National Transplant Week Stakeholder Group Meeting  
Wednesday 5 February 2014  
2.00-3.30pm  
Floor 3, West End Donor Centre, 26 Margaret Street, W1W 8NB

Meeting Minutes

Attendees:
NHSBT  Vicky Griffin (Chair), Stakeholder Relations  
Manager (VG)  
Tamsin May, Marketing and Campaigns  
Manager (TM)  
Heather O’Shea (Minutes), Senior Stakeholder  
Relations Officer (HO’S)  
Pauline O’Brien, Media & PR Manager (PO’B)  
Sarah Whyte, Media and PR Officer (SW)

Transplant Sport (TS)  Jo Brown, Administrator (JB)
Donor Family Network (DFN)  Nigel Burton, Vice Chairman (NB)
British Kidney Patient Association  Fiona Loud, Policy Director (FL)
(BKPA)  
Live Life then Give Life (LLGTL)  Roydon Turner, Creative Director (RT)
National Kidney Federation (NKF)  Pete Revell, Head of Fundraising (PR)
Liver Patients Transplant Consortium  John Crookenden, Deputy Chair LPTC and OD  
(LPTC)  Committee Chair at Colchester Hospital (JC)
British Heart Foundation (BHF)  Rosa Pilcher, Media Officer (RP)

Apologies Received:  Andrew Langford, Chief Executive- British Liver  
Trust

1. Introductions
All  Each stakeholder introduced themselves and their role. NHSBT Communications
introduced themselves and outlined their teams' involvement in National
Transplant Week (NTW). TM is leading the main NTW Working Group for the
third year within Strategic Marketing, supported by colleagues from Media and PR
(MPR), Stakeholder Relations, Digital and Internal Comms. It is the fifth year
NHSBT are leading NTW and we are looking forward to working in close
 collaboration with our diverse stakeholders.

2. 2014 Overview & Planning
2.1 TM & PO’B  Overview and 2013 Outcomes
NHSBT hopes to build on the success of the 2013 NTW campaign, which
generated high levels of PR coverage – notably regionally, as well as across
national channels in radio, broadcast, social and print media.

The ‘wash up’ exercise and campaign evaluation from last year showed personal
case studies - and the use of statistics- secured media pieces –to raise
awareness of NTW. MPR were better able to promote local activity when it was
known about in advance – and looked to stakeholders to work collaboratively on
sourcing case studies and sharing information about planned local activity for the 2014 campaign to support them in maximising media opportunities.

2.2 The process for Cabinet Office approval and funding was summarised: The annual application process commenced in October 2013 with confirmation received in December for funding of 2014’s campaign.

2.3 **TM**  
**Key messaging and design approaches**  
**Objectives:**  
NTW 2012 & 2013’s messaging ‘Pass it On’ focussed on discussing your donation wishes with friends and family. This is being refreshed and refined this year.

Design ideas for a ‘Spell it Out’ campaign message were shared. As well as prompting discussions about organ donation amongst families and friends, the main objective this year is to inform, educate and increase the public awareness of the fact that people should expect their families to be asked about organ donation. This aim is driven by research commissioned by NHSBT showing a significant proportion of people were not aware of this; therefore messaging will aim to encourage people to both converse with their families about their donation decision, and to register a decision to donate on the ODR.

2.3.1 This research also supports the content of NHSBT’s ‘I have’ campaign, which some stakeholders were already aware of. The research findings will be shared by NHSBT; however it is hoped they might first be published academically.

2.4 **TM**  
**Strategy:**  
The focus will be on low cost channels (PR and Digital/Social Media activity) to maximise coverage. The intention is to capitalise on both NHSBT staff and stakeholder resources efficiently and effectively to reach a broad audience but with a targeted strand to engage BAME communities.

**PO’B** Working together to source personal stories and case studies will help to generate media attention and NHSBT seeks support from stakeholder group contacts for this – for use alongside statistical information to build stories/releases of local and national interest.

2.5 **All**  
**Feedback on Design Approach**  
The ‘Spell it Out’ design mock-ups were discussed by stakeholders. The response to the campaign message was positive.

2.5.1 The use of printed materials was discussed. RT asked what tactics could be used in designing and distributing the campaign visuals– suggesting tailored designs for different audiences. **TM** confirmed there is no budget for advertising; therefore the printed materials are used where they can be placed free. **FL** described previous use by Organ Donation Committees, and distribution at hospital events or information stands at shopping centres etc and other local opportunities during NTW.

2.5.2 The fridge magnet design was liked as it was colourful and eye-catching. A concern was it was too orientated towards families with young children and may not appeal to the most universal audience.

