

Organ Donation Week 2025: NHS Staff Engagement via ODCs *QR Code initiative for Trusts/Health Boards*

Results from the first NHS-wide activation via ODCs during Organ Donation Week, empowering NHS Trusts and Health Boards to champion organ donation.

NHS trusts and Health Boards empowered to support organ donation

What we did

- A new campaign saw Organ Donation Committees (ODCs) across the devolved nations collaborate with NHSBT to roll out Organ Donation communications to all NHS Trusts and Health Boards UK-wide, empowering staff to record their decision on the Organ Donor Register (ODR) and marking the biggest internal staff campaign ever held for Organ Donation Week.

What we delivered:

- **Organ Donation Toolkit** with key messaging and signposting to maximise campaign support.
- Partnered with the ODR team to provide **bespoke tracking links and QR codes for 154 trusts and health boards** across England, Wales and Northern Ireland.
- Boosted engagement through regional ODC webinars, driving grassroots involvement.
- **1.7 million staff reach, resulting in 1,087 registrations**, of which **197** were new **organ registrations**.

For NHSBT This Means

- A new, credible channel to engage NHS trusts in organ donation conversations.
- Increased advocacy from NHS staff who are personally registered donors.
- Strong foundations for a sustained, year-round campaign with major employers and public sector partners.

Estimated Media Value: £694,200

Top 3 performing Trusts / HB

Top Performing (Total Registrations - New + Repeat):

- *Milton Keynes University Hospital NHS Foundation Trust* – 129 registrations
- *United Lincolnshire Hospitals NHS Trust* – 91 registrations
- *Nottingham University Hospitals NHS Trust* – 85 registrations

Top Performing (New Registrations):

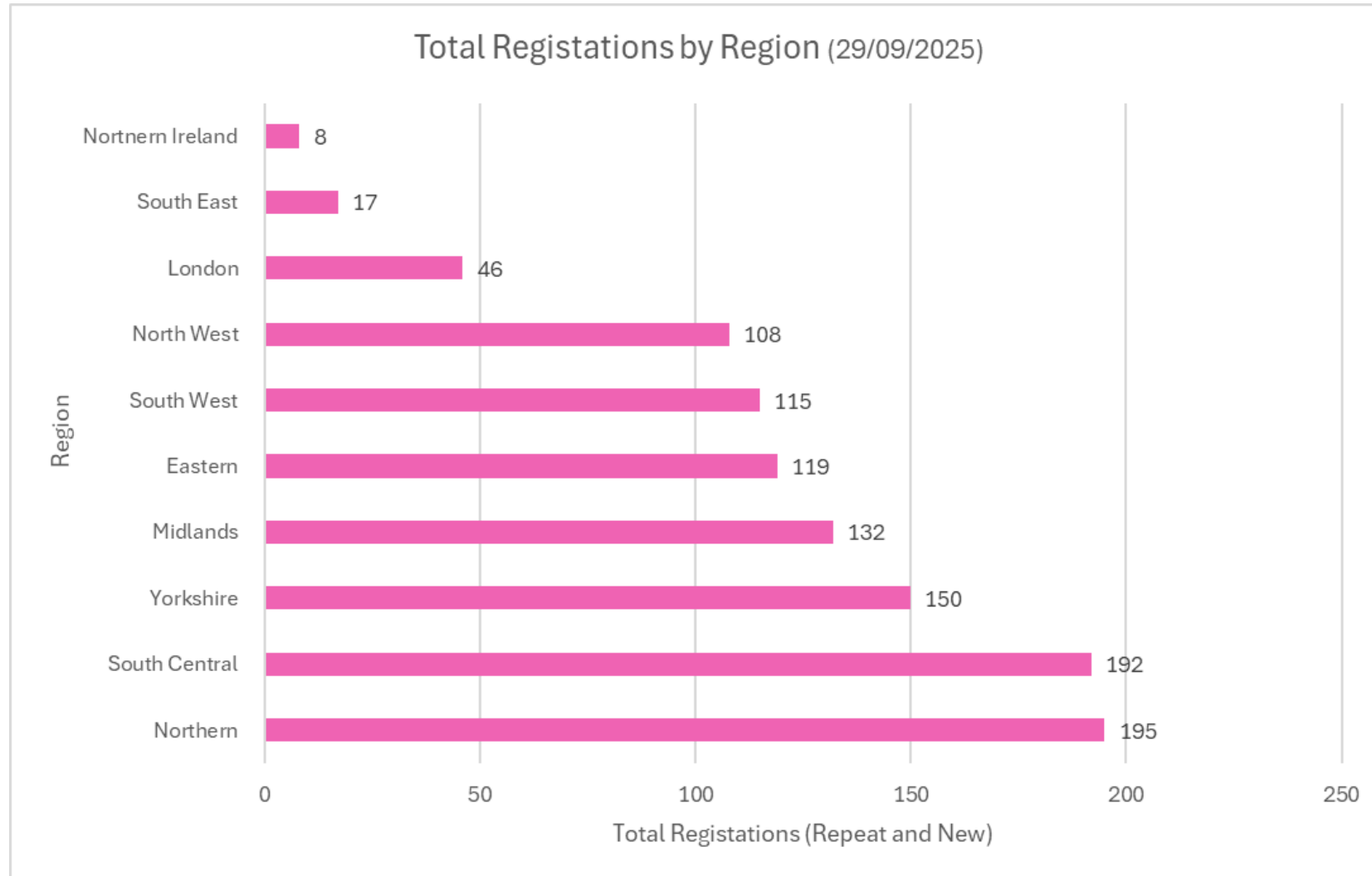
- *East Suffolk and North Essex NHS Foundation Trust* – 23 new registrations
- *Milton Keynes University Hospital NHS Foundation Trust* – 19 new registrations
- *University Hospitals Bristol and Weston NHS Foundation Trust* – 17 new registrations

