

Organ and Tissue Donation Week

20-26 September 2021

**Stakeholder and
partner toolkit**

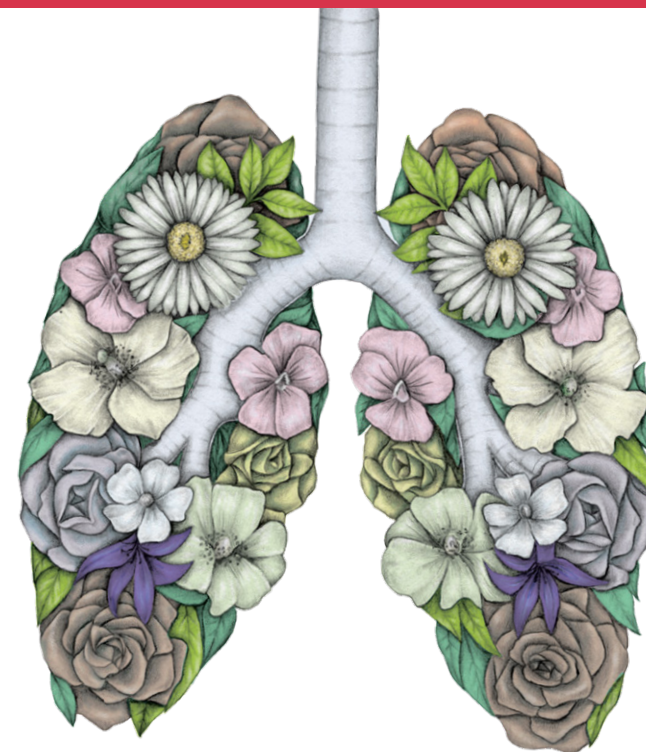


Organ and Tissue Donation Week 2021

This year's Organ and Tissue Donation Week, which will run from Monday 20 – Sunday 26 September, follows the introduction of Scotland's opt out law in March.

Whilst the Week will celebrate the strides made in increasing donation and transplantation rates, and the lives that have been transformed, we also want to continue to educate people on the choices they have under the opt out law and urge them to act.

As such, our focus for the week will be to encourage people to 'Leave No Doubt' about their donation decision by recording it on the NHS Organ Donor Register and sharing it with family and friends.



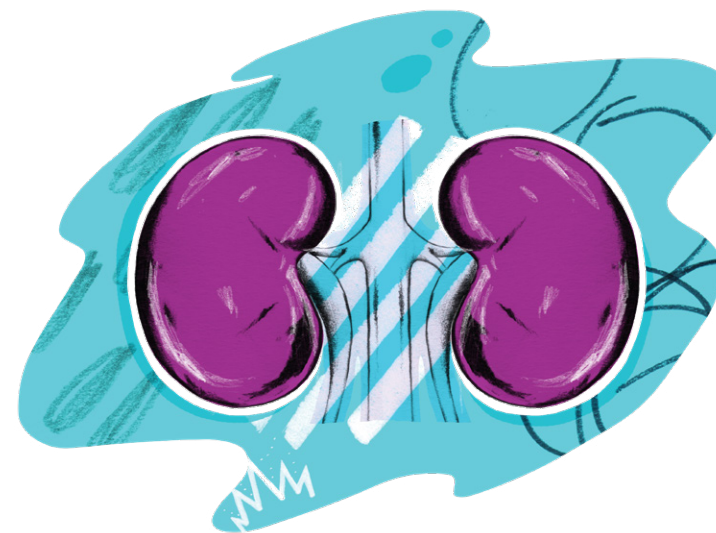
Due to the ongoing Covid-19 situation, activity will have a strong digital focus and we'd appreciate your support sharing messaging and campaign assets on your social channels.

We'd also be keen to hear of any local awareness raising activity you have planned for the Week, which could be promoted across our digital channels.

Thank you for your continued support of Organ and Tissue Donation Week.

