



NHSBT BOARD SCOTTISH GOVERNMENT UPDATE – SEPTEMBER 2025

Organ & Tissue Donation Week 2025

The marketing campaign planned for Organ and Tissue Donation Week in September 2025, which will run into October, will highlight the importance of people recording their decision on the Organ Donor Register (ODR) and telling their family and friends what they've decided.

There will be PR activity with case studies of people with lived experience of organ donation and stakeholder engagement to support Organ Donation Week 22-29 September, followed by paid for media throughout October utilising video on demand, digital, radio as well as PR.

This activity will help increase public awareness about the opt out system in Scotland, why it is important that they record their donation decision, why they should tell their family and friends what they've decided, how to record their organ and tissue donation decision on the ODR, and about the donation process more generally.

The Organ and Tissue Donation Committees have joined the UK initiative to encourage NHS staff in Scotland to register their donation decision on the ODR and have issued letters and QR codes to NHS Boards for dissemination to staff. Some NHS Boards have created their own QR codes which they are using on public-facing materials.

NHS Organ Donor Register figures

As of 11 September 2025, over half of the population in Scotland (58%) have recorded their donation decision on the NHS Organ Donor Register. Of this total, 54.5% have recorded a decision to be a donor, with 3.5% choosing to opt out.