Appendix 2

Organ Donation Joint Working Group Report

Progress Update

1. **Developing a new integrated marketing, communications and engagement strategy** Following the approval of the strategy in July by the board and by ministers in September sessions are being scheduled with stakeholder groups to update on the approved marketing, communications and engagement strategy and galvanise support for the roll out. We have introduced new messaging, delivered a successful Organ Donation Week with extensive media coverage and high-profile partnerships, launched an improved Community Grants Programme, strengthened relationships with major brands and developed a new community volunteering model. The next phase will focus on year-round engagement and expanding our reach into priority audiences. Planning is currently underway for a new 'Great Organ Donation sign up' event before Christmas and a new Organ Donation month.
2. **Creating a stronger organ donation brand:** We have completed a review of the brand identity and developed a refreshed brand proposition with our creative agency. This has been tested with our core target audiences. Further creative refinement is being completed before engaging with key internal stakeholders.
3. **Maximising the NHS Organ Donor Register:** Significant progress has been made through the launch of a new registration form, approval of the CRM strategy, integration of registration opportunities into GP online registration, and exploration of new routes through services such as MyCare Scotland, NHSBSA and OneLogin. Work is now focused on expanding registration opportunities across more public service pathways and delivering further digital modernisation.
4. **Honouring an individual's decision to donate:** We have reinforced expectations across Organ Donation Committees, established clinical workstreams focused on neurological death testing and updating identification and notification guidance, undertaken audits to identify missed opportunities, and secured commitment from the College of Intensive Care Medicine to update national end-of-life guidance. This work is strengthening our ability to ensure donation opportunities are consistently recognised and supported.
5. **Ensuring a collaborative family approach:** A review of the donation workforce model has been commissioned to identify how we can further strengthen collaboration between clinical teams and Specialist Nurses in Organ Donation throughout the family approach. Recommendations are expected during the next phase of work.
6. **Focusing family discussions on individual wishes rather than legal processes:** National agreement has been reached on new principles for updating key professional guidance. New referral standards are being introduced to allow earlier Specialist Nurse involvement and improve preparedness before family discussions take place, helping ensure conversations focus on the individual's values and decisions.

7. **Simplifying donation processes for families:** A revised consent form is currently being piloted across three regions, with plans for wider implementation. This work aims to reduce complexity for families and create a more straightforward and supportive consent process.
8. **Developing multidisciplinary approaches to organ donation:** Initial scoping and project planning have been completed to support a more integrated multidisciplinary model for both operational delivery and training. The next stage will establish the workforce, guidance and educational framework needed to embed this approach nationally.
9. **Strengthening data, monitoring and performance management:** Dedicated resource has been secured and a review of current performance reporting arrangements has commenced. This will underpin the development of improved reporting tools, clearer governance and a more robust framework for identifying and responding to variation in performance.
10. **Establishing a UK-wide donation ethics advisory infrastructure:** Key foundations have been put in place, including funding arrangements, hosting through the Academy of Medical Royal Colleges, agreed governance arrangements, and appointment of a Chair. The new ethics committee is scheduled to become operational in 2027, providing national ethical advice and support for complex donation decisions.

Overall, all ten ODJWG recommendations are now progressing, with most having moved beyond planning into active delivery. Progress has been strongest in public engagement, digital registration, clinical practice improvement and governance, while workforce redesign, family approach reforms and multidisciplinary delivery models are moving into implementation.