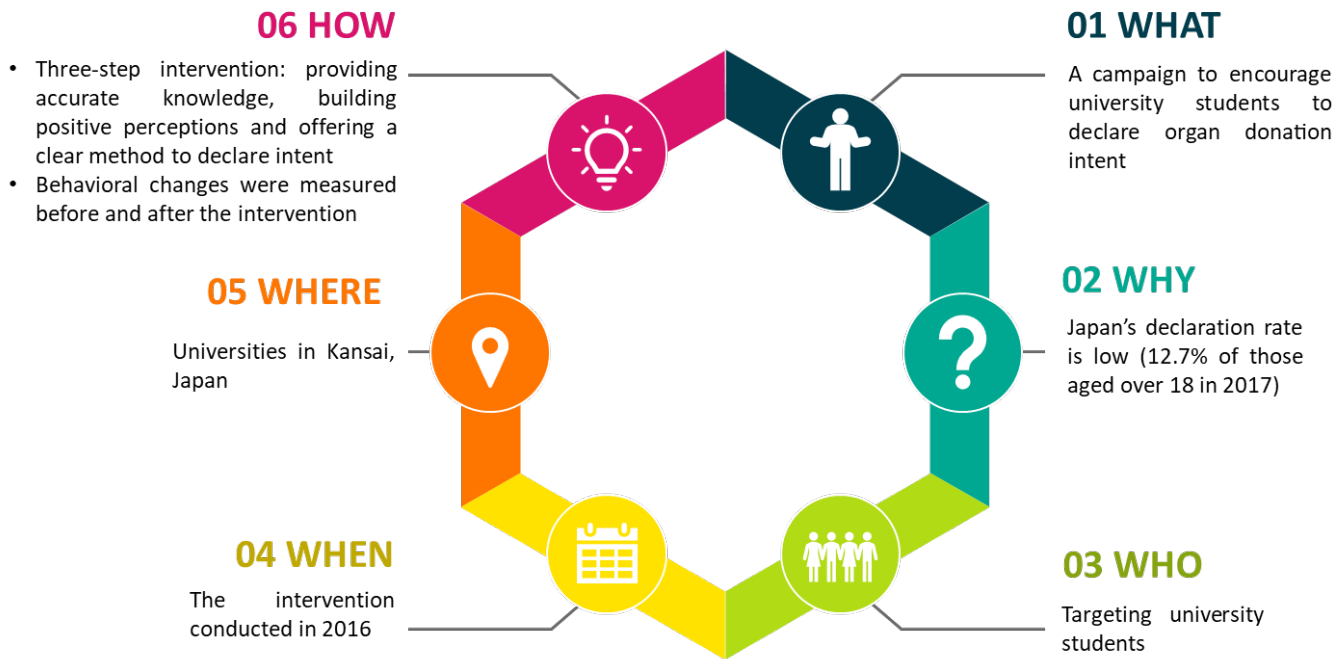


Case 1: Behavioural Change Regarding the Declaration of Intent to Donate Organs: The Case of ‘Share Your Value Project’

At a Glance



Summary

01 What?

This project in **2016** in **Japan** developed a **social marketing intervention** that encouraged **university students** to **declare their intent to donate organs**, using the **Stages-of-Change Model** (Prochaska and DiClemente 1983). Through a three-step intervention called “**MUSUBU Campaign**”, which first provided accurate knowledge about organ donation, then built positive perceptions through personal reflection, and finally offered a clear method to declare intent, the project achieved measurable impact: **18% of 362** participants progressed one or more stages towards behavioural change and **34.5%** formally declared their intent to donate.

POINT BOX: Stages-of-Change Model

Applying the stages-of-change model towards organ donation, suggested five stages of declaring behaviours: Stage 1 (not interested), Stage 2 (interested and considering making a decision), Stage 3 (made a decision regarding organ donation; yes or no, but has not yet declared intent), Stage 4 (declared intent), and Stage 5 (shared the decision with one's family).

Stages of intention to donate organs (Uryuhara, 2020)**02 Why?**

Japan has a **critically low organ donation intent declaration rate** (12.7% of 1,911 people aged over 18 in 2017), despite many available channels such as driver's licenses, health insurance cards and internet registration. This low rate leads to:

- **Disrespect of individual rights** (intentions regarding donation are not known or honoured),
- **Psychological burden on surviving family members** (who must decide at emotionally difficult times),
- **Loss of transplant opportunities**, contributing to social inequalities and criticism from international communities.

