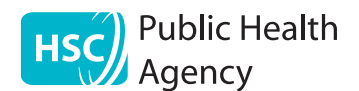


ORGAN & TISSUE DONATION

(Deemed Consent) legislation change

Communications Toolkit 2022



Communications toolkit

Purpose

The law around organ and tissue donation in Northern Ireland is changing to help more people save more lives. The Organ and Tissue (Deemed Consent) Law will be known as ‘Dáithí’s Law’ and this document provides an overview of the Public Health Agency’s campaign aimed at increasing awareness and understanding of what Dáithí’s Law will mean to adults in Northern Ireland and what actions are required.

Dáithí’s Law was passed by the Northern Ireland Assembly on 8 February 2022, and after a period of public awareness activity, it will come into effect from spring 2023. The new law means that instead of opting-in to the NHS Organ Donor Register, in the event that organ donation is a possibility after you die, all adults in Northern Ireland will be considered to agree to being an organ donor unless they have registered a decision not to donate, or are in an excluded group.

A media campaign will launch on 9 May 2022 highlighting the forthcoming change in law and what people need to know.

There are links to campaign assets in this document which you are invited and encouraged to share via your own communication channels to assist us in spreading the message widely.

Background

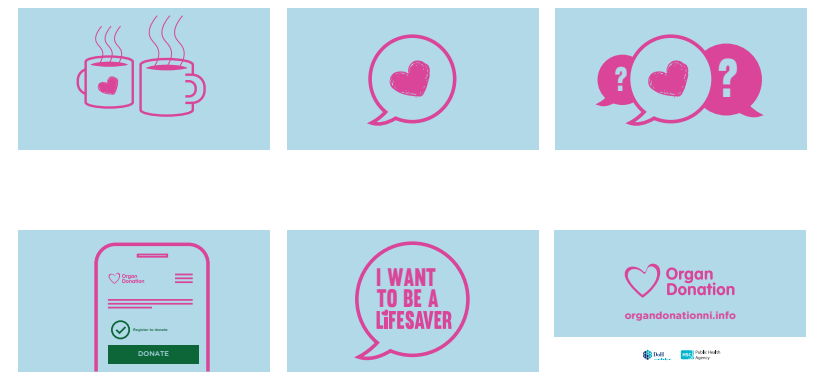
Organ donation is when one person chooses to give an organ or tissue to save or improve the life of someone else. This is often called giving the ‘gift of life’ as it helps people who are desperately waiting for a life-saving transplant. You are able to donate some organs while you are alive, for example; a kidney, or part of your liver, however, most organ and tissue donations will come from people who have died. Amazingly, your decision to donate your organs and tissue could save the lives of up to 9 people who are awaiting a transplant.

The law change campaign

The campaign aims to raise awareness and understanding of the law change which is being introduced to help increase the rate of consent and, in so doing, the number of organs available for lifesaving transplantation, in the small number of circumstance where donation is a possibility after a person’s death. It also raises awareness of the importance of talking about organ donation with those close to you so everyone is aware of each other’s decision if they want to donate or not.



Adshel



Social media video

Communications toolkit

Key campaign message

The key message for the campaign is that the law around organ donation is changing, when it will change, and what action is required.

The campaign will highlight that people will still have a choice if they want to donate or not, as well as the importance of letting those close to you know your decision.

The campaign signposts to www.organdonationni.info and some specifically to www.organdonationni.info/lawchange for further information.

How you can help

- Download these resources
- Share on social media, by email, online

Content and key messages to share

- The law around organ donation is changing to help more people save more lives.
- Daithi's Law will mean, in the event that organ donation is a possibility after you die, it will be considered that you agree to being an organ donor unless you have registered a decision not to donate or are in an excluded group.
- The law will change in spring 2023.
- Organ donation is a personal decision and you will still have a choice if you wish to donate or not.
- If you do not wish to become an organ donor then you will need to opt out on the NHS Organ Donor Register.

- Whatever you decide, please remember to talk to loved ones about your decision so they will know what you would have wanted.

Channel plan

The first burst of our public information campaign will run from 9 May - 30 June 2022 across media channels, including:

- **Radio** – Cool FM, Downtown, Downtown Country, Q Radio and U105
- **Outdoor** – 6 sheets
- **Digital** – Google search, display, and social media advertising (Facebook, Instagram and Twitter)

Assets available for you to share

We have created a range of campaign assets to make it really easy to share on your own channels. These include:

- Social posts
- Webpage banners
- Email signatures
- A3 posters
- A4 posters
- A5 information flyer
- Promotional card

All assets can be accessed at:

www.organdonationni.info/resources

The webpage will be updated regularly so you may wish to bookmark it to make it easy to check back for updates.

Translations of printed materials can be found online at www.organdonationni.info/lawchange, or all the information can be translated or read-aloud via the Reachdeck toolbar on the website.

Please use the hashtags **#NILifesavers;** **#DaithisLaw/#DáithisLaw,** **#HaveTheChat** and direct your followers to www.organdonationni.info for more information.

Please follow us on social media:

Twitter: @OrganDonationNI

Facebook: @OrganDonationNI

Instagram: @OrganDonationNI