Key messages

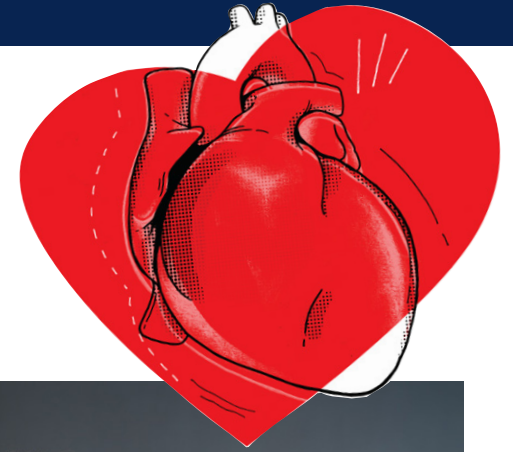
- ★ As Organ and Tissue Donation Week gets underway, people in Scotland are being encouraged to leave no doubt about their donation decision.
- ★ Under Scotland's opt out system of organ and tissue donation, people aged 16 and over have a choice – to be a donor or opt out of donation – but it's important to make that decision known.
- ★ If people choose to do nothing, it will be assumed they have agreed to donate certain organs and tissue for transplantation, unless they are in a group for whom the law doesn't apply.
- ★ People can record their donation decision on the NHS Organ Donor Register at any time, but it's also important to discuss their donation decision with family and friends.



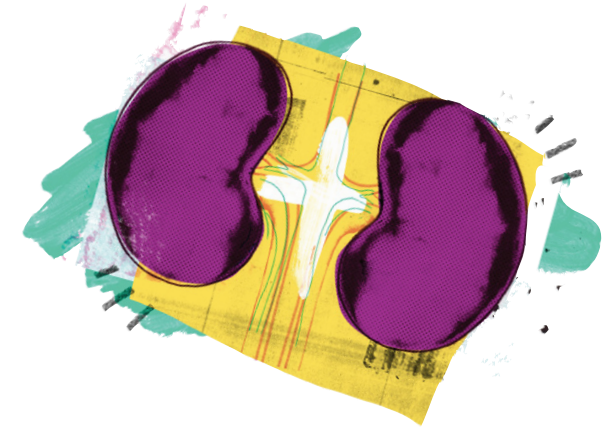
- ★ Sharing that decision remains important as family will still be involved in the donation process, and having that knowledge can make it easier for them to ensure a loved one's decision is honoured.
- ★ Leave no doubt and help make this Week count – share your donation decision today.
- ★ Find out more and register your donation decision at **organdonationscotland.org** or call 0300 123 23 23.

Key facts

- ★ Over half of people in Scotland have made their donation decision known.
- ★ In Scotland, there are an average of around 500 people waiting on an organ transplant at any one time.
- ★ Only around one per cent of people die in a way that make organ donation possible, so every opportunity for donation is very precious.
- ★ One donor can save or transform up to nine lives.
- ★ There is no age limit for becoming an organ and tissue donor, and having a medical condition or illness does not necessarily prevent you from becoming a donor.
- ★ An individual's name will not be on the NHS Organ Donor Register until they record their decision to either opt in or opt out.



How can you support?

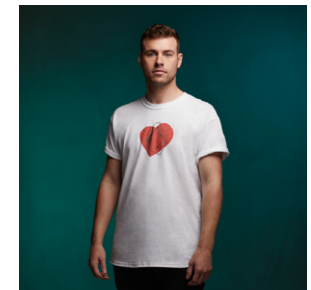
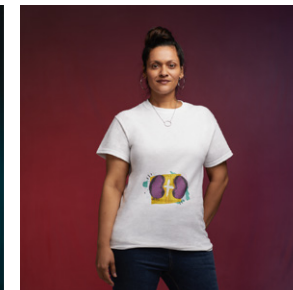


We'd hugely appreciate your support in encouraging people to leave no doubt about their organ and tissue donation decision during the Week.

There are a number of ways you can do this:

- Encourage people to visit the **organdonationscotland.org** website by using the below suggested editorial copy in newsletters and/or on intranets.
- Share campaign assets provided across your own social channels – suggested social posts are provided below and we'd encourage you to use the campaign hashtag **#OrganDonationWeek**.
- Like and follow the Organ Donation Scotland Facebook page and share posts where appropriate: **www.facebook.com/organdonationscotland**

- Let us know if you're aware of anyone whose life has been touched by organ and tissue donation, who would be happy to share their experiences as part of the Week.



