Animation
Improving Consistency

We offer this information to all families in your situation.

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Background
Consistent Approach

• Every family is given the same core information in the same way a consistent approach across the whole organisation.

• Slows the conversation and process down for the benefit of the family.

• It is not intended to replace the interaction and further information/communication/support given from the SR/SNOD

• Creates a shared understanding of what the process will involve.

• NOK Family/Friends will have option to watch

• Strengthens our brand, our values and our reputation as a caring, expert and quality organisation.
Why Animation?

- Combines Audio & Visual Senses
- Information easy to absorb understand and retain.
- Our minds process the image/message quicker.
- Triggers emotions and empathy
- Equality Diversity & Inclusion of All which some groups may prefer
- Simplified concise visual information when words alone may not be enough (often potential donor families are in shock)
Why Animation? – Society Communication Change
Max & Keira’s Law

• 20\textsuperscript{th} May 2020 – Organ Donation (Deemed Consent) Act will be implemented

• Donor family conversations shouldn’t focus on the law

• The animated video focuses the conversation on the benefits of donation
The video
SNOD feedback

Acknowledgement families reactions have changed opinion.

If families don’t want to watch some SNOD’s have given some of the wording from the AVC

Good flexibility when to use in conversation

Helpful when family/friends arrive later useful with clarification of information shared.

May reduce Overrides
Family feedback

Creates a lot of powerful emotions in the room and a sense of agreement and clarity that this is a decision their loved one would want.

One family felt that it didn't tell them anything they didn't know already.

Another family highly recommended using the video for all families.

Different parts of the video produced different emotion's and feelings. It was lovely to observe this as it helped guide the conversation that happened next.
Strategy Beyond 2020

- Continue to monitor usage
- Using the animation regularly now and getting feedback will allow us to future proof it for alternative conversations.
- Can be more inclusive with different cultures, values beliefs and all diversity groups.
- Provide a link that can be dropped into mobiles
Thank you for your time