



Organ and Tissue Donation

**Stakeholder and
partner toolkit**

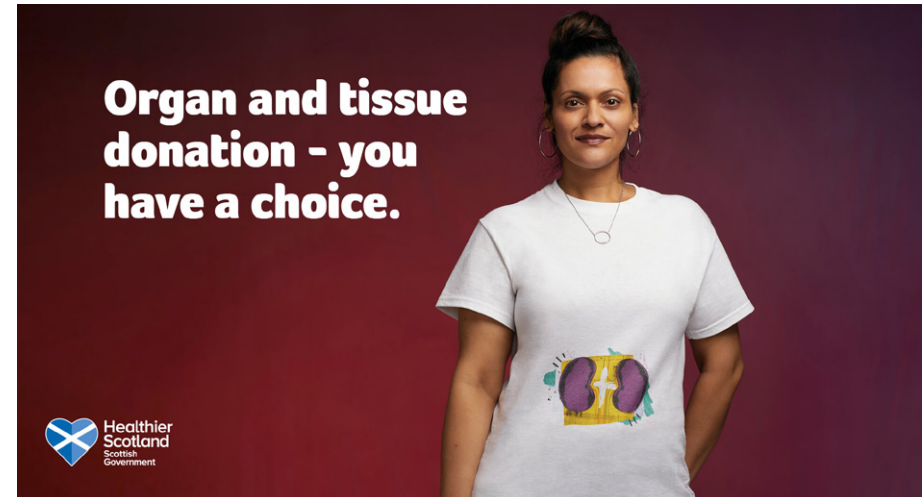


Background

Scotland has an opt out system of organ and tissue donation. This means that if people aged 16 and over haven't opted out of donation, they will be considered a possible donor if they die in circumstances in which they could donate.

The system was introduced in March 2021 to save and improve lives, and it forms part of a package of measures to increase donation and transplantation rates in Scotland.

The principle behind the opt out system is to respect the donation decision that a person has made in life. If someone were to die in circumstances where they could be an organ donor, the Specialist Nurse would check the NHS Organ Donor Register to find out whether they had registered a decision. The Specialist Nurse has a legal duty to speak to family and friends, and will always ask whether their loved one had ever expressed any unwillingness to donate. This is why people are encouraged to discuss their decision with their family.



Figures show over half of people in Scotland (55.2%) have registered their donation decision, however the Scottish Government is keen to motivate those still to act to:

Make a decision. Record it. Share it.

A range of materials have been created to highlight that everyone in Scotland has a choice – to be a donor or to opt out – and the ways in which they can make their decision known.

As ever, we'd appreciate your support in helping raise awareness to increase the number of people who have registered their decision.

Key messages

- ★ When it comes to organ and tissue donation, people in Scotland have a choice.
- ★ If you're aged 16 or over, you can choose to be an organ and tissue donor, or you can opt out.
- ★ Whatever you decide, record it on the NHS Organ Donor Register and let your family and friends know your decision too so they can honour it.
- ★ If you choose to do nothing, then it will be assumed you agree to donate certain organs and tissue for transplantation, unless you are in a group for whom the law doesn't apply or if donation would be against your views.
- ★ For more information about your choices, visit **www.organdonationscotland.org/facts-about-law-change-and-donation** or call **0300 123 2323**.



New assets

We have created a range of campaign assets which we would appreciate you sharing across your own social channels, and have provided suggested social posts on page 5.