Specifically, despite 43.1% of Japanese people expressing a willingness to donate their organs, Japan has the lowest number of organ donors worldwide due to low formally declared intent. As a result, **only 2%** of those waiting for an organ transplant ultimately receive one (Japan Organ Transplant Network 2019). Thus, promoting declaration of intent was essential for **individuals, families, and societal well-being**.

POINT BOX: Understanding Current Status in Japan: Findings from a Survey of 10,000 People

To better understand the current state of organ donation intention, an online survey was conducted in 2015 with 10,000 Japanese adults aged over 20. It found that **43.4%** were interested in organ donation but undecided (**Stage 2**), **36.9%** had decided but not declared (**Stage 3**), and **19%** had officially declared their intent (**Stage 4**). The **biggest barriers** were **moving from no interest (Stage 1) to interest (Stage 2), and from decision-making (Stage 3) to formal action (Stage 4)**.

The survey also found that those NOT interested in organ donation (Stage 1) often had more anxiety and less knowledge about organ donation, compared to those interested (Stage 2). It also showed that those who had decided but not declared (Stage 3) had more anxiety and less likely had personal experiences, such as knowing someone who had declared their intent or discussing the topic with family, compared to those who had declared their intent (Stage 4).

Based on this survey, it is important to provide positive information about organ donation for moving people from no interest to interest (Stage 1 to Stage 2) and to create opportunities to talk with family and those who have declared for helping those who have already decided to donate but have not yet declared (Stage 3 to Stage 4).

**03 Who?**

- The project targeted **university students** in the Kansai region of Japan (mainly **Doshisha University** students in Kyoto, Japan).

- The project was led by **Prof. Yoko Uryuhara** (Doshisha University) and organized by the **Share Your Value Project (SYVP)**.

04 When?

The intervention was conducted in **2016**.

05 Where?

The intervention was carried out at universities in the **Kansai area of Japan**, particularly based at **Doshisha University** in Kyoto, Japan.

06 How?

To encourage university students to declare their intent, we designed and implemented a social marketing project called the '**MUSUBU Campaign**'. This project focused primarily on moving students from having made a decision (Stage 3) to actually declaring intent (Stage 4), based on our 2015 survey. By using the **Stages-of-Change Model**, the project used a three-step intervention:

- 1. Providing accurate knowledge**
 - To deliver accurate knowledge on brain death, organ donation procedures, and declaration of intent, we held the "**Largest Organ Donation Awareness Lesson**" featuring an expert lecture provided by President of the Japan Society for Transplantation.
- 2. Building positive perceptions**
 - To enhance positive perceptions on organ donation, we organized an emotional session called "**Five Minutes to Think About Your Family**," where participants were guided to imagine situation in which they became brain dead, and their families had to make the decision on whether to donate their organs. It provided time for participants to reflect the significance of declaring one's intent.
- 3. Offering a clear method to declare intent**
 - To promote declaring behaviours among participants, we designed and distributed an original "**Letter Card to Your Family**," an envelope-shaped card with space to write both a declaration of intent and a personal message to important individuals. This card allowed participants to easily write down and carry their declaration, making the action simple and emotionally meaningful.

How We Measured Impacts:

- **433** students participated in the MUSUBU campaign. Pre- and post-intervention surveys were conducted to assess their knowledge, perceptions, stages of change in declaring behaviour (Stages 1–5) and influencing factors.
- **362** participants were included in the final analysis.

How Key Achievements Were:

- Significant improvements were observed in knowledge acquisition, positive perception toward organ donation, and the behavioral stage:
 - **18%** of 362 participants progressed at least one stage towards action.

- **34.5%** formally declared their intent to donate organs, far surpassing the national average (12.7%).
- Key triggers identified were:
 - Having time and space to declare,
 - Receiving a declaration card,
 - Listening to expert lectures.

Reference

Uryuhara, Y. (2020). Behavioural change regarding the declaration of intent to donate organs: The case of Share Your Value Project. In R. Hay, L. Eagle, & A. Bhati (Eds.), *Broadening cultural horizons in social marketing: Comparing case studies from Asia-Pacific* (pp. 107–123). Springer. https://doi.org/10.1007/978-981-15-8517-3_6

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Case 2: Enhancing Interest and Intention to Donate Organs in Japan: Public Voting Campaigns for Educational Leaflets in Partnership with Local Government

At a Glance



Summary

01 What?

This project aimed to increase public interest and intention to donate organs by applying the Stages-of-Change Model (Prochaska and DiClemente 1983), in **collaboration with a local government** in Kyoto, Japan. Given barriers in moving from “no interest” stage to “interest” stage and from “decision” to “action” in Japan, we launched a **public voting campaign** to inspire interest and action, where citizens selected preferred designs for educational leaflets. A follow-up analysis of 40 participants showed a **statistically significant improvement in behavioural stage scores** (mean increased from 2.73 to 3.02, $p < 0.001$), with **25% advancing by at least one stage**.