Results by Region

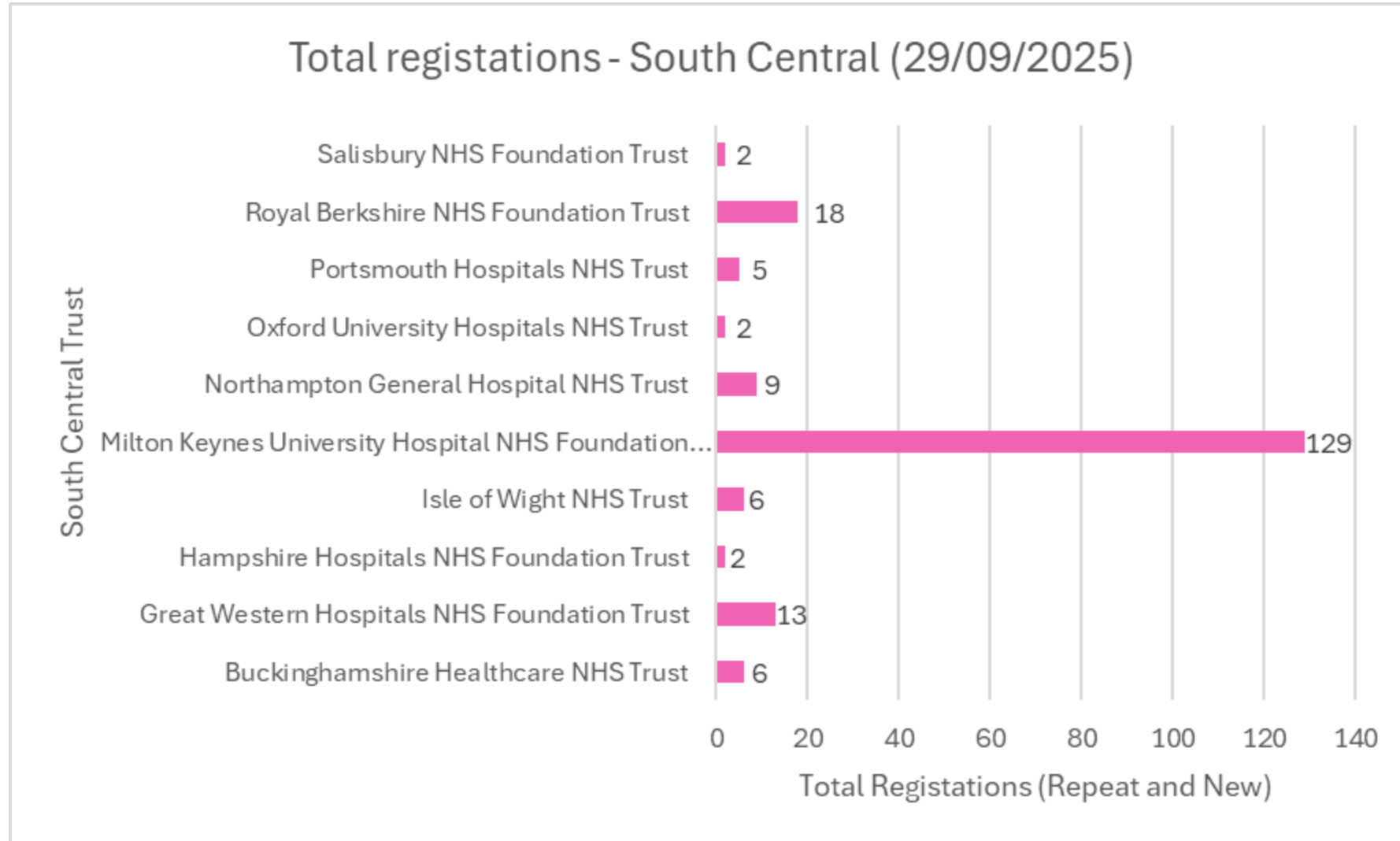
Results broken down by each region of those who participated

Please note: As our website allows users to reject cookies, tracking data for ODR registrations may be incomplete. This limitation can result in up to 50% of interactions not being captured, meaning figures presented do not reflect the full number of registrations.

