

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Supplementary Budget Estimates 2012-2013, 17 October 2012

Question: E12-238

OUTCOME 1: Population Health

Topic: ORGAN TRANSPLANTATION

Type of Question: Written Question on Notice

Number of pages: 3

Senator: Senator Di Natale

Question:

In Budget Estimates Hearing Wednesday, 30 May 2012 in response to a question regarding the objectives of the National Reform Agenda, Ms Flynn stated "The twin aims of the national reform agenda are to improve capability and capacity in the health system and to improve community awareness."

- a) As community awareness in Australia is already at international levels, based on the DonateLife data, why is this a "twin aim". How much money has been spent on this objective and what has been achieved in terms of increase organ transplant donation?
- b) With regard to the first aim, were key performance indicators established and have they been met?
- c) Were the implementation plan and objectives provided to the states and hospitals at the beginning of the program?

Answer:

- a) The Australian Organ and Tissue Donation and Transplantation Authority (AOTDTA) does not have data that indicates community awareness in Australia is already at international levels.

The Australian Government's national reform agenda aims to increase capability and capacity within the health system and to build community awareness and stakeholder engagement across Australia to promote organ and tissue donation.

The national reform agenda builds on world's best practice to establish a holistic approach to organ donation for transplantation promoting uniformity, consistency and coordination, including a nationally consistent approach to communications and campaigns.

A best practice approach to increase organ and tissue donation rates requires consistent, sustained engagement with the public. As part of the national reform agenda, a national Community Awareness and Education Program was established to drive a nationally

consistent, evidence-based approach to communications about organ and tissue donation, led by the AOTDTA.

Prior to the reform agenda, research showed that the majority of Australians supported organ and tissue donation. At the same time, increased registrations on the Australian Organ Donor Register (AODR) had not translated into increased family consent rates. The public was confused by competing and sometimes conflicting information, myths prevailed and there was low level knowledge about the role of family consent.

In parallel to clinical reforms under the national reform agenda, the Community Awareness and Education Program calls on Australians to discover the facts, make and register informed donation decisions on the AODR and most importantly ask and know family members' donation wishes. This is because in Australia the family is always asked to confirm the donation wishes of the deceased.

Since its launch in May 2010, the DonateLife campaign as part of the broader Community Awareness and Education Program has had a positive impact in driving behavioural change. Tracking research commissioned by the OTA confirms the positive impact of promoting a single-focused call to action achieved in Phase 1 of the DonateLife campaign ('DonateLife, Discuss your wishes. OK?') and in Phase 2 ('DonateLife, know their wishes. OK?'):

- 77 per cent of Australians, or three in four, have had a family discussion, of which 58 per cent had a discussion in the past 12 months (48 per cent in May 2010);
- 56 per cent of Australians know the donation wishes of family members (51 per cent in May 2010); and,
- 70 per cent of Australians understand that family consent is always sought (64 per cent in May 2010), and 92 per cent of those aware of family wishes would uphold their decision.

Previous Expenditure

Financial Year	Advertising*	Research
2009-2010	\$5.747m	\$0.335m
2010-2011	\$4.728m	\$0.439m
2011-12	\$1.477m	\$0.085m
Total	\$11.952m	\$0.859m

Planned Expenditure

Financial Year	Advertising	DonateLife Week Activities	Other
2012-2013	\$0	\$0.115m	\$1.207m
Total		\$1.322m	

*Advertising includes: media placement and creative production

- b) The Portfolio Budget Statements (PBS) is a prospective document that outlines the major activities the AOTDTA will undertake on behalf of the Australian Government to achieve our objectives over the budget and forward years.

The PBS identifies the deliverables produced by the AOTDTA and the key performance indicators (KPIs) used to measure the impact of those activities.

The AOTDTA is required to report against our deliverables and KPIs in our annual report. The AOTDTA Annual Reports for 2008-09, 2009-10, 2010-11 and 2011-12 are available on the DonateLife website at www.donatelife.gov.au/the-authority/publications/annual-reports

- c) Yes. The implementation plan and objectives for the Australian Government's world's best practice national reform agenda for organ and tissue donation was provided to the states and territories on 1 August 2008, at the inaugural meeting of the Commonwealth, State and Territory Implementation Group which was convened to facilitate the establishment and implementation of the national reform agenda prior to the establishment of the AOTDTA in 2009. In particular, this group:

- provided strategic and practical implementation advice to the Commonwealth to ensure the effective implementation of the initiatives within jurisdictions;
- provided high level, timely advice in relation to individual jurisdictional practices in relation to the national reform package elements;
- provided senior jurisdictional representation to make key decisions and influence and drive change in that jurisdiction;
- provided high level, timely advice to jurisdictional key stakeholders including those representing the relevant clinical sectors; and
- provided senior jurisdictional representation with proven expertise in hospital policy and experience dealing with and influencing hospital based clinicians.

The elements of this implementation plan influenced, and continue to inform, successive Commonwealth/state/territory funding agreements for the implementation of the national reform agenda in jurisdictions.