

Biomedecine Agency

Organ donation: encouraging the French to change their stance

Best measurement of a public sector campaign

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OBJECTIVE/BRIEF

The Biomedecine Agency is France's leading public authority on organ removal and transplants. The need for transplants in France is constantly increasing and although there are a significant number of donors, there are not enough to meet demand. Legislation has gambled on public generosity and solidarity, cornerstones of the French welfare system. So in France, legally everyone can be considered as potential organ donors, unless they have enrolled themselves onto national non-donor register.

Since this detail of the law is not widely known, it is ultimately the wishes of the deceased's loved ones which prevail at the time of death. This is the reason why it is necessary to encourage French people to make their wishes known whilst they are still alive,

so that the number of donations being refused as a result of the deceased's wishes being unknown can be reduced.

However, at present, **only 1 in 2 of the French people who are willing to donate their organs have shared**

their wishes with their loved ones. And almost 1 in 3 possible organ removals end up being refused.

The Agency is **looking to increase the number of donors through a year long communication campaign to the general public** and through a major drive on the 22nd June, with a day of discussion on organ donation and transplants. The objective is to encourage everyone to share their wishes regarding organ donation after their death with their loved ones, in order that ultimately those who are ill and in need of an organ transplant can be treated.

Against this background, the agency has set Kantar Media the task of evaluating its communication campaign and explaining **how to get more French people to share their wishes regarding organ donation.**

Within this framework, it must also evaluate:

- The impact of the new communication bias which is a more direct message and focus on "appeal". Is it beneficial to use a radically new tone in order to communicate a public health message to a greater number of people?
- In what way does the new campaign plan (infographics, tools, social media accounts, outreach activity throughout France) enable the creation of a much greater and more immediate involvement than in previous years?



- What role do first person stories of transplants have to play in public awareness, in terms of a subject as sensitive and personal as the contemplation of one's own death?

STRATEGY

The difficulty of the evaluation essentially comes from the fact that there is no register of potential donors that could be used to correlate statistics with campaign results, and therefore enable the measurement of its actual impact on public health. This led to a decision to work on different outlined modules of qualitative analysis, enabling a global approach of public action effectiveness.

Develop a three-part analysis model, PR Campaign/ Publicity Campaign/Public Opinion

The evaluation involves both upstream and downstream communication: PR data has been correlated with the agency's initial media plan, in addition to post tests conducted on the global population, by the Viavoice institution in order to confirm receipt of strategic messages.

Pre-evaluate the benefits of the new communication strategy

In order to meet the challenges of the new campaign, a pre analysis of the discussion is conducted on the basis of information frameworks put together by the agency: the development of a new message and arguments, choice of real life stories, campaign outline published on the internet and social networks, info graphics, information tools, televised film broadcast from the 16th to the 22nd June on main national TV channels.

Replace the evaluation framework in the global context of discussions from other public health sectors.

The public health challenge of this campaign has activated the energy and skills of different stakeholders in this area.

It has therefore been decided to take into account outreach project plans being carried out by the hospitals and transplant groups throughout all of France in order to explain the combined effort of their communication and the content of their

communications, whether that be conveying the official message or a different message which may be misused.

Carry out content analysis, representative of different levels of discourse and a semiologic analysis enabling an evaluation of the degree of engagement to the message: the discourse of journalists and stakeholders, agency messages, the role of first person stories in donor awareness.

Collectively share results with all participants of the Biomedecine Agency and to identify areas of involvement by defining the 2015 communication plan's first recommendations.

EXECUTION/IMPLEMENTATION

The analysis focuses on the 22nd June 2014 campaign in two stages: pre test and post test, on a body of 738 pieces of media coverage of which 10% are audiovisual and 30% are online, and a representative sample of the French population comprising of 1004 individuals.

The hub of the evaluation is focused on the quality and engagement of mainstream media messages and the extent to which they are likely to encourage French people to share their wishes.

The semiologic analysis allows the engagement with the discourse to be identified on a 3 degree scale and statistically measures their proactivity with regards to the objective.

- 1. Solicitation** ► Content of an activist nature (direct appeals, use of the imperative)
- 2. Awareness** ► Highlighting the significance of the cause in a discourse which remains descriptive (factual outline of targets with emphasis on the importance of the demand and the difficulty in finding a compatible donor, encouragement by first person stories)
- 3. Information** ► Purely informative and disengaged discourse (factual context of figures, campaign outline description, information on medical procedures...)

The analysis of the content of public health participants (Biomedecine Agency, organisations, health professionals) in open list, with attention focusing on conflicting messages, **is correlated with the public opinion analysis** and evaluates the transmission of key messages and their receipt by the general public: memorization of messages, views on the campaign (frequency, share).

