

<b>TITLE OF REPORT</b> Organ Donation Initiative	<b>DATE</b> 16 <sup>th</sup> August 2016
<b>Corporate Policy and Resources</b> For information	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Resilient, Healthy and Engaged Communities
<b>Outcome</b>	Raising awareness of Organ Donation Service
<b>Lead Officer</b>	Liz Johnston
<b>Cost: (If applicable)</b>	n/a

**The Purpose of this report is to advise members on progress on plans to lend support to the Organ Donation Service provided in Causeway Hospital**

## **1.0 Background**

Following a presentation to Council by the Organ Donation Service Council agreed in May 2016 (CPR160419) to support the initiative aimed at increasing awareness of the service provided in Causeway Hospital and to promote the importance of becoming an organ donor.

There has been engagement with the Organ Donation team based in Causeway Hospital to consider the support which Council can provide. It was agreed that Organ Donation Week, Monday 5<sup>th</sup> – Sunday 11<sup>th</sup> September, (formerly known as National Transplant Week) would be the logical time for most of the promotional actions to take place. Organ Donation Week provides an opportunity for the organ donation and transplant community to promote organ donation nationally and locally, whilst highlighting the importance of organ donation and celebrating those who have saved lives.

## **2.0 Promotional Plan**

The following actions to support the activities of Causeway Hospital Organ Donation Team have been agreed:

- Promotional materials will be available at Council Corporate Buildings, Town Halls, Leisure Centres, Arts Centres, Museums and Community Facilities.
- An article on the Council's support for the Organ Donation initiative and encouraging support of other Councils to be submitted to NILGA Newsletter
- Press Release and photo opportunity including members supporting the initiative.
- Promotion on Council website and social media with link to Organ Donation website.
- Raise awareness through attendance at Gala Dinner celebrating and promoting organ donation, to be held in Tullyglass House Hotel, Ballymena on Thursday 8<sup>th</sup>

September at 7 pm. Tickets £30. An invitation has been circulated to Elected Members.

The Organ Donation Team have also asked that Council give consideration to use of organ donation sticker on Council vehicles when reviewing progress.