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Y Gweinidog Iechyd a Gwasanaethau Cymdeithasol
Minister for Health and Social Services



Llywodraeth Cymru
Welsh Government

Eich cyf/Your ref
Ein cyf/Our ref LF/LG/0129/13

Professor Mark Drakeford AC AM
Chair Health and Social Care Committee
National Assembly for Wales

12
March 2013

Dear Mark,
Human Transplantation (Wales) Bill ("the Bill")

Further to my letter of 28 February, I thought it might be helpful to provide additional clarification on the aim and proposed detail of the communications campaign in relation to the Bill.

Section 2 of the Bill places a duty on the Welsh Ministers to inform the public of the circumstances in which consent to organ and tissue donation will be deemed. Taking a measured and proportionate approach, the Welsh Government proposes to write to every household in Wales about the soft opt-out system of organ and tissue donation and the choices available to individuals who live in Wales.

During the communications "information phase" the Welsh Government will take reasonably practicable steps to provide information on the choices available and the steps people can take in the new system. This is due to take place between the spring of 2014 and the summer of 2015 at the following times:

- Spring 2014 (between 4 and 6 months after Royal Assent);
- December 2014 to January 2015; and
- One month before the soft opt-out system begins.

We are currently consulting media planners to ensure that the advertising and communication is as effective as possible. Advertising activity will take place every six months and will last approximately four weeks. It will consist of an advertising campaign (radio adverts, outdoor, digital, social media) to provide information, alongside the stakeholder and community engagement. Consideration will also be given to TV advertising taking into account audience reach and value for money. A combination of other advertising and direct marketing may guarantee a more targeted approach.

The Welsh Government website will be signposted in the advertising as a place for further information on the proposed changes as well as the mechanism to register a wish.

In conjunction with paid-for advertising, we will seek to develop partnership opportunities with public services with the aim of utilising public service owned premises for the purpose of poster and information display. This may include NHS and local authority owned premises such as leisure centres, libraries and patient waiting rooms. This will help people to recognise and remember the messages.

Alongside this, there will be ongoing work with stakeholders, BME communities, engagement with schools and young people as well as pro-active PR. Specific actions will bring the soft opt out system to the attention of people reaching the age of 18, students and people migrating to Wales. Work will also be undertaken to ensure hard to reach groups can access information.

Towards the end of the campaign, an information leaflet will be sent to all households in Wales. The advertising will refer to this, encouraging people to look out for the leaflet which will be delivered to their home.

We will also evaluate the effectiveness of the communications work by monitoring public awareness levels between 2013 and 2016.

Regards
Lesley

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