2.5.3 There is an appetite to use a number scenarios to appeal to different audiences. **TM** explained the budget implications of using different visuals and agreed to look into this. NHSBT will also give consideration to how we could ‘Spell it Out’ using other lettering such as Lego, scrabble, crossword etc.
RT suggested that if a single design execution was used for a universal audience, different lettering on one image could be used to widely reflect the different ways that people might ‘Spell it Out’ from their own perspective and alternative digital designs could be produced at a low cost rather than print media. VG suggested that the campaign could encourage people to create their own content – which could be shared and locally targeted at different audiences.

Using lettering to spell out ‘I want to be an organ donor’ is a clearer, more accurate proposition than ‘I want to be a donor.’ TM agreed to revisit the designs with a view to expanding the strap line and/or review the supporting content and logos to make the organ donation call to action clearer.

PR suggested a crowd of people to ‘Spell Out’ a shape or promote the NTW campaign is a good photo or broadcast piece for a local event.

JC asked about sharing the designs/campaign messaging widely and for use at the Liver Patients’ Transplant Consortium event in July. TM explained that as in previous years downloadable materials will be on the National Transplant Week website. Options for creative visuals and engaging with online users are currently being considered by NHSBT’s PR/Digital Agency. FL supported different toolkits for stakeholders and individual campaigners being available but also requested that there is not over complication by providing too many options.

It was highlighted in discussion the importance of a clear message about the role of family and the ODR. Stakeholders anecdotally report many members of the public are confused about opt-out in the UK, and the change in Wales was felt to further this uncertainty.

PO’B explained insight from previous campaigns into how to maximise media opportunities before and during NTW. FL referenced the constituent statistics included on NHSBT’s website and how these could be used for NTW. VG explained that these are updated annually but that NHSBT is committed to updating the stats for use for NTW.

There was discussion of larger region and more targeted local statistics – and how these are used eg. % on ODR, patients awaiting transplants etc. PO’B gave examples used in past for media/PR stories and explained that although we can provide statistics for smaller local areas on request, for NTW the local and national press seem happy to use the regional figures that are regularly published. Tie-ins with case studies or celebrity stories were often successful.

VG thanked BKPA for their help to jointly arrange a Parliamentary Event with NHSBT during NTW. This is a drop-in event and photo opportunity for MPs to show their support for organ donation. FL said provisionally this will take place Tuesday 8th July PM.

PO’B stated that competitions are an effective way to gain public engagement - but it is important to retain national appeal throughout all stages of the competition- the film competition was specialist and had a low number of finalists for regional media to back. Stakeholders were asked for feedback.
2.10.1 RT felt the ‘Spell it Out’ messaging was a good fit for a writing or short story competition, and highlighted opportunity for collaboration with publishing houses or other appropriate organisations. RT suggested that a competition and using flexible visuals to promote a strong call to action would encourage people to have conversations with their families.

3. 2014 Stakeholder Structure

3.1 VG Terms of Reference were discussed and VG explained this was to set out the purpose of the groups and how the membership can work for this 2014’s campaign. This was the first of four planned meetings for this campaign: two face-to-face; two telecons, and the membership included an E-group who were committed to contributing to NTW without attending meetings in person.

3.2 It is intended that NHSBT is more accountable to the stakeholder group, and that the stakeholders are more accountable to one another – and the attendees each engaged their organisations’ support for NTW.

3.3 KPIs were discussed and how best to capture stakeholder campaign activity to measure the impact of each stakeholder’s involvement. VG asked stakeholders to consider targets that they thought they would be able to achieve – giving examples of sharing case studies, involvement in local events, or social media activity etc.

JC asked what KPIs NHSBT had to include in the NTW funding application and TM gave an overview of the targets for ODR sign-ups, communications coverage via different channels, evaluation metrics for digital and social media reach etc.

3.4 FL asked how NHSBT receives feedback from Specialist Nurses in Organ Donation (SNODs) involved in NTW activities. TM said feedback is requested from those who request marketing material for the campaign; however this is not consistently received. Therefore feedback had largely been anecdotal but quantitative measures such as an online survey might capture more feedback.

3.5 JC felt communication from Regional Managers to SNODs and Clinical Leads for Organ Donation (CLODs) should be expanded, as there is a wider group of people on Organ Donation Committees to involve in NTW. TM explained NHSBT processes for disseminating marketing information to SNODs/CLODs but would raise the issue with the Organ Donation and Transplantation Directorate leads.

3.6 NB noted there are difference in the level of engagement between local Organ Donation Committees and so in some areas mobilising support for NTW might be more difficult via this route.

3.7 TM gave an overview of the NTW website and encouraged all stakeholders to inform their own contacts that information could be used proactively. Signposting interested parties to the website or directly to a member of this group would be welcomed.