Social media



🗨 This **#OrganDonationWeek** make your donation decision known and leave no doubt. You can record it on the NHS Organ Donor Register at any time, but remember to discuss it with family and friends. Find out more: organdonationscotland.org



🗨 Have you made your donation decision? Leave no doubt - make **#OrganDonationWeek** count and share your decision with loved ones today. Find out more at organdonationscotland.org



🗨 Families of organ and tissue donors have shared their stories during **#OrganDonationWeek** to encourage people to share their donation decision. You can choose to register to be a donor or to opt out, but it's important to share it. Find out more at organdonationscotland.org

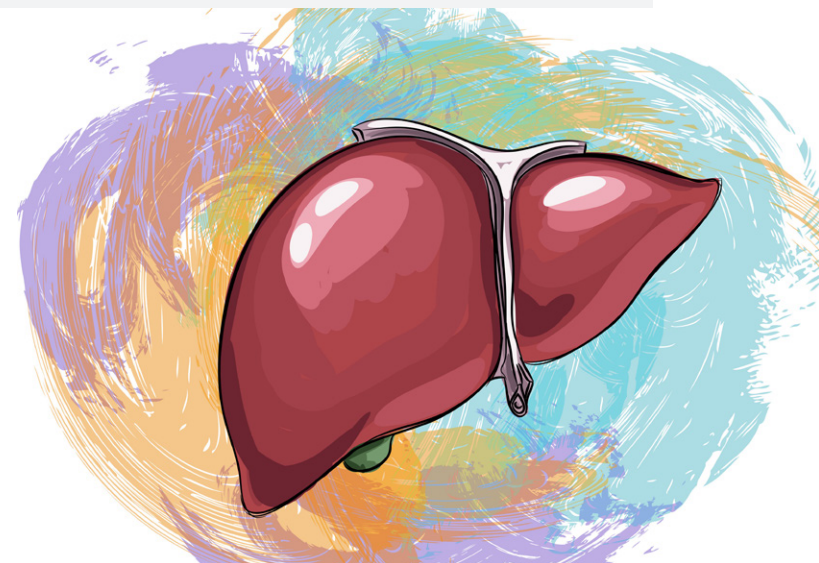
Social media posts

It's **#OrganDonationWeek**! Whether you decide to become a donor or opt out of donation leave no doubt by sharing your donation decision with family and friends. Find out more: organdonationscotland.org

Did you know one donor can save or transform up to nine lives? This **#OrganDonationWeek**, people are being reminded to leave no doubt by registering and sharing their donation decision today. Find out more: organdonationscotland.org

Help make **#OrganDonationWeek** count – share your donation decision with loved ones today, and leave no doubt. Find out more: organdonationscotland.org

Make this **#OrganDonationWeek** count. Families will always be involved in the donation process so sharing the knowledge of your decision, can help make it easier for your loved ones to honour your choice. Find out more: organdonationscotland.org



Editorial

Leave no doubt – share your donation decision today

As Organ and Tissue Donation Week gets underway, people are being encouraged to leave no doubt about their donation decision.

Everyone has a choice under Scotland's opt out system of organ and tissue donation – to be a donor or opt out of donation. Whatever you decide, it's important to make it known.

If people haven't recorded a decision about donation, then it will be assumed they have agreed to donate certain organs and tissue for transplantation, unless they are in a group for whom the law doesn't apply.

People can record their decision on the NHS Organ Donor Register at any time, but it's also important to discuss that donation decision with family and friends.

Families are always involved in the donation process, and leaving them with no doubt about your wishes can make it easier to ensure your decision is honoured.

Morgan McComb, who received a heart transplant in 2018 aged 20, has spoken of her hope that people have that important conversation.

Diagnosed with hypertrophic cardiomyopathy when she was 18, Morgan paid tribute to her donor for her 'amazing heart' sharing how it has

opened up her whole life for her. She is now in good health and in her second year studying architecture at Glasgow School of Art.

She said: "I don't know much about my donor, but I'm planning to write to her family when I feel the timing is appropriate. Right now I have no idea what I'll say I've been told multiple times how much of an amazing heart I've been given, and its literally opened up my whole life for me. It takes a really good person with a strong family to do that for someone else.

"I'm incredibly grateful to my donor and her family. I know I'm very lucky to have been given this chance, and I hope anyone in a similar position to what I was in will get the same chance soon.