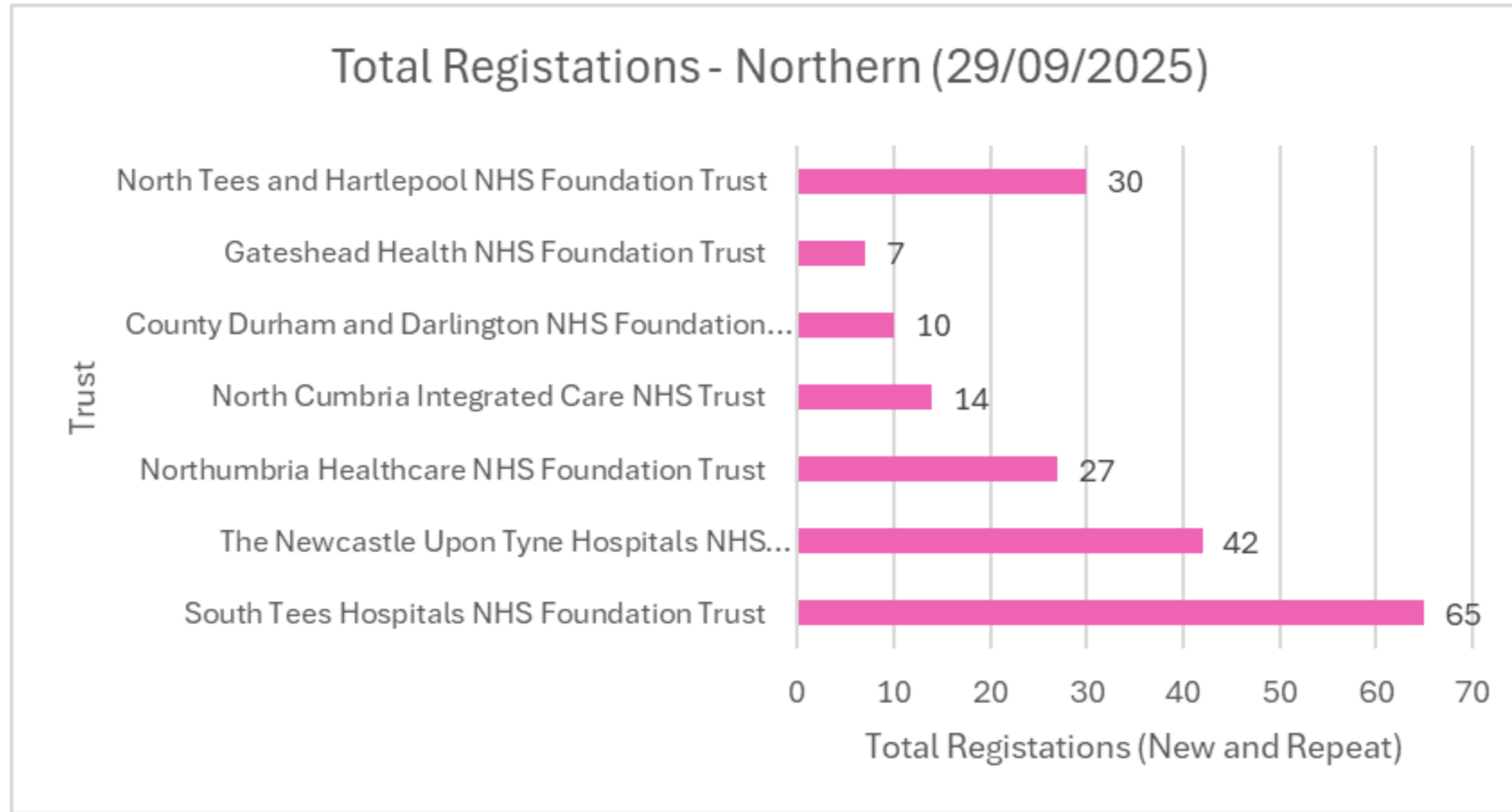
Overview of all Regions - Opt-in registrations