3.8 JB suggested that a target of liaising with other charities for NTW would be a good KPI for Transplant Sport, and feedback on events would be useful. VG suggested that capturing who was involved, what activity happened and any outcomes etc. would be a useful summary to report back for all stakeholders as they has all been involved in one or more event previously.
3.9 RP asked if public reaction to NTW is measured. TM explained that this has not specifically been done as part of the NTW campaign. Wider initiatives to capture public attitudes to organ donation and transplantation informed overall campaigns and strategy, but evaluation resources are limited for NTW.

4. Organisational Updates

4.1 VG NHSBT
The seven year consent strategy is currently being developed with 23 Red and numerous stakeholder groups – NHSBT will share more details on this as this develops.

Since the 2013 NTW wash up meeting a Christmas campaign and launch of new marketing material for the ‘I have’ campaign had been released and well-received.

NHSBT’s Stakeholder Event is planned for 30 April 2014 and invitations will be circulated to the meeting attendees and other stakeholders shortly.

Lynda Hamlyn will retire as Chief Executive during the summer therefore a new appointment will be made in the coming months.

4.2 RP BHF
The BHF Policy team’s position supports an opt-out system of organ donation – but recognises that NHSBT does not influence policy and this messaging would therefore not fit the NTW campaign.
BHF are supportive of sharing NTW’s core messaging to encourage conversations about organ donation and promote ODR sign-ups.

4.3 FL BKPA
BKPA would like to keep consistent messaging for NTW and support the campaign in any way they can, including the parliamentary event.

A number of case studies, some of which will be used for World Kidney Day on 13 March 2014: [http://www.worldkidneyday.co.uk/](http://www.worldkidneyday.co.uk/) which may also assist NTW.

4.5 NB DFN
DFN are regularly involved in media stories and happy to support NTW with case study contacts. PO’B thanked Nigel for his assistance in a number of recent NHSBT enquiries. Fundraising and planning for a National Memorial in Staffordshire is underway by DFN, and the Annual Thanksgiving Remembrance Service is planned for Sunday 6th July 2014. DFN supported Transplant Sport’s ‘Donate Concert’ in 2013.

4.6 PR NKF
NKF would like to support NTW, once World Kidney Day demands have passed. PR stated that whilst World Kidney Day is a priority, kidney charities who have been less involved with NTW are keen to be more involved this year, and welcome early discussion with stakeholders.

4.6.1 VG asked if PR was aware of feedback from NBTA or Kirit Modi on NTW. PR explained he worked with Kirit recently on opportunities to engage within local Temples etc. he would discuss NTW as a hook for further work if the opportunity arose.

4.7 RT LLTGL
As a smaller charity, RT felt that LLTGL are able to capitalise on a varied range of promotional opportunities and discussed LLTGL’s involvement in an upcoming event at the 02 arena. RT leads as Creative Director on a new children’s campaign which would include a digital platform and other media or merchandise
opportunities to encourage families to talk about organ donation and transplantation.

4.8 JB Transplant Sport
Preparation had begun for 2014’s Transplant Games in August in Bolton. Planning for another concert during NTW is also underway for 12 July 2014 – potentially at Victoria Hall (a 1200 seat venue). The format will differ from last year’s event to encourage more interest from people who are not existing supporters of organ donation. The Transplant Choir will support a ‘star’ performer – who is hoped to attract a diverse audience. 2013’s event was positively received but those taking part / attending were mostly advocates of organ donation. PO’B noted gains from the event in terms of media coverage locally and social media, therefore the measure of benefit was not only in attendance at the concert.

4.9 JC LPTC
JC explained the Consortium was formed of a large number of liver charities and patient groups. He is also an active supporter of Transplant Sport. JC was supportive of NTW and pleased that NHSBT supports patient involvement by inviting representatives as part of planning communications, as well as involving patients in clinical advisory groups.

4.9.1 JC suggested partnerships on NTW could bolster its success and these opportunities may strike a chord with corporate social responsibility amongst big business. This was echoed by other stakeholders. VG discussed the work undertaken with Asda in 2013 and how the impact of the partnership for NTW saw benefits over a longer-term - with staff sign-ups to the ODR and the Bag-for-Life promotion. It would be helpful for stakeholders to share any opportunities from their own contacts with NHSBT’s Partnerships Team – mindful of the fact that a number of new and longstanding partnerships are ongoing across organ and blood donation and new opportunities do need to be considered alongside existing partnerships and resources.

5. Any Other Business
5.1 VG VG thanked everyone for the strong commitment shown to support NTW and the campaign’s aims to encourage people to discuss organ donation and transplantation.

5.2 Minutes will be circulated to attendees as well as to the E-Group and the creative visuals emailed to the stakeholders for sharing the ideas more widely and gaining feedback for NHSBT.

6. Date of Next Meeting – not agreed at meeting
Details for the next telecon will be circulated to the Stakeholder Group and E-Group, following a meeting with the PR/Digital agency w/c 10 February 2014.