



**Evaluation**  
Organ Donation Event  
7<sup>th</sup> September 2022

## Background

On an annual basis Healthwatch Sunderland select campaigns from the Healthwatch England Campaign Calendar to focus on throughout the year. This is usually delivered by the development of a social media campaign, but some also include an event, which can be either online or face to face. This year one of the campaigns we selected was organ donation, as this subject is one close to our hearts, following one of our colleagues, Jemma, receiving a kidney donation in 2021. The main aim of the event was to get people thinking about organ donation and speaking to their loved ones about their wish to donate if they are suitable to donate their organs.

Working in partnership with Hope Street Xchange, who kindly provided the room for the event free of charge, we hosted an event on 7<sup>th</sup> September 2022. This document will explain what people told us about the event, what they liked and how they felt we could improve.

## Event evaluation

38 attended the event, with 21 people completing the evaluation form.



### Event attendees

- **What when well**

**100% of attendees who completed the evaluation found the event to be useful**

Here are some of the comments we received:

“Very informative and brings it home how important organ donation is and how it affects all involved.”

“Hearing directly from those impacted was very emotional and powerful.”

“Learnt a lot e.g., organ donation and that it’s a treatment, not a cure.”

“Hearing the different points of view was very important.”

## 100% of attendees who completed the evaluation felt the speakers / videos were easy to understand

Here are some of the comments we received:

“Very clear, emotive and put across well.”

“The videos were well explained with little jargon, so fantastic.”

“Having personal experiences from individuals makes it more emotive and being able to relate to the processes.”

“Very much so and I think they were so brave to discuss such personal experiences. I was honoured and privileged to be in their company.”



Our guest speakers

## 100% of attendees who completed the evaluation stated that they enjoyed the session.

When asked what they enjoyed most about the event, people who completed this question on the evaluation told us they most enjoyed hearing the personal stories and meeting everyone. Here are some of the comments we received:

“Listening to the stories from donors, recipients and carers. Especially the planned operation for Sinead and her reasons for going ahead. Being able to network and discover new information.”

“Informal atmosphere, putting me at ease when it was my turn to speak.”

“The personal stories, each so informative in their own way. So Brave.”

“The wide range of speakers and stands.”

“Meeting the people whose lives have been changed by organ transplants.”

## • Areas for improvement

None of the people who completed the evaluation said there was anything they didn't enjoy or anything they would change. Although one person said;

**“I am hoping all of it was videoed and I will be putting on our website and social media to get the message out wider.”**

After the event one person got in touch and highlighted an issue around the venue accessibility and stated that they also would have liked the event videoed also.

These comments will be taken into consideration when we are planning future events.



Information stands

## • Future events

When asked what subjects people would like covered in future events, we received a lot of requests to hear more about the different types of organ donation, education to the public, including in schools and more about the process involved to become an altruistic donor.

Here are some other suggestions and comments we received;

Women's health / menopause

Prescription charges

More about the body

Mental health recovery and protection of mental health patients and carer's rights in law.

Anything that inspires people to enrich them in the future, to give them better / deeper understanding on the topic delivered.



## • Thank you

We would like to thank all of the people who were involved in the Organ Donation Event, especially our guest speakers, who gave their time, sharing their personal stories of their organ donation experience.

Thank you to all who attended the event.

Thanks also go out to the Red Sky Foundation, South Tyneside and Sunderland NHS Foundation Trust and the University of Sunderland who gave their time to host information stands on the day.

Finally to Hope Street Xchange, for their partnership working and for supporting us with the IT on the day.

For more information about organ donation go to:

[Home - Organ transplantation - NHS Blood and Transplant \(nhsbt.nhs.uk\)](http://nhsbt.nhs.uk)



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