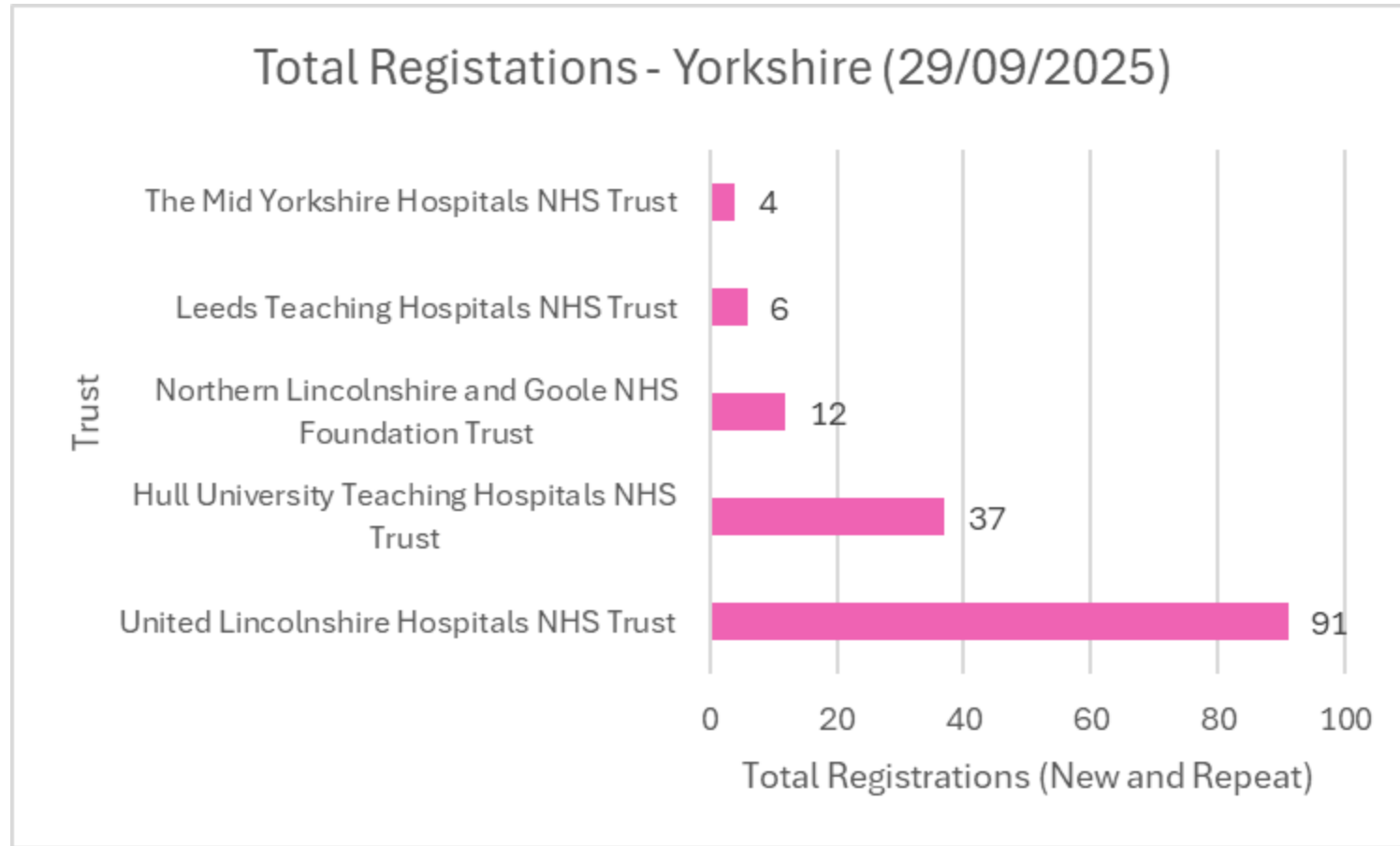
South Central - Opt-in registrations



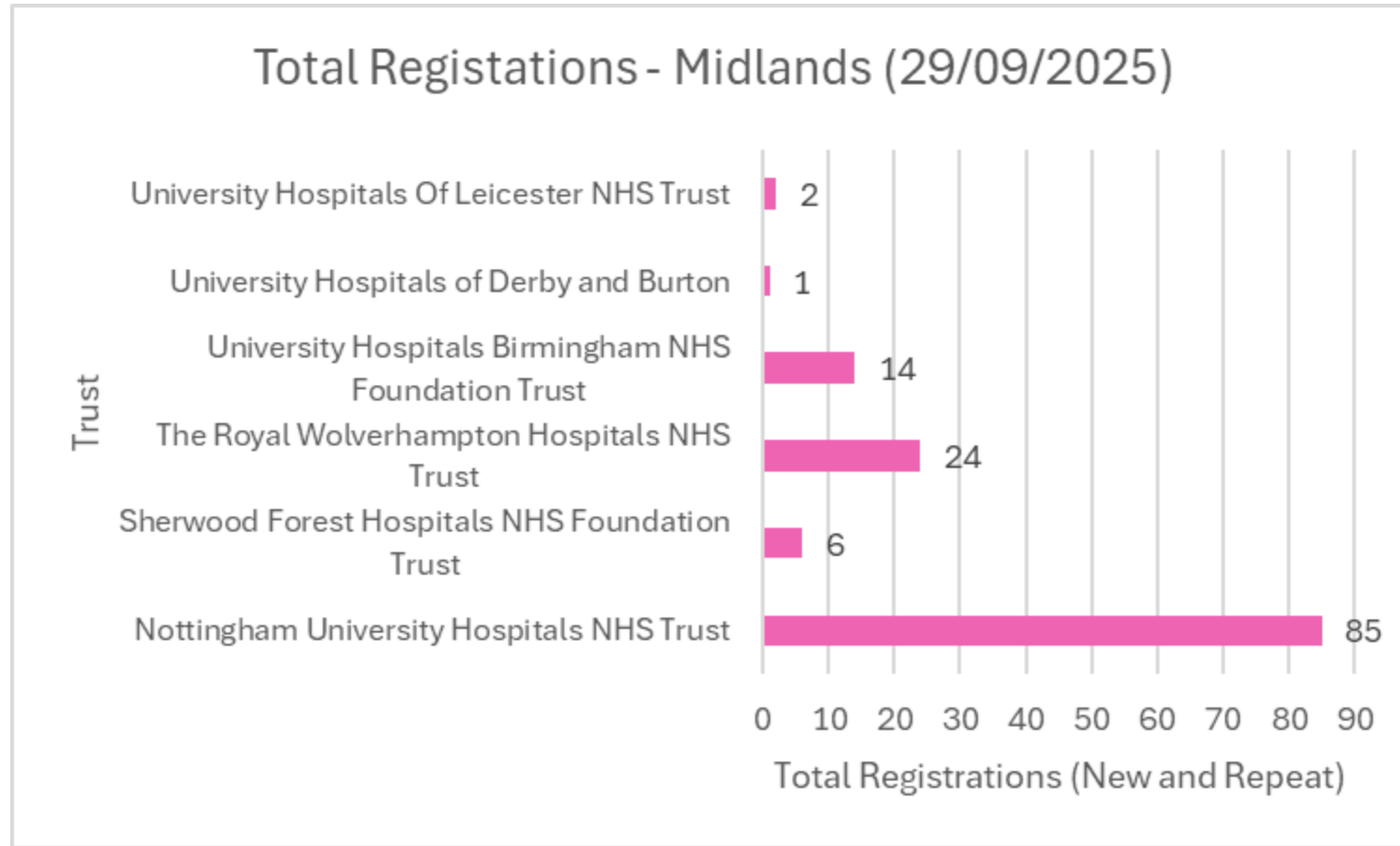
Northern - Opt-in registrations



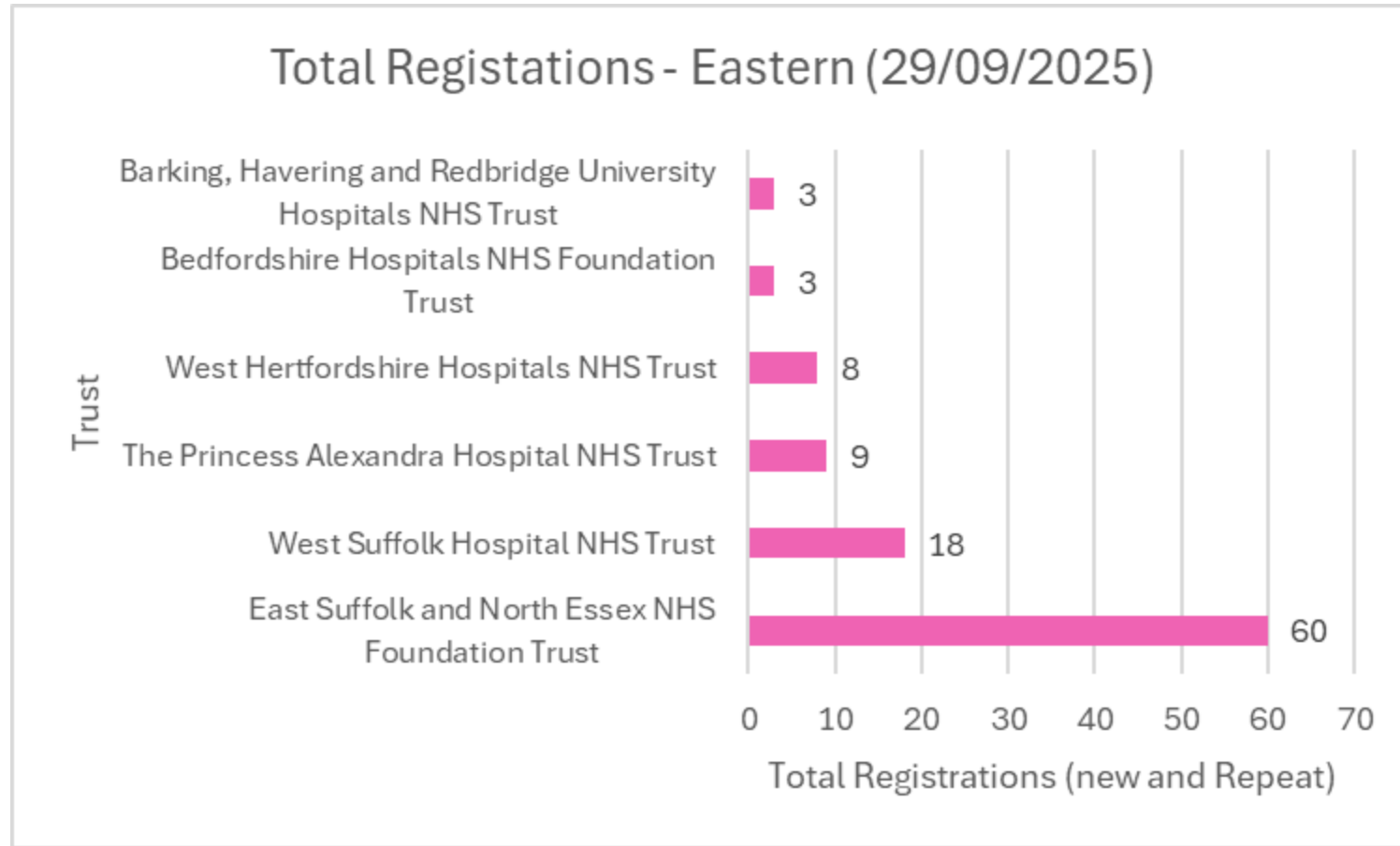
Yorkshire - Opt-in registrations



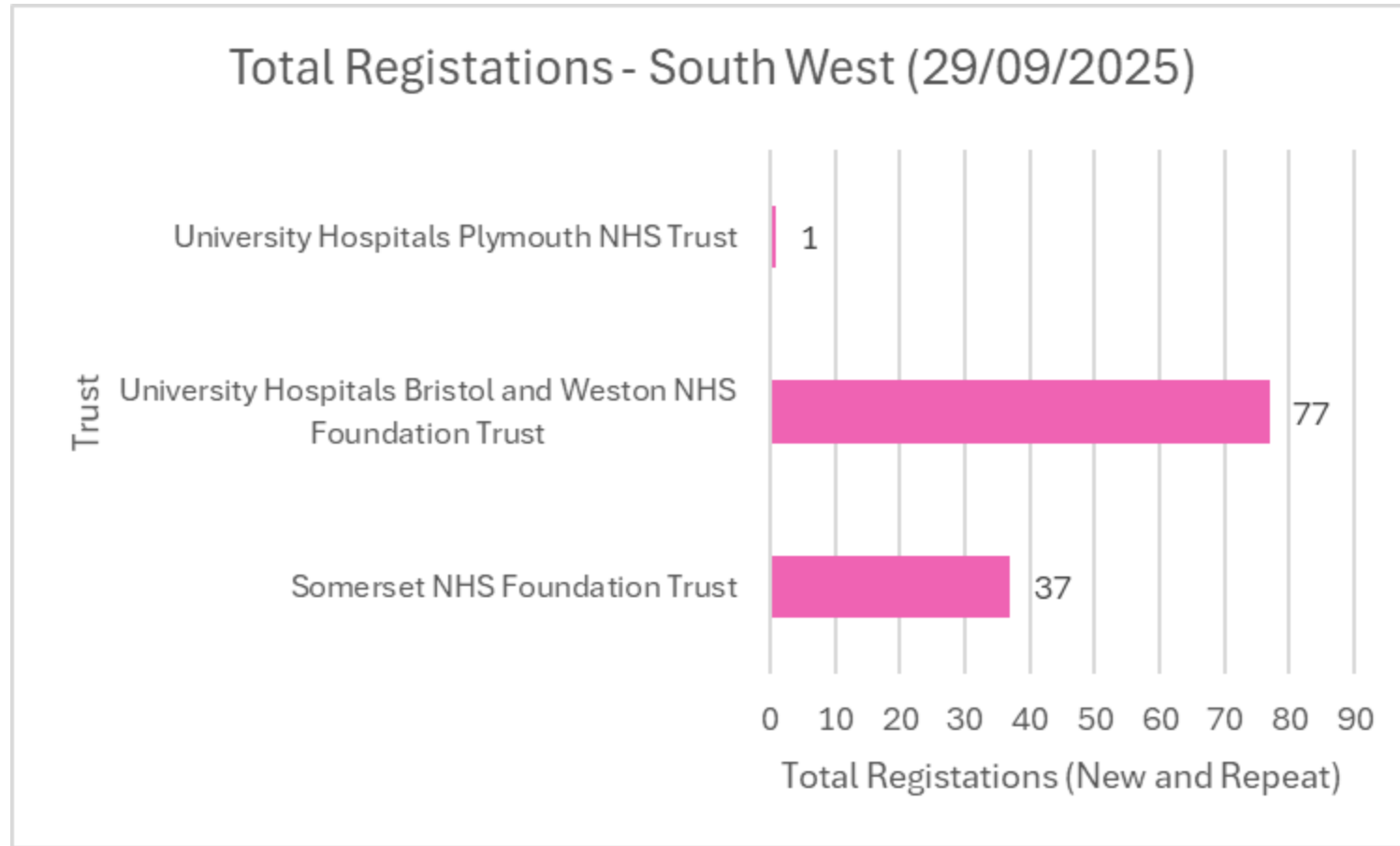
Midlands - Opt-in registrations