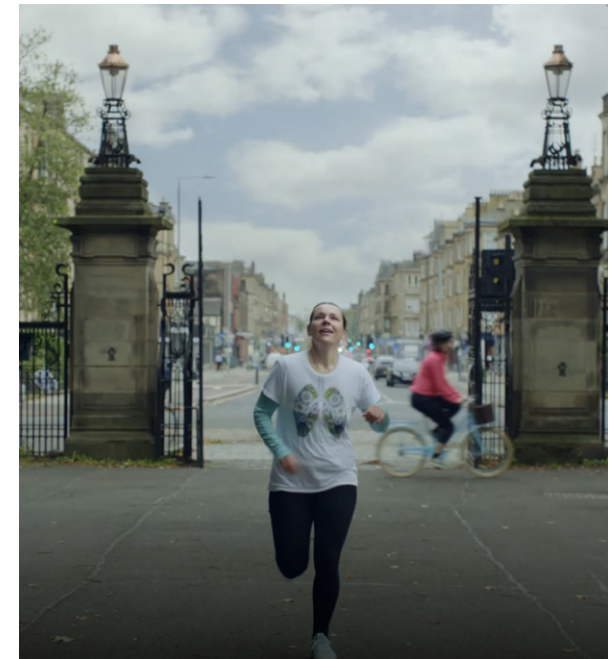
Static socials and carousels



Digital assets



30" and 15" videos



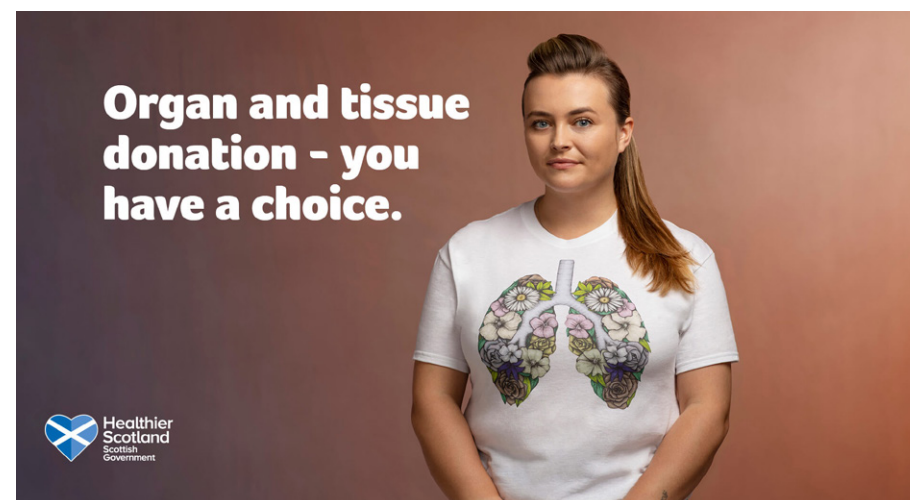
Social media

When it comes to organ and tissue donation, you can choose to be a donor, or you can opt out. Whatever you decide, make it known. Find out more at www.organdonationscotland.org.

Registered your organ and tissue donation decision? If you've not made your decision known, it will be assumed you agree to donate certain organs and tissue. Find out more at www.organdonationscotland.org.

Make it, record it, share it. You can record your organ and tissue donation decision at any time. For more information visit www.organdonationscotland.org.

Be an organ and tissue donor, or opt out of donation. The choice is yours, but it's important to make it known. Find out how at www.organdonationscotland.org.



If you're aged 16 or over, you can choose to be a donor, or you can opt out. Whatever you decide, record it on the NHS Organ Donor Register, and tell family and friends so they can honour it. Find more information on your choices at www.organdonationscotland.org.

Over half of people in Scotland have made their organ and tissue donation decision known. When you've made your decision, record it on the NHS Organ Donor Register and share it with family and friends too. Find out more at www.organdonationscotland.org.

Editorial

The Choice is Yours

When it comes to organ and tissue donation, have you decided what you would want to happen?

It's not something that comes up in conversation, but it's important to make a decision, record it and share it.

Only around one per cent of people die in a way that makes organ donation possible, which is usually in a hospital intensive care unit, meaning every opportunity for donation is precious.

There may also be opportunities to donate tissue such as tendons and cornea, from within a hospital or hospice setting.

Everyone in Scotland aged 16 or over has a choice – to be an organ and tissue donor, or to opt out.

If you choose to do nothing, then it will be assumed you agree to donate certain organs and tissue for transplantation, unless you are in a group for whom the

law doesn't apply or if donation would be against your views.

Over half of people in Scotland have recorded their decision on the NHS Organ Donor Register. Your name will not appear on the Register unless you have recorded a decision.

Telling family and friends what you'd like to happen is important too, so they can honour it.

The mum of a boy who received two heart valve transplants has encouraged people to think about their organ and tissue donation decision.

Julie Crichton's son Alex, born with a congenital heart defect, underwent open heart surgery when he was two weeks old, and then again aged 18 months after the first heart valve became less effective.

Alex, now 12, from Aberdeen, will require future surgeries as he continues to grow, but at his most recent check up his cardiac

team said his heart is continuing to do well, with the most recent heart valve continuing to allow Alex to live life to the full.

Julie Crichton said:

"His cardiologist says it's amazing he's had ten years out of his recent valve. We couldn't have got better than what Alex has.

"It's upsetting to think of the donor, what age they were, how their parents are doing, but we try not to dwell on it and focus on what it has done for Alex. It's all about making memories, and thanks to that donor, he has a fantastic life.

"I've brought the kids up telling them that they have it in them to save a life. As hard as it is to think about death, there are people in need. I know about another 20 kids like Alex, so the more people that make their decision known, the better."

For more information about your choices, visit organdonationscotland.org or call 0300 123 2323.

Thank you

Thanks once again for your support.

If you have any questions, or are keen to work together to promote organ and tissue donation, please contact our PR agency Smarts at organdonation@smarts.agency.

