

PE1453/M

NHS Western Isles Letter of 8 February 2013

- What previous approaches have proved to be successful, or unsuccessful, in increasing levels of organ donation?
- What steps are currently being taken, or considered, to increase levels of organ donation?

We have included articles in our staff magazine, Slainte, encouraging people to join the Organ Donor Register. The magazine is available and widely read by members of the public in the Western Isles. We have also issued comments for press releases from our Chief Executive and Nurse Director, highlighting the importance of joining the register. These have been used in the local media.

We include a communications message on our internal communications screens in our hospitals, encouraging both staff, patients and visitors to join.

We plan to continue to raise awareness through the media and will highlight the issue through a agreement currently being made with our local radio station to promote health issues on a feature by feature basis. We will also continue to use our staff magazine to highlight the issue.

- Do you have any other views on what the petition seeks?

We would support the introduction of an opt out scheme.

Gordon G Jamieson
Chief Executive
NHS Western Isles