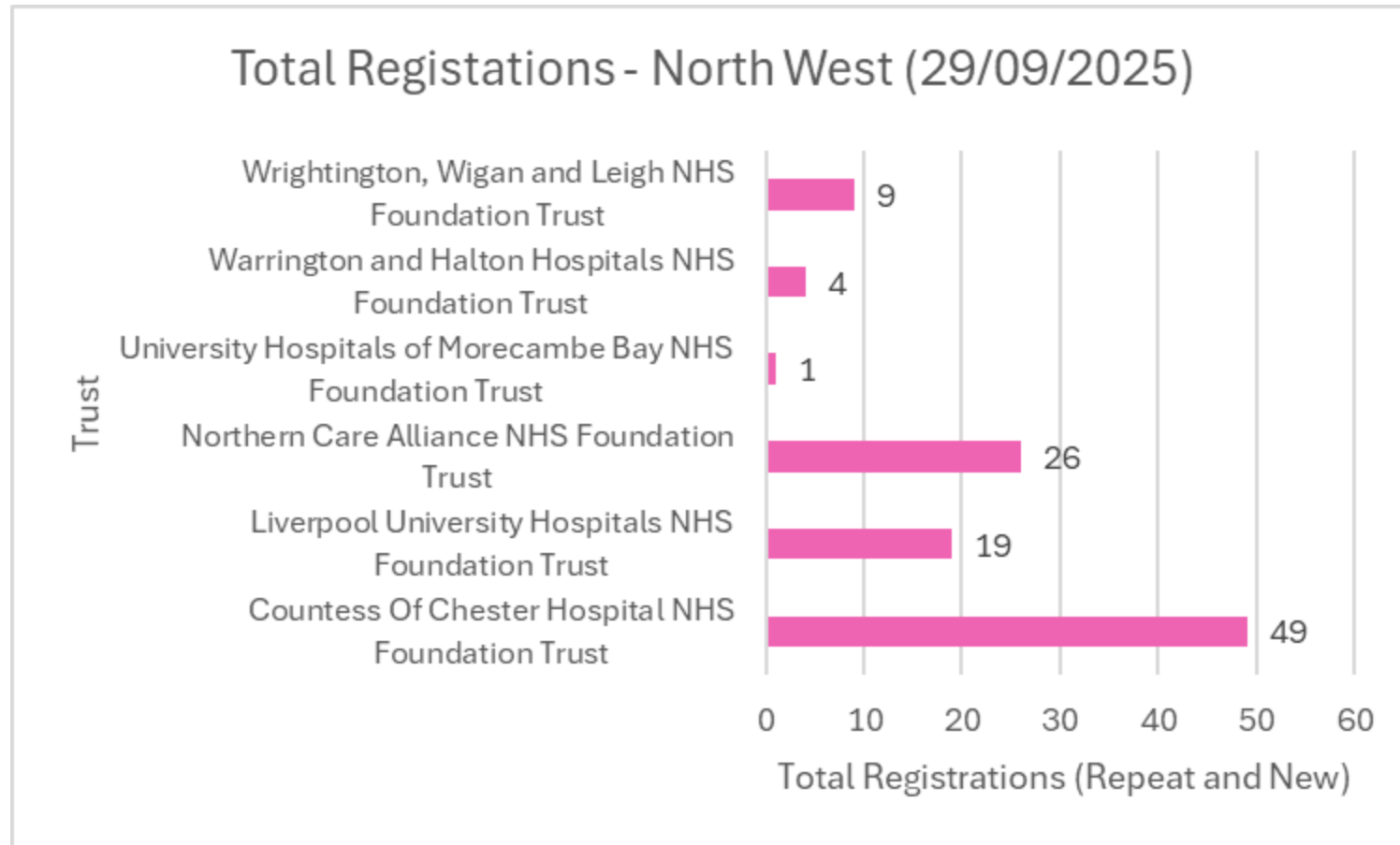
Eastern - Opt-in registrations



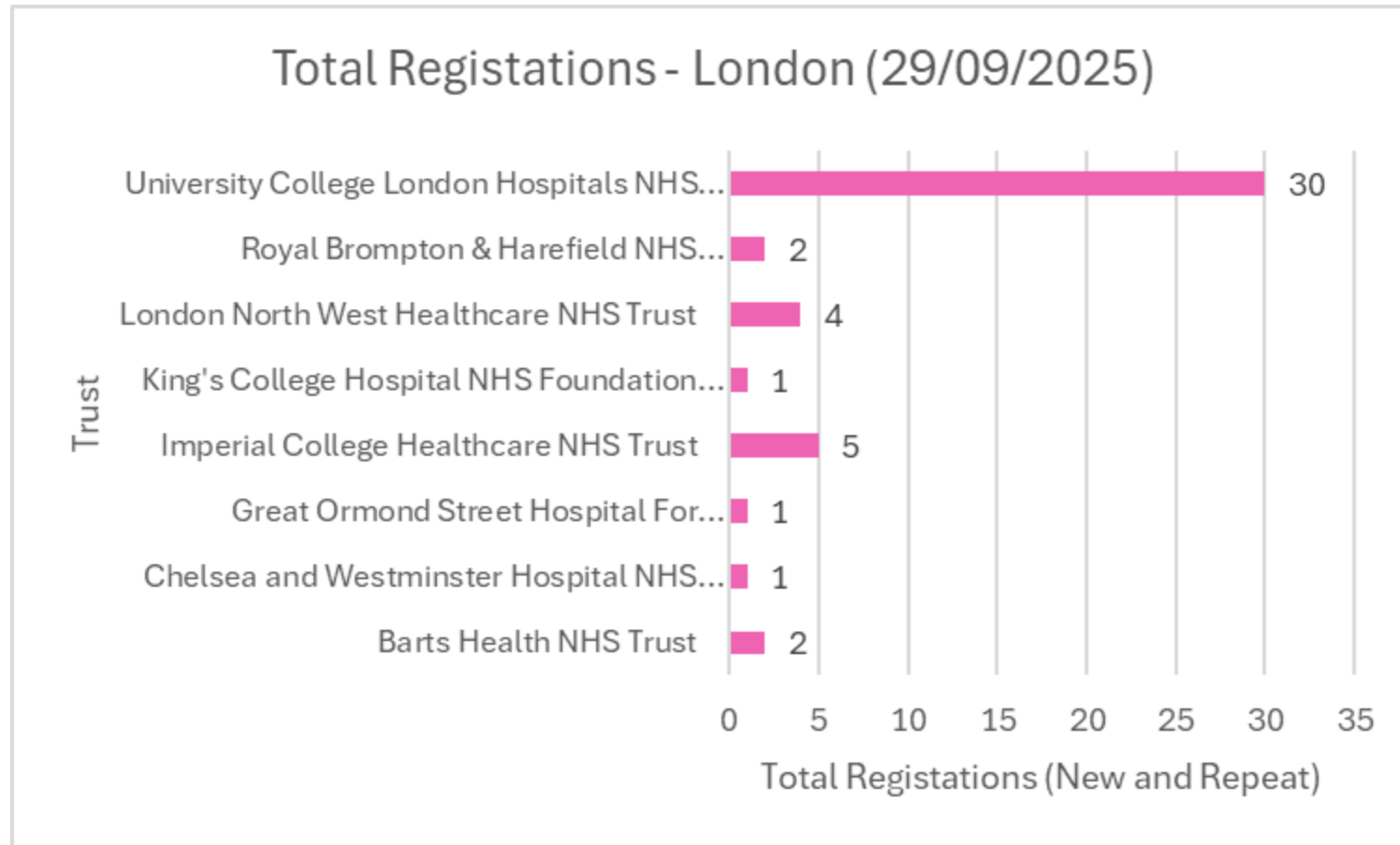
South West - Opt-in registrations



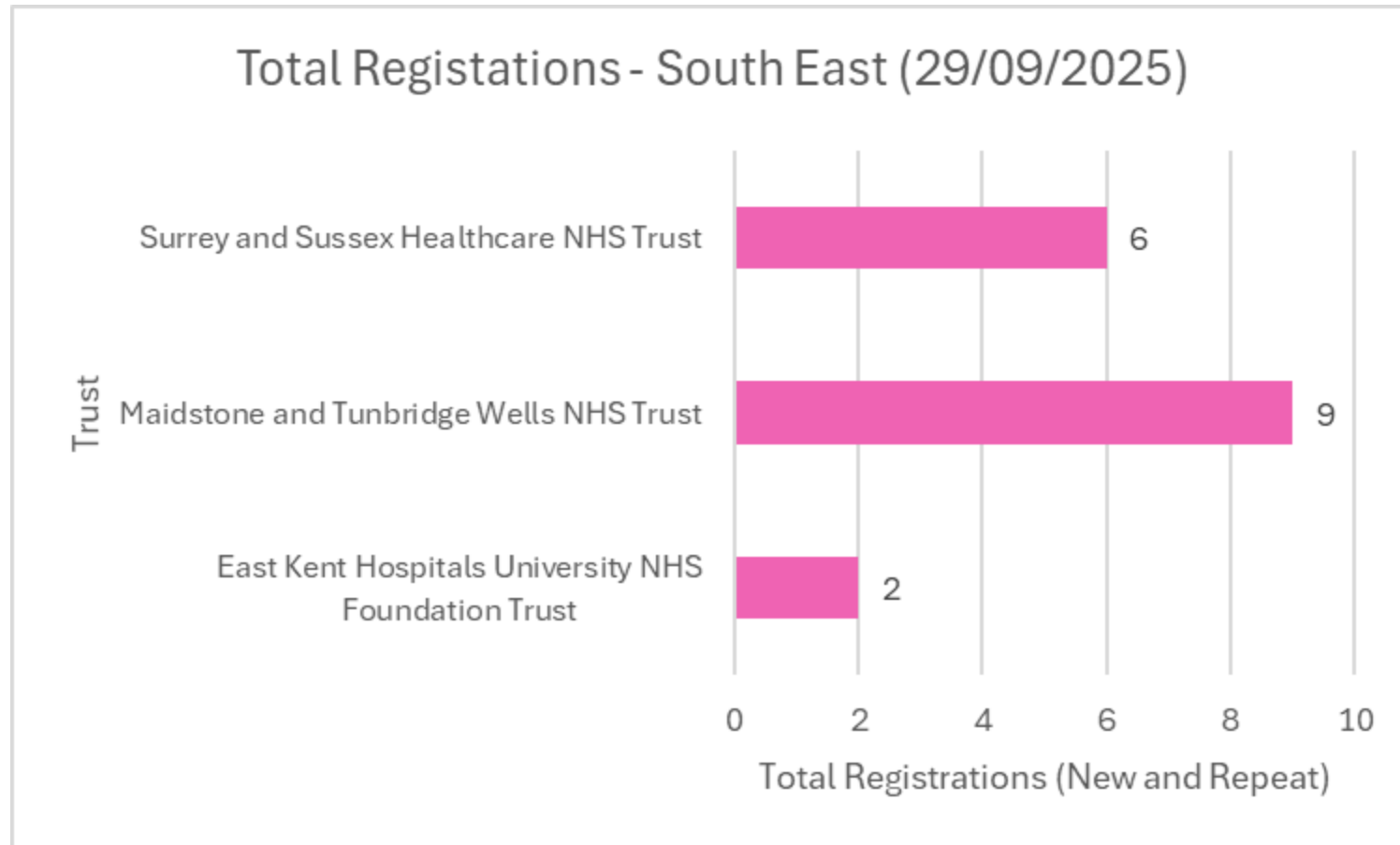
North West - Opt-in registrations



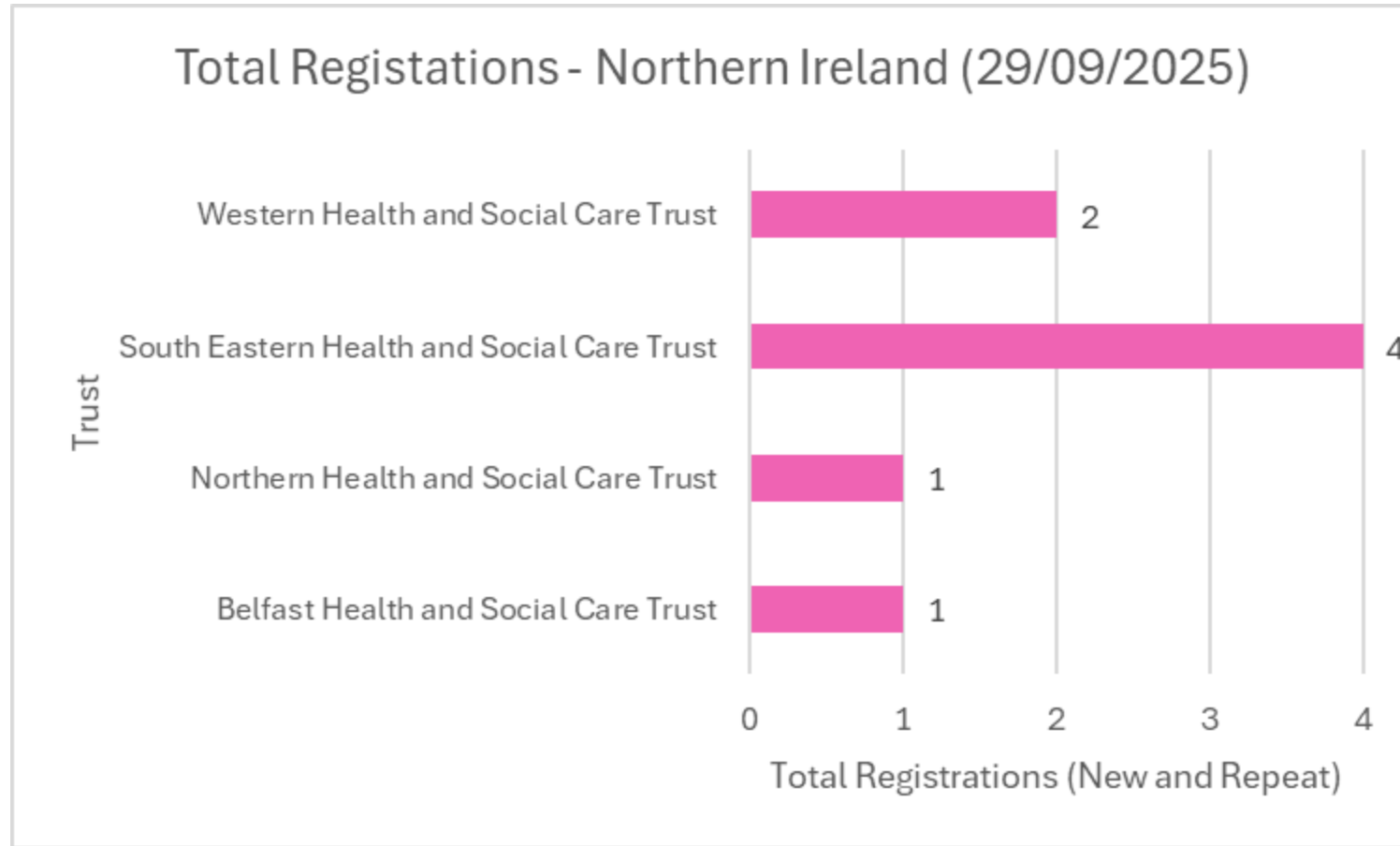
London - Opt-in registrations



South East - Opt-in registrations



