

## **Contributions invited to help review the strategy to change public behaviour to increase organ donation**

Do you have additional evidence that could inform the review and future development of the strategy to change public behaviour to increase organ donation?

As you may know in 2013, the four UK health departments with NHS Blood and Transplant (NHSBT) published a new strategy to save and improve more lives through organ donation and transplantation, *Taking Organ Transplantation to 2020: A UK strategy*, [www.nhsbt.nhs.uk/to2020](http://www.nhsbt.nhs.uk/to2020).

The strategy sets out the aim to match world-class performance in organ donation and transplantation. To achieve this we need to deliver a revolution in public behaviour so that organ donation becomes the natural outcome for individuals who die in circumstances where donation is a possibility.

In 2014, we developed a seven-year strategy to deliver this outcome. Entitled "A strategy for delivering a revolution in public behaviour in relation to organ donation", this document identified that there is an urgent need to transform people's behaviour around organ donation consent/authorisation and the ambition, set out in the strategy, is to create a culture where everybody is prepared to donate if they are able to do so and families support their relative's donation decisions.

We started delivery of the strategy just over a year ago and are now working with an external consultancy 23red to review our progress and understand how best we move forward.

Individuals and organisations are invited to contribute documents that may inform the review, particularly in the following areas:

- Public understanding and attitudes to organ donation and transplants
- The role of healthcare bodies in changing public behaviour and the national culture to help increase organ donations
- Effectiveness of NHSBT activity to date, particularly any awareness raising and marketing campaigns
- Public understanding and attitudes towards the NHSBT brand and messages
- Effectiveness of comparable international activity including marketing campaigns
- Comparable campaigns, where marketing has contributed to significant behaviour change.

The invitation to contribute is open until midnight on 31<sup>st</sup> October 2016.

Please email Olivia Honigsbaum on [olivia.honigsbaum@23red.com](mailto:olivia.honigsbaum@23red.com) to submit your contribution, attaching any documents in Word, PowerPoint, Excel or PDF.

Please include the following details:

Your name:

Your organisation:

Your job title:

Your email:

Your telephone:

Can we contact you for further information if required? Yes/No

Do you want to receive a copy of the final review? Yes/No

**We will not share publicly the names of contributors, without their prior permission.**