to drive registration on the Organ Donor Register (ODR) amongst the local population, and ultimately to increase the overall level of consent to organ donation within Northern Ireland as a region.

Activities

The following list of actions and activities is not exhaustive but aims to illustrate ways in which Councils can be effective partners in the achievement of the Department of Health's policy aims:

- Establish formal links with the local HSC Trust Organ Donation Committee(s) in the Council area, for example by nominating a Council representative or liaison officer.
- Explore ways to use existing communications channels (e.g. newsletters, public buildings, advertising spaces) to carry positive messages about organ donation.
- Explore ways to link Council websites to the ODR and online information about organ donation, for example through end-of-transaction prompts when registering for Council services.
- Ensure that opportunities to promote organ donation are included within Council communications plans.
- Work with local HSC Trusts to jointly coordinate media coverage of organ donation stories with local interest, particularly around key regional and national organ donation events.
- Seek opportunities to invite Specialist Nurses and organ donor families/transplant patients to meet with Councillors.
- Maximise the use of localised statistical information about organ donation issues (e.g. ODR registrations, number of local people awaiting organs transplants) and promotional material to encourage discussion and positive action.
- Promote organ donation amongst Council staff as part of wider staff welfare initiatives.
- Contribute information about Council-led organ donation promotion initiatives to the Department's annual report to the Northern Ireland Assembly.

List of Northern Ireland Councils

- [Antrim and Newtownabbey Borough Council](#)
- [Ards and North Down Borough Council](#)
- [Armagh City, Banbridge and Craigavon Borough Council](#)
- [Belfast City Council](#)
- [Causeway Coast and Glens Borough Council](#)
- [Derry City and Strabane District Council](#)
- [Fermanagh and Omagh District Council - Enniskillen Office](#)
- [Lisburn and Castlereagh City Council](#)
- [Mid and East Antrim Borough Council](#)
- [Mid Ulster District Council - Dungannon](#)
- [Newry, Mourne and Down District Council](#)

Promoting Human Organ Donation and Transplantation in Northern Ireland:

A consultation on a policy to increase organ donor numbers

CONSULTATION RESPONSE FORM

I am responding:

As an individual

As a health and social care professional

On behalf of an organisation

_____X_____

(please tick one option)

About you or your organisation:

Name:

Mark Kelso

Job Title:

Director of Public Health and Infrastructure

Organisation:

Mid Ulster District Council

Address:

Magherafelt office

Tel:

03000 132 132

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Mark.kelso@midulstercouncil.org

Commitment 1: Develop a long term integrated HSC Communications Programme

Question 1: Do you agree that a long term communications programme should be developed to promote organ donation through local, regional and national initiatives through various platforms?

Yes X

No

Please feel free to comment below, providing evidence to support any alternative proposal:

The Council would be in agreement with a longer term communications programme to be developed to promote organ donation lead by the HSC. The programme would require a high degree of flexibility for any partner organisation to determine their level of resource available.

Question 2: What activities do you think should be included in the communications programme?

The activities included should be designed to match the target population based on statistical information available. The communications programme should have a focus on addressing known barriers to organ donation.

It would also be useful to develop good links with both local and regional media outlets in order that a consistent and staged communications programme is put in place.

Commitment 2: Providing ring-fenced funding to coordinate and deliver communications activity

Question 3: Do you agree that ring-fenced funding should be provided to coordinate and deliver communications activity by a regional coordinator?

Yes X

No

Please feel free to comment below, providing evidence to support any alternative proposal:

Question 4: What do you think should be the funding priorities?

The funding priorities of the HSC should best match the target population based on available statistics and known barriers.

Commitment 3: Utilising the potential of civic society to engage with all sectors of the community

Question 5: Do you agree with the proposed approach to developing tailored partnerships with employers, the statutory sector, and the community and voluntary sector?

Yes X

No

Please feel free to comment below, providing evidence to support any alternative proposal:

The Council would welcome this approach.

Question 6: Which partnerships do you think would be most effective in encouraging positive behaviours in relation to organ donation?

It would be important to work across a number of organisations as each would have access to different sections of the community including their own work force. Depending on the targeted area then partnership engagement may be prioritised.

Commitment 4: Working with Local Government to engage with local community based initiatives

Question 7: Do you agree that collaboration between Local Councils and Health and Social Care is an effective means of promoting organ donation in local communities?

Yes X

No

Please feel free to comment below, providing evidence to support any alternative proposal:

The Council would be fully supportive of this collaboration but work would have to take place within existing priorities within the community plan and within available resources.

Question 8: What promotional activities would you wish to see delivered in this way?

Bearing in mind the Council resources and time constraints, promotional activities would require to be incorporated within the current Health and wellbeing work currently being undertaken. Corporate promotion would be seen as a potentially effective targeting process within the organisation's own staff resource. Existing Council communications links including websites and social media could be used to disseminate positive messages regarding transplantation. Links to donor register could be made from Council websites.

Commitment 5: Engaging with key target audiences including older citizens and children and young people, to ensure greater levels of awareness and responsibility by the current and future adult population

Question 9: Do you agree that promotional activities should be targeted at key audiences including older citizens and children and young people?

Yes _____

No _____

Please feel free to comment below, providing evidence to support any alternative proposal:

Mid Ulster Council would support promotional activities at key audiences but would not be best placed to comment on the age of children to be included.

Question 10: In what ways do you think this could be approached?

Children and young people could play a valuable role in stimulating family discussions around donation and transplantation. However, it would be important to be sensitive to the concerns some parents may have regarding young children discussing issues around death.

Commitment 6: Providing high quality organ donation awareness training for healthcare professionals

Question 11: Do you agree delivering appropriate training for healthcare professionals can be an effective way of increasing the level of consent for donation to proceed?

Yes X

No

Please feel free to comment below, providing evidence to support any alternative proposal:

Mid Ulster council would be in agreement with appropriate training based on the statistics given.

Question 12: In what ways do you think this could be approached?

No comment

Please use the text box below to provide any additional comments you wish to provide regarding the promotion of organ donation in Northern Ireland:

Proposed comments on the Draft Promoting Organ Donation: A Local Government Code of Practice

Introduction

The introduction refers to each Council seeing the promotion of organ donation as an important element of the responsibility under the Community Plan. It is recommended that this section is amended to reflect general Council support in principle as it has not been identified specifically within Mid Ulster District Council Community Plan.

Purpose of the Code of Practice

Consideration should be given to renaming the document from “Code of Practice” to another partnership type term. This paragraph refers to an agreed set of principles which can be supported through Council but the level of activities should be flexible to reflect the available resource within each council in line with community planning and other targets. The Council would support and welcome the development and strengthening of links within HSC organisations locally but within current resources.

Principles

Mid Ulster District Council would be supportive of this work but within this section of the document there requires to be further flexibility for councils to provide the level of resources available in line with current priorities.

Activities

The Council would support and welcome the establishment of formal links with local HSC Trust Organ Donation Committees and within resource to use existing communication channels to promote organ donation. There should however be flexibility for each council to determine the level of end of transaction prompts when registering for council services and in council communication plans. The Council would be supportive of organ donation promotion within the organisation.