POINT BOX: Stages-of-Change Model

Applying the stages-of-change model towards organ donation, suggested five stages of declaring behaviours: Stage 1 (not interested), Stage 2 (interested and considering making a decision), Stage 3 (made a decision regarding organ donation; yes or no, but has not yet declared intent), Stage 4 (declared intent), and Stage 5 (shared the decision with one's family).

Stages of intention to donate organs (Uryuhara, 2020)**02 Why?**

Japan has a **critically low organ donation intent declaration rate** (12.7% of 1,911 people aged over 18 in 2017). It is critical to promote the declaration of intent for **individuals, families, and societal well-being**.

POINT BOX**Why collaboration with local governments is important in social marketing?:**

Collaboration with local governments is important because many social issues addressed by social marketing, such as health, safety, environment, and civic participation (Lee and Kotler, 2019), fall under local government policies. International examples (e.g. the UK) show that integrating social marketing into policymaking greatly enhances policy effectiveness. Given the limited number of case studies examining the implementation of social marketing measures by local governments, we aimed to address this gap in this project.

Why citizen mobilization is important in social marketing?:

Citizen mobilization is crucial in social marketing because individuals are not just policy targets but can become active drivers of policy promotion. By mobilizing citizens, social marketing facilitates their behavioral changes that align with policy goals, thereby strengthening the effectiveness and reach of government programs.

**03 Who?**

- The project targeted **citizens** in Kyoto, Japan.
- The project team was led by **Prof. Yoko Uryuhara (Doshisha University)** and consisted of **university undergraduate students**, collaborated with **Kyoto local government**.

**04 When?**

The project was implemented in **2017**.

**05 Where?**

Kyoto, Japan

**06 How?**

This project aimed to increase public interest and intention to donate organs. To do this, we used a well-known model called the "**Stages-of-Change Model**," which describes five steps people go through when making a decision regarding organ donation: Stage 1 (not interested), Stage 2 (interested and considering making a decision), Stage 3 (made a decision regarding organ donation; yes or no, but has not yet declared intent), Stage 4 (declared intent), and Stage 5 (shared the decision with one's family). **Our preparatory survey** to understand organ donation behaviour showed that **many people struggled to move from "not interested" (Stage 1) to "interested," (Stage 2) and from "deciding" (Stage 3) to "declaring their intention! (Stage 4)**. Therefore, this project specifically aimed to spark interest among those who were not interested and to promote the declaration among those who had already made a decision.

To this end, we prepared **educational leaflets on organ donation**. We then applied **a new way of distributing the leaflets to citizens**, instead of existing methods (e.g. distributing at public events), to reach a broader population:

- **University students created 20 different leaflet designs, and we chose 8** to share with citizens.
- Next, citizens were invited to **online voting campaign**, where citizens voted for their favourite leaflet through a dedicated website.
- The voting was designed based on evidence that **deeper involvement increases interest and intention** (Skumanich and Kintsfather, 1996). We thought that voting could increase the involvement of citizens, by exposing participants to a variety of leaflet designs and encouraging them to consider the topic of organ donation from different perspectives.

How We Measured Impacts:

- Behavioral changes regarding organ donation intention were measured through surveys both before citizens voted and after the voting campaign ended.

How Key Achievements Were:

- In total, **1614** people voted during the 46-day voting period. **1,154** complete responses were analysed.
- Participants were nearly evenly split by gender, **mostly teens and twenties**, comfortable with online voting platforms.
- Participants selected leaflets differently depending on their **emotional stance**. People with negative feelings ("scary," "anxious," "useless") preferred a leaflet themed as a "letter to family" (No.1 leaflet), suggesting new perspectives can overcome emotional barriers.

The post-survey with 102 respondents showed **behavior change** between the voting and follow-up phases:

- **23.5%** discussed organ donation with family.
- **17.7%** studied the topic independently.
- **14.7%** discussed the campaign with friends.
- Analysis of 40 participants showed a **statistically significant improvement in behavioural stage scores** (mean increased from 2.73 to 3.02, $p < 0.001$), with **25%** (10 of 40) advancing by at least one stage.

Reference

Lee NR, Kotler P (2019) Social marketing: behavior change for social good, 6th edn. Sage Publications, California

Skumanich SA, Kintsfather DP (1996) Promoting the organ donor card: a causal model of persuasion effects. Soc Sci Med 43:401–408. [https://doi.org/10.1016/0277-9536\(95\)00404-1](https://doi.org/10.1016/0277-9536(95)00404-1)