

Time to Talk About Organ Donation: A Step by Step Guide to the 'Big Conversation'

TIME TO TALK ABOUT ORGAN DONATION

#WITIMETOTALK

Overview

We want to show everyone how WI members have found the 'Time to Talk' about organ donation, so their families are informed of their wishes. We're going to bring the WI's strengths of campaigning and craft together!

Make something that shows who you spoke to about your organ donation decision. It can be as skilful (crochet, decoupage, marquetry) or basic (spell out their name in icing or take a selfie spelling out who you told!) as you want.

Take a photo of it and post it to social media using the hashtag **#WITimetoTalk**. Or email it to the NFWI Public Affairs team (publicaffairs@nfwl.org.uk) and we'll publish it for you.

Sit back and watch the conversation unfold!

Start the big conversation

Every single discussion about organ donation is part of a bigger conversation.

Donation cannot happen unless families give their consent, so if you want to be a donor you must tell your family so they aren't left guessing if ever the time should come. Through this project, we're calling on WI members to be leaders and start a nationwide conversation about organ donation.

Through craft and creativity, we plan to show how WI members have spoken to their loved ones about their organ donation wishes. The results will be shared online over the next year and at the end, we will create a massive mosaic of photographs of all WI members' crafts for a special exhibition as part of the WI's centenary year.

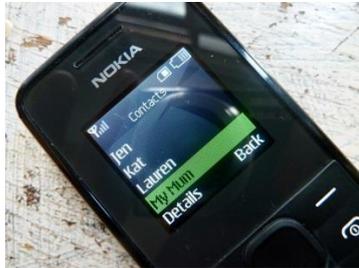
Step one: Get creative

How did you talk to someone close to you about your organ donation wishes? Did you sit down to a cup of tea with your husband? Did you mention it to your children when you were cooking dinner in the kitchen? Maybe you mentioned to a close friend after getting your driving license renewed? Perhaps reading a story about donation in the paper prompted you to talk to a family member. Transform who you spoke to (or are going to speak to) and the context of that conversation into whatever craft or creative project you like. For example

- Embroider the name of your loved one onto a handkerchief as a gift for them
- Spell out the name of your loved one in spaghetti to show the meal you had together; or write it in flowers if you were in the garden; in sand or stones if you were at the beach...
- Decorate a teacup or some baking with your loved one's name to show the pot of tea or slice of cake you shared whilst talking
- Or keep it simple with a selfie spelling out the name of the person you told.

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Here are some ideas to get you started:



More ideas for projects will be on the Craft pages on the Moodle and on the WI website. But use your imagination, we want to see as many different ideas and materials as possible.

Step two: Take a photo and share it

Take a photo of your craft project. If you use social media, post the photo to the WI Facebook page or Twitter, using the hashtag **#WITimeToTalk**. This way, thousands of our followers can see you having a conversation about organ donation and be inspired to have their own! Please don't compress the photos too much – the higher quality image, the better.

Follow us on Twitter @womensinstitute, like us on Facebook www.facebook.com/wi

You can also email the photo to publicaffairs@nfwl.org.uk. We will put them online for you.

Or post it to us at:

Time to Talk Campaign
Public Affairs Department
104 New Kings Road
London, SW6 4LY

You have seven months to make your craft, photograph it and share it with us. Please send photographs to us by Friday 28 August 2015.

Step three: Watch the conversation unfold!

The NFWI public affairs team will take the photos emailed to us, and those from social media and put them into one online gallery.

If you've got a story about your conversation, email us and we can publish that too alongside the photos. We know people find it hard to start conversations about their organ donation wishes. They don't find the time for it, or they are simply afraid. We'd love to hear how you overcame those barriers and found the Time to Talk.

Next spring the NFWI will take all the photos, make a collage and display it in a special exhibition as part of the WI's centenary celebrations.