

Words save lives. Organ donation week 3-9 September 2018

This Organ donation week we will continue our **Words save lives** campaign, highlighting the importance of talking about organ donation and sharing your donation decision.

Ask yourself, do your family know whether you want to be an organ donor? Have you ever talked about organ donation with them?

If the answer is no, then you're not alone; sadly, many donation opportunities are lost every year because families don't know if their loved one wanted to be a donor or not. Family support is crucial to enable donations to take place.

Save someone like Taniyah by telling your family you want to be an organ donor.



Blood and Transplant



Organ donation week, 3-9 September 2018

We need more people to talk about organ donation to increase the number of transplants that happen.

- **Three people die every day in need of an organ.**
- **One third of adults has told their partner/ family their donation decision.**

We can change things, though we need your support to get people talking.

What are we doing?

Look out for all this, and more!

- Social media – naturally we'll be posting, sharing, liking, retweeting a-plenty!
- PR – there are some remarkable stories to tell
- Events – all manner of organ donation themed events will occur!
- Paid media advertising on radio and social media – not everyone knows about organ donation; this will help

How you can help

We would love your support! Here's how you could help:

- Follow our social media channels and share our content
- Talk about organ donation in your workplace, then encourage colleagues or customers to take the conversation home
- Organise your own organ donation awareness raising event
- Use the toolkit we have developed as part of the campaign
- Link your digital channels to our website **organdonation.nhs.uk**



Most importantly

If you want to be an organ donor your family need to know, so that they can support your donation decision. Help us to spread this important message this Organ donation week.

For further information about the campaign, contact **holly.mason@nhsbt.nhs.uk**

For questions about working with the media, contact **pressoffice@nhsbt.nhs.uk** or call **01923 367 600**.



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