The impact of visual bias in the message broadcast.

The communication tools (poster and information guide) use typeface register to signify the simplicity of the exchange with loved ones. The qualitative evaluation therefore also focuses on the creation of graphics and measures their effectiveness in an environment saturated with illustration, whilst evaluating the different treatment of the subject between media channels.

KPIs on the effectiveness and impact of the campaigns information tools (coverage, reach and engagement): free phone number, designated information website www.dondorganes.fr, Facebook page, Twitter account @ag_biomedecine, YouTube channel) and their representation in **mainstream media**.

A polyvalent and interactive follow up with all stakeholders of the Biomedecine Agency's communication team in a workshop setting.

CONCLUSIONS

"The evaluation has proved that the principal message of the campaign has been well transmitted by the media to the public, and the public opinion awareness objective has been achieved" concludes Madeleine Claeys from the Biomedecine Agency.

BENEFITS IN TERMS OF PUBLIC HEALTH COMMUNICATION

Strong encouragement for action, thanks to a simplification of the message: 60% of data in 2014 entered into the initiative to convince people of the importance of organ donation, even encourage public action, in line with the Biomedecine Agency's position. The discourse extended to recruitment and focused primarily on the sharing of one's wishes with loved ones based on choice, with a very involved debate on TV and the Internet. The analysis has shown that a less serious message this year has been better

received and that this choice to simplify the campaign has enabled it to gain in effectiveness.

Progress of the message transmission: on receipt of the message, **37% of French** people remember having seen or heard talk of a campaign message, this is **an increase of 10 points when compared with 2013**. The messages that came in first place all concern those on the importance of sharing wishes with loved ones, which coincides with the newly adopted strategy.

Validation of the strategy of working in conjunction with local groups in order to reach a wider audience: 49% of the regional impact of the message is generated by the involvement of these organisations with the arrival of France Adot, the heart and lung transplant association and Mayse! Pour la Vie. The impact of simultaneous conflicting (living donations) has been insignificant.

The essential role of first person stories, which make up 27% of presentations, with a distinct majority of post mortem donation discussions focusing on the vital benefits of a transplant for an ill person and the psychological benefit for the donor (help with grief by making a death feel less of a waste)

Adjustment of the campaign framework: the analysis has demonstrated the benefit of using individual formats for each separate type of media (radio ads, website banners, social media accounts) in order to focus on different aspects of the message, because it has encountered a level compartmentalization amongst different medias which needs to be overcome (the internet is the only media which mentions the agency's social media networks!) and a lack of progress in the visibility of the agency's information tools which makes it necessary to find new tools.

RISK IDENTIFICATION

Risk of confusion caused by interactions with several concurrent news stories (artificial heart, 3D impression, xenotransplant) may muddle the message of shortages.

The multitude of media campaigns in regions (cards, badges, blue circle¹...) does not always come with an explanation as to the lack of legal value for this, it would be necessary to specify or clarify.

¹ Blue circle logo symbolizes the unity of the global diabetes community

Speakers reveal the persistence of fears in terms of respecting the integrity of the deceased's body and its return to the family.

Confusions with the donation of the body to medical science (8pm news on TF1), bone marrow donation (first person stories on France Inter), cord blood donation (M6 news reports).

ACTION TAKEN

- Content and strategy

“The analysis **has helped us to modify our communication strategy and to develop our speech. We agree to leave the formalities to remind us to embrace a more direct awareness discourse.** The evaluation proves to us that we need to refocus the message on transmission, introduce more that is concrete and educational, agree to reduce the number of messages, say less in order to increase effectiveness.

This year, we have therefore had our press kits developed with less detailed communication, favouring simpler main messages. **The press kit has been reduced from 17 pages to 8 pages.** We also decided to put campaign information at the end of the press kit and no longer at the beginning in order to first of all convey the message. These methods will be applied to the next campaign on the 22nd June 2015” (Madeleine

Claeys / Biomedecine Agency)

- Framework and implementation

“The analysis has shown a certain disconnect between types of media, for example the website is quoted less than traditional media, which is a problem. It has therefore been decided to put in place a new strategy to maximize the visibility of the website and social network tools in offline media. We have also put in a reference to the internet site on every one of the pages of the kit press and visual effects: **put important phrases/message in infographic form, “data visualisation” in order that the written press media can quote them directly.**

The analysis has also shown us the benefit of focusing the discussion on real people: we are using even more first person stories to personify the donation, showing the human need and avoiding it from feeling too abstract. The evaluation allows us to try out these solutions and to adjust them the next year depending on results. And by helping us to determine strategic decisions, this is a very precious tool”

(Madeleine Claeys / Biomedecine Agency)

