

Supporter Pack

Derby

Organ Donation Campaign



Yes I donate
ORGAN DONATION

Let's talk about it organdonation.nhs.uk

The importance of organ donation

Last year over 11,000 people in Derby joined the NHS Organ Donor Register. However, we still need more people to register their commitment to becoming an organ donor.

Organ donors save and improve lives.



Trevor waited five years for a life saving kidney transplant. Due to kidney failure Trevor required dialysis three times a week for five hours, he was on a restricted diet and taking 40 tablets daily. Over time his condition worsened and he was unable to walk without the aid of a walking stick. **“I feel very grateful after waiting so long to have received a transplant. However, it is unfortunate the circumstances that allowed me to receive the organ. It puts life into perspective. My outlook on life is much more positive. I love spending time with family and friends and just enjoying life!”**.

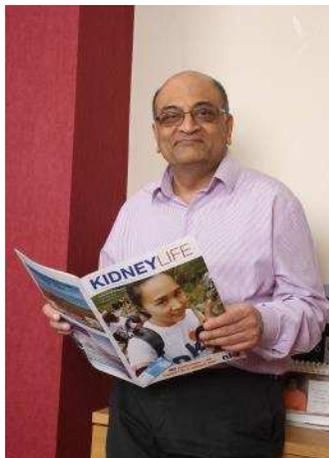
Photo: Trevor, from Derby.



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At the age of 11 Rajesh's kidneys started to fail. He was diagnosed at the age of 13 with very underdeveloped kidneys that could no longer cope with a growing body. Over the next 8 years Rajesh suffered with poor health however his kidneys continued to deteriorate and eventually he was put on dialysis three times a week for four hours a time. In 1990 Rajesh received his lifesaving kidney transplant. **"Waiting for a kidney and on dialysis the feeling of helplessness and depression just washes over you – limping from one day to the next, losing weight rapidly and also hope. My transplant saved my life, I will always be grateful. I had little hope of a good career and normal family life but I have been able to marry, have kids and enjoy all that life brings"**

Photo: Rajesh, from Derby

In 2008 Diana was a healthy mother of three when she suffered from acute liver failure, a rare but rapid deterioration of the liver function. She was given just 72 hours to live. Luckily she received the transplant she needed in time, saving her life. **"Life can change at the flip of a coin. Since my transplant I have lived life to the full. I've competed in three World Transplant Games, medalling in all three."**

Photo: Diana, from Derby, with her World Transplant Games medals



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The Campaign

The aim of the campaign is to inspire and motivate individuals in Derby to join the **NHS Organ Donor Register** through sharing the stories of local people who have received a life saving transplant.

The campaign will launch on **Thursday 9th March** – World Kidney Day.

Our digital activity: From 9th – 23rd March paid advertising will run on Social Media targeting our key audience groups who are on Facebook to encourage them to register.

Our radio activity: From 9th – 6th April adverts will run on radio stations across the East Midlands; Smooth and Gold, plus Sabras Sound.

Our PR activity: We are working with the local media to share the campaign message and real life stories to raise awareness, educate and encourage people to register.

Partner activity: We are working with key organisations in the local area to help spread the message to employees and local residents through their communication channels.



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Why we need your support

Derby has been identified as an area that requires sustained effort to promote organ donation due to the low numbers on the NHS Organ Donor Register compared to the UK average.

Partners are vital to the work that we do to spread our key messages and create conversations about organ donation in every day life.

Our aim is to work with you, harnessing your reach and relevance in the local area, and use your communication channels to promote and encourage further consideration around the importance of organ donation.

You can help to make a difference



How we would like to work with you

There are a number of ways that your organisation can get involved – any support you can provide will make a difference.

The attached toolkit includes:

- Information that can be included in newsletter or emails to employees and / or customers.
- Display posters and leaflets for use in physical sites e.g. staff break out areas.
- Web banners that can be added to your website homepage or intranet pages.
- Social media assets to share on Facebook and Twitter

If there are any other ways in which you would like your organisation to get involved, please do get in contact with us so we can support your activity.

Please include the tracked link below in any digital activity. This will take people straight through to www.organdonation.nhs.uk to register as an organ donor and will also allow us to track the number of people who register as part of the campaign

DERBY TRACKED LINK: <http://bit.ly/2mVsNpq>

Thank you

Should you have any questions or would like to discuss other opportunities to work together please contact our Partnerships Team at Partnerships@nhsbt.nhs.uk



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