

# ORGAN & TISSUE DONATION

## (Deemed Consent) legislation change

Communications Toolkit 2023



# Communications toolkit

## Purpose

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

Dáithí's Law was passed by the Northern Ireland Assembly on 8 February 2022. When it comes into effect, it will create an opt-out system for organ donation. So, instead of opting-in to the NHS Organ Donor Register, it will be presumed all adults in Northern Ireland consent to organ donation in the event of their death, unless they have registered a decision not to donate or are in an excluded group.

A media campaign launched on 9 May 2022 to highlight the forthcoming change in law and what people need to know. There are links to campaign assets in this document. Please use and share them via your own communication channels to help us spread the message widely.

## Background

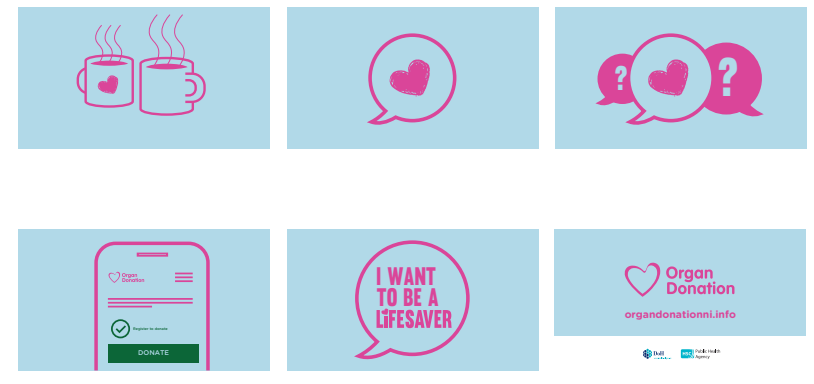
Organ donation is when one person chooses to give an organ or tissue to save or improve the life of someone else. This is often called giving the 'gift of life' as it helps people who are desperately waiting for a life-saving transplant. You can donate some organs while you are alive, a kidney or part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

## The law change campaign

The campaign aims to raise awareness and understanding of the law change. The new law will help increase the rate of consent and the number of organs available. This is important because life-saving transplants are only possible in very limited and specific circumstances. The campaign also highlights the importance of talking about organ donation with those close to you, so that everyone knows each other's decisions.



Adshel



Social media video

# Communications toolkit

## Key campaign message

The key message for the campaign is that the law around organ donation is changing.

Additional messages will highlight that people still have a choice and that it's important to let those close to you know your decision.

The campaign signposts to [www.organdonationni.info](http://www.organdonationni.info) or to [www.organdonationni.info/lawchange](http://www.organdonationni.info/lawchange) for further information.

## How you can help

- Download these resources
- Share via social media or email

## Content and key messages to share

- Organ donation law is changing to help save more lives.
- The new law will mean everyone is considered a potential organ donor after they die, unless they choose to opt-out or are in an excluded group.
- Organ donation is a personal decision and you can still choose whether you wish to donate or not.
- If you do not wish to become an organ donor, you will need to opt-out on the NHS Organ Donor Register.
- Families will always be consulted before donation goes ahead, so please discuss it with your loved ones so they know your decision.

## Channel plan

The first burst of our public information campaign ran across multiple 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)

## Assets available for you to share

We have created a range of campaign assets to make it 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](http://www.organdonationni.info/resources)

**The webpage will be updated regularly, so bookmark it and check for updates from time to time.**

Translations of printed materials can be found online at [www.organdonationni.info/lawchange](http://www.organdonationni.info/lawchange). All information can also be translated or read-aloud via the Reachdeck toolbar on the website.

Please use the hashtags:

**#YouCouldBeALifesaver**

**#DaithisLaw or #DáithisLaw**

**#HaveTheChat**

Please direct your followers to [www.organdonationni.info](http://www.organdonationni.info) for more information.

**Please follow us on social media:**

**Twitter:** @OrganDonationNI

**Facebook:** @OrganDonationNI

**Instagram:** @OrganDonationNI

