



Using behavioural insights to improve organ donor registration among young adults

Many young adults want to be organ donors, but have not registered. BETA collaborated with the Organ and Tissue Authority (OTA) to learn more about how young adults view organ donation, in part to help inform their annual DonateLife Week community awareness campaign. Registering to donate is important as it provides a clear indication of wishes to family, and results in an increased likelihood that if a family is approached to consent to donation in the hospital, they will agree. In turn, this can help reduce the wait lists for donated organs in Australia.

Our project involved three stages:



desktop research



focus groups



online experiment and survey

We found **inertia** is a key part of the current low rate of registration. Our focus groups and survey suggest many young adults want to donate but 'just haven't gotten around to it'. This is known as an **intention-action gap**.



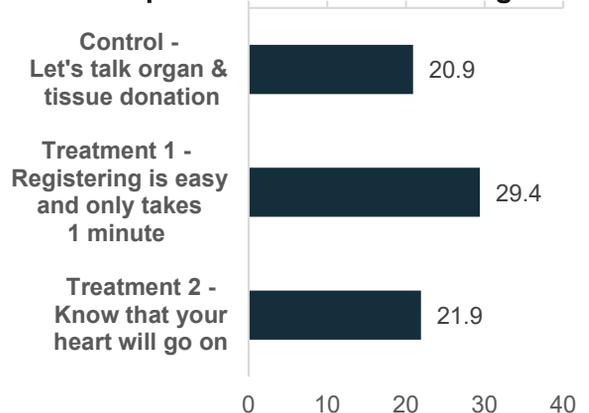
An intention-action gap occurs when attitudes, intentions or values do not align with actions.

"I think it's just my lack of initiative to go and do it. I didn't know it was going to take a minute. If I did I would have when I turned 18."

– 18 to 21 year old focus group participant

In the online experiment, 762 young adults were randomly assigned to see one of three messages encouraging registration. We found the **message highlighting the ease of registration was the most effective** in driving intentions to register.

Online experiment: intentions to register



Our findings were reflected in the 2021 DonateLife Week campaign, and played a part in the OTA exceeding their target of encouraging 100,000 more registrations.