

## **CIPR EXCELLENCE PUBLIC SECTOR: ‘Have the Chat’ about Organ and Tissue Donation**

Scotland’s Organ and Tissue Donation Week 2024 campaign aims to drive behaviour change by encouraging people to register their donation decision, communicate it with loved ones, and mark the NHS Organ Donor Register’s 30th anniversary.

### **BRIEF, OBJECTIVES AND BUDGET**

Scotland’s landmark move to an opt–out system of organ and tissue donation means that more people than ever can now be given life-saving, life-changing transplants.

But, with families and loved ones asked to make the most difficult of decisions in heartbreaking situations, it’s crucial that people not only make a choice about their own donation decision and register it, but also vital that they tell their friends and family so that no one is left in the dark.

To mark Organ and Tissue Donation Week 2024, we needed to develop a campaign that would create behaviour change and:

- Get people thinking about their organ and tissue donation decision – and communicate why – even with Scotland’s opt-out system – it’s still important to record your choice on the Register and tell your loved ones
- Mark the 30th anniversary of the NHS Organ Donor Register and increase registration rates
- Reach marginalised groups and Scotland’s ageing population

### **THE IDEA, RESEARCH AND PLANNING**

Data showed us that 45% of Scots were willing donors and had signed up to the register. But what about the 31% who want to become donors but haven’t registered their decision?

93% agree that they should discuss their wishes about donation with family and friends. But, only 54% had talked to their family and friends about their donation decision. Even those who had made their decision admitted they weren’t talking to family and friends. Some found it hard to prioritise, while others didn’t know how to start the conversation.

Whatever we did had to have the flexibility to reach the oldest and youngest members of society who were less likely to have registered a decision.

### **STRATEGY, CREATIVITY AND INNOVATION**

To create a campaign that would get people to act, we had to tap into something that would land with households across Scotland. We used a behaviour change principle of ‘anchoring’: comparing chatting about your decision to something that we all talk about.

We commissioned a survey revealing the everyday things we know about our closest friends and family – their vote in the dog vs cat debate, breakfast roll condiment of choice, and coffee order – but not if they'd want to donate their organs and tissue.

Our Have the Chat campaign was born - a clear call to action designed to facilitate important - but, not intimidating – conversations.

Our campaign focussed in on one human truth – people relate to people.

To create behaviour change, we needed to tell the stories of those with lived experience of organ donation. We worked with NHS teams to source case studies from all walks of life and provided them with the platform to tell their story, in their words.

The case study recruitment process helped create a bank of testimonials for the campaign's duration from launch to social momentum.

## **DELIVERY/ IMPLEMENTATION OF TACTICS**

### **A headline grabbing launch**

We launched with the story of Martin Dillett, a four-time liver transplant recipient. His powerful narrative, combined with striking statistics— that only half (51%) of people know if their loved one would want to become a donor, compared to the nearly four-fifths (77%) who'd be confident knowing if their friends and family are dog or cat people – created a compelling media angle. We pitched this story to PA Media as an exclusive.

Radio personality Keryn Matthew hit the streets of Edinburgh to quiz the public on how well they knew their loved ones, while capturing attention-grabbing imagery. Our campaign spread across national TV, radio, and local media, including STV and Martin's hometown newspaper.

Additionally, we partnered with Radio Awaz and Bauer Radio's Life Matters, reaching an older audience through interviews with experts such as Scotland's Head of Police at Kidney Research UK, ensuring further campaign penetration.

### **Continuing the chat**

We landed features in national dailies and trusted regionals – bringing the campaign to life through the voices of our case studies.

Our messaging needed to reach young and old audiences - so the campaign needed to have the depth to extend beyond traditional media – taking the story off paper and onto the screens of a younger audience.

Keryn's voxpops were cut down into snappy, Instagram reels. A suite of social assets was also created to incorporate our research into create a bank of social content that was seeded out across our owned channels

the week.

We worked with three influencers (combined following of 82.3k) briefing them to translate the key principles of the campaign in a way that would land with their individual audiences. Making use of the collaborative post feature, content was also posted on the primary Organ Donation channel.

### **Ministerial & stakeholder engagement**

Recognising the need to engage frontline NHS colleagues – staff facilitating and navigating conversations about donation- we created a campaign toolkit and distributed it to stakeholders. The pack included a campaign briefing, social assets and advice for drafting captions – providing time-poor NHS staff with an easy way to show their support for the campaign.

We also reunited Martin with the physician in charge of his transplant care, capturing imagery of the pair alongside Minister for Public and Women’s Health, Jenni Minto and issuing the assets to press.

### **MEASUREMENT, EVALUATION & IMPACT**

- Achieved 311 pieces of news coverage
- 100% key message use
- Secured 63,133 impressions
- 5% engagement
- 552 assets downloaded
- 60% increase in opt-in/out rates via the Organ Donation Scotland website, resulting in a 129% registration increase\*

There were notable increases for the 25–34-year-olds who visited the Organ Donation Scotland website, plus a 129% increase of 55+ year olds through the campaign period. There were strong average session lengths of 2mins 41 seconds so dwell time, with the target audience, was high.

More importantly though, we got people talking. The cross-channel campaign tapped into every avenue of modern Scottish culture – broadening understanding of the opt-out system and reinforcing the importance of discussing your organ and tissue donation decision with those who matter most.