Teesside ‘Extra-Life’ Organ Donor Register Study: Saving lives by changing attitudes to organ donation through work place education

INTRODUCTION

- In the UK, lack of donated organs leads on average to three potentially avoidable deaths every day.
- NHS Blood and Transfusion data shows that support for organ donation nationally is high but that this has not translated to registration on the organ donor register.
- In addition, lack of family consent at the time of donation is a further barrier and often is due to the potential donor not discussing their wishes with family.

AIMS OF OUR STUDY

- To explore current views about organ donation and uncover barriers to organ donation in our local workforce
- To use this information to develop workplace based education.

METHODS

The ‘ExtraLife’ partnership was created to focus on the health and wellbeing of staff and consists of the following organisations with >20,000 employees:
1. South Tees Hospitals NHS Foundation Trust (Acute Medical Trust)
2. Middlesbrough College
3. Middlesbrough Council
4. Teeside University
5. Tees, Esk and Wear Valleys NHS Foundation Trust (Mental Health Trust)
6. Middlesbrough Football Club

A survey monkey questionnaire was e-mailed to staff members and promoted internally for a five week period. Questions were derived from the NHSBT Optimisa Survey of the General Population ‘Understanding current attitudes and behaviours towards organ donation in England’, 2013. Results were compared.

549 responses were received (response rate of 0.5-15% across organisations).

RESULTS

Most responders were white (95%), female (82%) and aged 45-54 (32%).

- Support for organ donation and registration on the Organ Donor Register
- Willingness to donate

Responders to the staff survey show higher levels of support than the general population.

Reasons why those who support the principle of organ donation are not on the ODR

- I might change my mind and I don’t know if I can have my name on it
- I don’t want to make the decision until I am older
- I haven’t got around to it yet
- I don’t have enough information about the register to make a decision
- I haven’t seen how to put my name on the NHS Organ Donation Register
- I have a donor card and I didn’t know I needed to register as well
- I didn’t know there was an NHS Organ Donation Register

Significant differences were identified between responders in the ‘ExtraLife’ survey and the general population survey.

CONCLUSIONS

- Responders showed high levels of support and motivation and were more likely to be on the ODR.
- Responders, particularly from the acute medical NHS trust, were more likely to discuss organ donation with others.
- There was a significant difference in certain reasons why responders supporting the principle of organ donation are not on the ODR.
- We aim to target and address these reasons to change behaviour and help increase registration to the ODR.

THE FUTURE OF THE PROJECT

This information is currently being by Third Year Graphics Design Students to develop novel educational tools about organ donation at Teesside University.