



PASS IT ON

The law around organ donation in England is changing

Stakeholder pack for NHS organisations



PASS IT ON – the law around organ donation is changing...

Every day across the UK, someone dies waiting for an organ transplant.

So, from spring 2020, the law around organ donation in England is changing to allow more people to pass on more organs to save more lives.

We have launched a new public awareness campaign, called Pass It On. You can help to drive our campaign to inform people in England that the law around organ donation will be changing. You can highlight to people what the law change means to them and encourage them to decide whether or not they want to be an organ donor, and to share their decision with their family and closest friends.

Help us encourage people to:

- pass on the fact that the law is changing
- make a decision whether they want to pass on their organs to save and improve lives
- pass on their organ donation decision to their friends and family

One organ donor can save or transform the lives of up to nine people, and help many more if they also donate tissue.



What is changing

From spring 2020, all adults in England will be considered to have agreed to be an organ donor when they die unless they had recorded a decision not to donate or are in one of the excluded groups. This is commonly referred to as an 'opt-out' system.

Those excluded will be:

- people under 18
- people who have lived in England for less than 12 months before their death or who are not living here voluntarily
- people who lack the capacity to understand the change.

Adults covered by the change will still have a choice whether they want to be an organ donor and their families will still be involved before organ donation goes ahead.

Whatever decision people make, they should make their choice clear to their family and closest friends to help ensure that choice is honoured.

The law change will spark conversation and debate, as well as having a direct impact on those waiting for transplants.



What are we doing?

We are running a 12-month wide-ranging public awareness campaign, which will include:

- a campaign toolkit for organisations to share key messaging via their own channels
- social media activity – there’s lots to talk about!
- media and PR coverage, to shine a light on the law change
- paid media advertising – not everyone knows about the law change, this will help!
- the creation of new literature, including in easy-to-read formats and in different languages

We hope you will help us spread the word so that as many people as possible are aware of the law change before next spring.

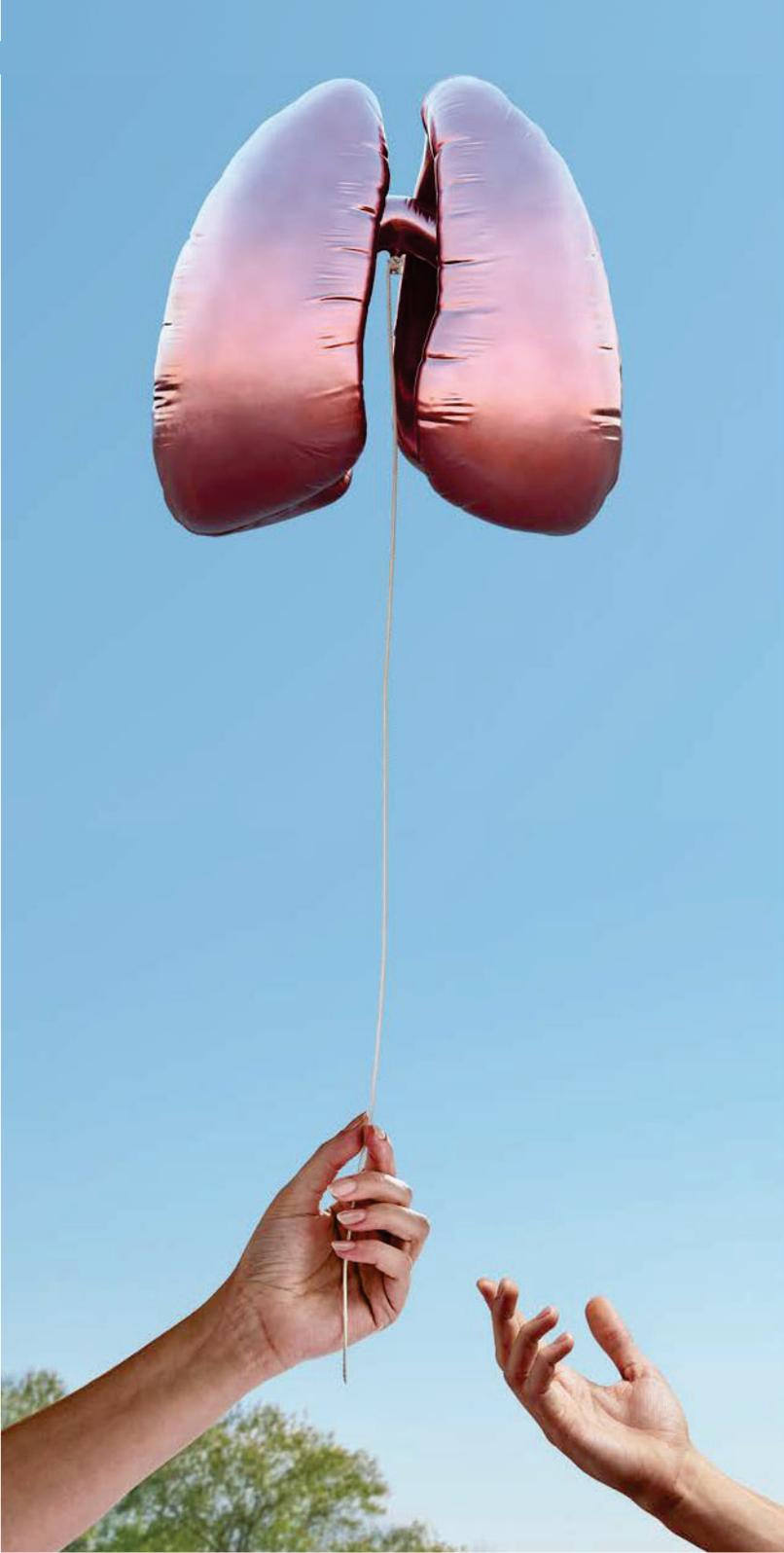
How you can help

As trusted healthcare professionals, here’s how you can help:

- Use the toolkit we have developed as part of the campaign
- Talk about organ donation in your workplace, then encourage colleagues and patients to take the conversation home
- Display our campaign materials in your workplace
- Share case studies with us that highlight the difference organ donation can make
- Follow our social media channels and share our content with your friends and family
- Link your digital channels to our website organdonation.nhs.uk

Please email any real-life stories that families are willing to share to story@nhsbt.nhs.uk.

This may seem obvious, but please don’t use balloons at any events you do in support of this campaign. We care about the environment and have used computer generated images in our campaign assets.



To download the campaign materials please visit nhsbt.nhs.uk/pass-it-on



To find out more information on the change in the law, please visit organdonation.nhs.uk/opt-out

To find out more about your choices, including how to opt out visit organdonation.nhs.uk or call 0300 303 2094

For further information please contact externalaffairs@nhsbt.nhs.uk

