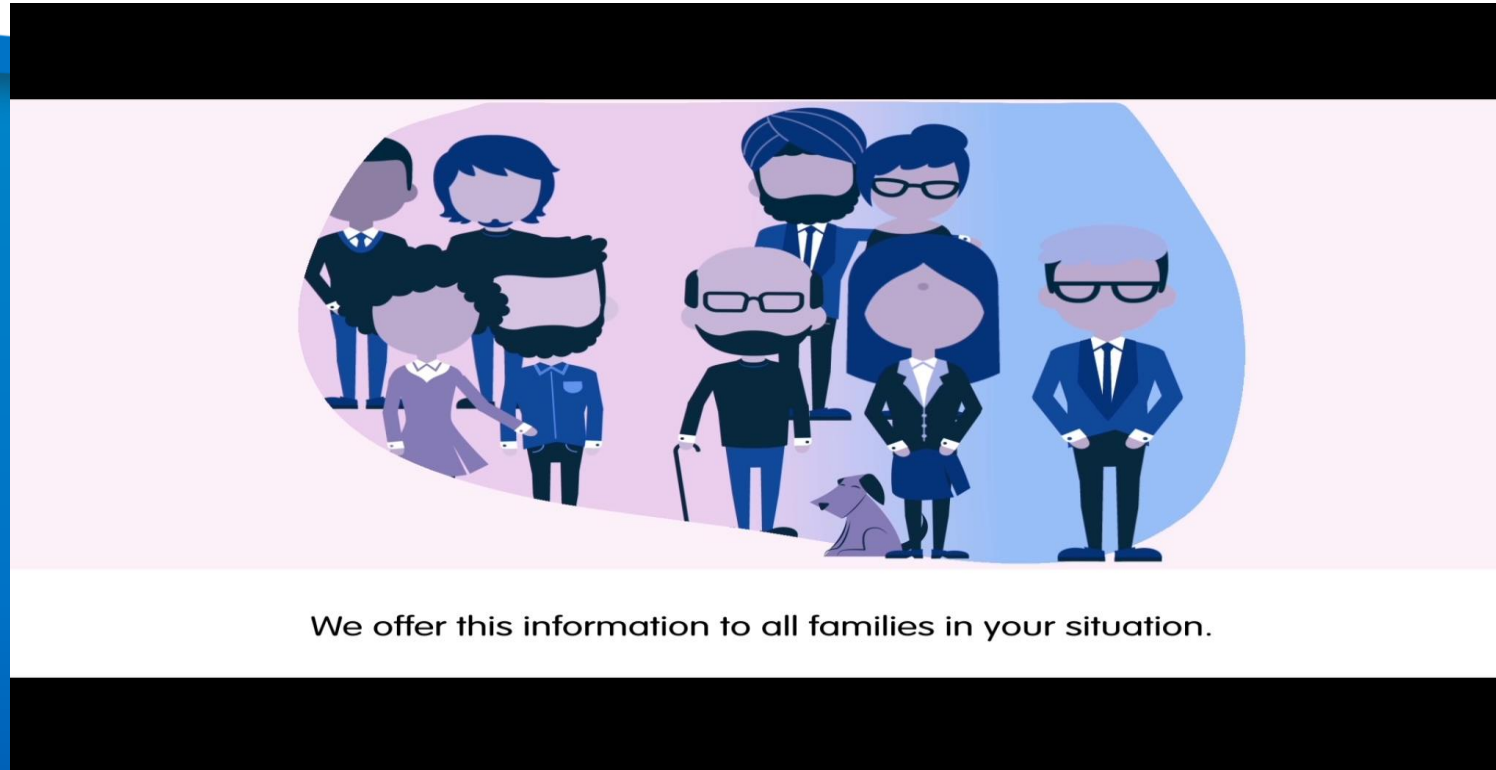


Animation

Improving Consistency



Blood and Transplant



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Project Lead – Deemed Consent Legislation; Organ
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@Phil_W_It_n

Caring Expert Quality

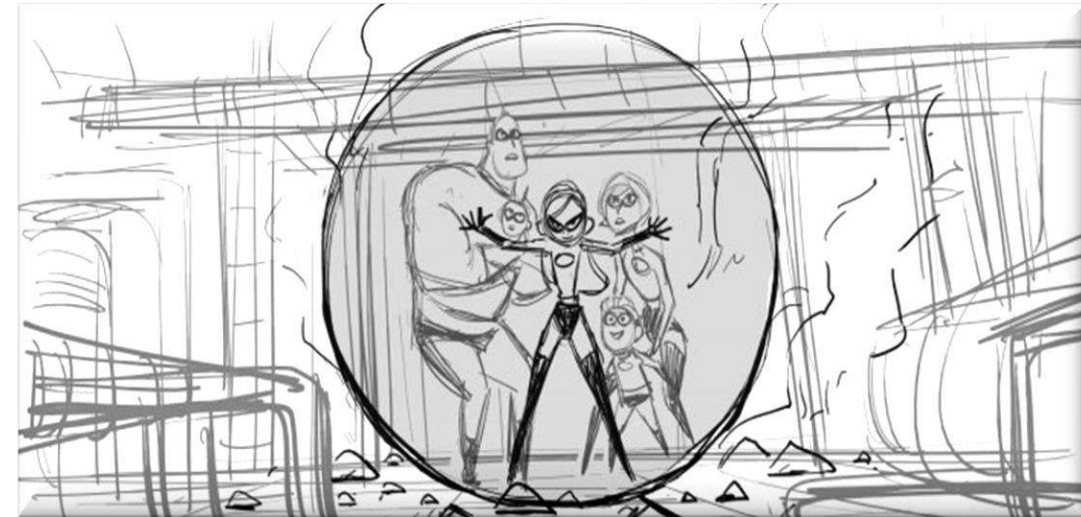
Background

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

NHS

Blood and Transplant



Max & Keira's Law

- 20th 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.

Another family highly recommended using the video for all families.

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

Different parts of the video produced different emotions 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



The image features a large, irregular blue ink splatter on a white background. The splatter has a textured, painterly appearance with some darker blue and grey tones at the edges. Centered within the blue area is the text "Thank you for your time" in a clean, white, sans-serif font. The text is arranged in two lines: "Thank you for your" on the top line and "time" on the bottom line.

Thank you for your
time