"My hope is that the law change will also normalise organ donation and start up a conversation about it in society. Whatever people decide, having that conversation is so important. I hope anyone who isn't sure about it will read my story, think about what they'd want to happen, and make it known."

Leave no doubt and help make this Week count – share your donation decision today.

Find out more and register your donation decision at organdonationscotland.org or call 0300 123 23 23.

Case study

When Mary Wilson, 61, suddenly lost her husband Richard in March 2019, she honoured his decision to become an organ donor, remembering a discussion they'd had years earlier.

Richard, who was 73 when he died, went on to donate his kidneys – an act which has transformed the life of someone on the transplant waiting list and continues to bring the family comfort since his passing.

Richard suffered a brain haemorrhage after returning home from a trip to Silverburn in Glasgow, where the couple had lunched and looked at watches, as Richard was keen to buy Mary a special gift to mark their

forthcoming wedding anniversary.

Although celebrating 25 years of marriage, they had been a couple for 37 years, getting together when Mary was 22 and Richard 36, welcoming their daughter Morgan, 24, after they married.

They left to go to a memorial service for Mary's uncle at the church that evening, and during the service, Richard went outside as he was feeling warm, but said he felt okay and they both put it down to the glass of red wine he had with lunch.

They returned home and Richard took a cup of tea upstairs to the bedroom. Mary called to Richard a couple of times and when he didn't respond she went into the room where she found him lying across the bed.

Mary called 999 and the operator talked her through what to do while she waited on the ambulance, with paramedics then working on him as Mary travelled with him to the hospital, and a neighbour alerted Morgan.

Richard was taken to intensive care and underwent further tests through the night. The next morning, the doctors told Mary and Morgan that Richard had suffered a brain haemorrhage and there was nothing they could do for him.

After being given some time to process this news, Mary was introduced to the Specialist Nurse for Organ Donation, who explained to her that Richard could be a potential organ donor and he was there to have a discussion with her about the family's wishes.

Although some families can be unsure

of their loved one's wishes, Mary knew right away that it was something Richard had wanted to do.

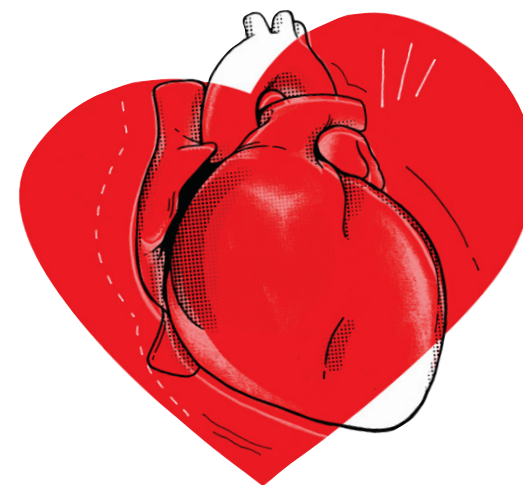
She said: "I knew that was what Richard wanted because we had spoken about it before. I had said it was something that I would want to do, and he had said he felt the same way. The chat had been years ago and I'd never thought about it since, but as soon as we were approached about the possibility of donating his organs, I remembered and knew that's what he would want. The nurse explained to me how it all worked, and I was reassured about how respectfully Richard would be treated.

"We were all told to say our goodbyes that day, and then I sat with him overnight.

"We later found out that both his kidneys had gone to a woman who had been waiting a long time for a transplant. It's really comforting to know that Richard has completely changed her life. She would have had everything on hold for so long and now she can start to move on with things and think about her future. We don't know who she is, but on the anniversary of his death she sent us a card, so I know that she thinks of us and is really thankful.

"Although some people have mixed feelings about organ donation, after I explained to a couple of Richard's friends about how it all worked, they both signed up to the NHS Organ Donor Register too.

"While you hope these things will never happen and it can be a really frightening thing to think about, it might help save someone's life one day. When I shut my eyes at night, I think about how he has given the gift of life to somebody else, and I think that she'll remember him every day too."



Contact

For more information or to discuss partnering for PR, please contact our PR agency Smarts at **organdonation@smarts.agency**



#OrganDonationWeek