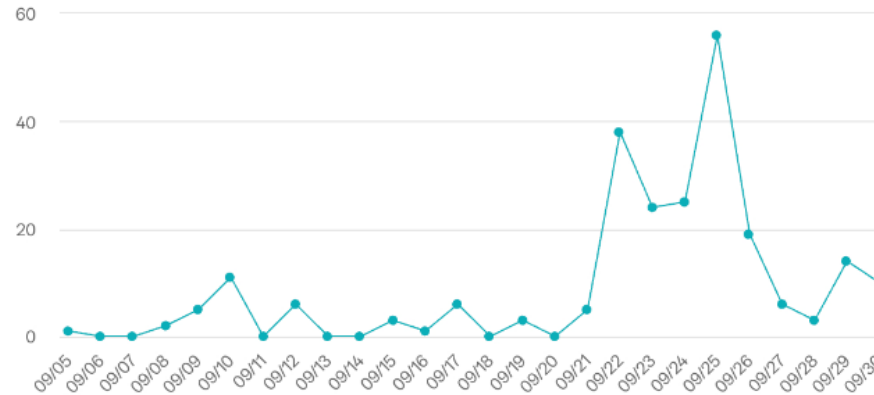
Northern Ireland - Opt-in registrations



Scotland

- NHS Scotland QR codes directed staff to the registration page on the Organ Donation Scotland website.
- Tracking registrations not currently possible

Total Engagements over time



Top performing by Total Engagements

#	Link	Engagements	%
1	Fife - How to register	105	44.1
2	Lothian - How to register	42	17.6
3	Tayside - How to register	39	16.4
4	Lanarkshire - How to register	24	10.1
5	Golden_Jubilee - How to register	21	8.8
6	Forth_Valley - How to register	5	2.1
7	Grampian - How to register	1	0.4
8	Highland - How to register	1	0.4
9	Dumfries - How to register	0	0
10	Ayrshire - How to register	0	0

Next Steps

Continue to:

- Direct trusts and health boards to the Partner Toolkit, [Support Organ Donation Toolkit](#), which will be updated throughout the year.
- Encourage trusts and health boards to include their links and QR codes in all communications.