

Organ, Eye & Tissue Donation 101



Marlene Murphy
Executive Director
Donor *Awareness* Council



The Problem Nationwide



Over 88,000 men, women and children are waiting for life saving organ transplants

BUT....

Only 27,000 men, women and children received a life saving organ transplant in 2004.



The Problem & The Gap

**90% Support Organ & Tissue
Donation**

BUT....

**Only 34% know the proper steps for
committing to donation**



Common Reasons People Say “No” to Donation



- **Age**: “I am too old.”
- **Self-rule out**: “I have had cancer.”
- **Trust**: “They will take me before I am dead.”
- **Religion/Culture**: “My religion won’t permit donation.”



Criteria For Organ Donation

- **No Age Limit**
- **Declaration of Brain Death**
- **Mechanical Ventilation**
- **No Active Cancer**
- **Negative HIV**



Nationwide Statistics



Every 1 Organ Donor

There are

4 = Tissue Donors

8 = Eye Donors



Colorado Statistics for 2004



Every 1 Organ Donor

There are

6 = Tissue Donors

18 = Eye Donors



Who's Who in Organ Donation

- **COD – Coalition On Donation**
www.donatelife.net
- **UNOS – United Network for Organ Sharing**
www.unos.org
- **HRSA/DOT - Division on Transplantation**
www.organdonor.gov



What is the Coalition on Donation?

- **Coalition on Donation is a not-for-profit alliance of local coalition affiliates and national organizations**
- **47 local coalition affiliates**
- **50 National member organizations**



Coalition on Donation Mission

To inspire all people to

Donate Life

*through organ, eye, and tissue
donation*



YOU HAVE THE POWER TO DONATE LIFE.

[BECOME A DONOR](#)[GET THE FACTS](#)[PROMOTE DONATION](#)[CONTACT US](#)[SHOP](#)

*Find out how to become
an organ & tissue donor*



Click a state above or select one from the menu:

Coalition Projects/Activities



- **National Donate Life Month**
- **National Donor Day**
- **National Minority Donor Awareness Day**
- **National Donor Sabbath**



Rose Parade Float 2005

Many Families, One Gift



The Gift of a Lifetime

www.organtransplants.org

The Gift of a Lifetime

Organ & Tissue
Transplantation
in America

A man waits and wonders if a new heart will arrive. A woman walks without pain with a bone transplant, and a child grows up with a new liver. A mother in the midst of a tragedy helps give life to others through organ donation. These are the stories of lives transformed by the miracle of organ and tissue donation. These are the stories of Americans who give and receive The Gift of a Lifetime.

Transplant Journey

Waiting for the Gift: The Wait Ends for Gary — Just before surgery, kidney transplant surgeon Dr. H.A. Gritsch explains to Gary Bush and his wife Sandy that Gary's new kidney was donated by the parents of a young child who died earlier in the day. [Live from March 22 through April 2: Read today's story.](#)



Empowering Testimonial Campaign : You have the Power to Donate Life. Be an Organ & Tissue Donor



BLIND FOR 31 YEARS, A CORNEA TRANSPLANT LET JOHN SEE HIS DAUGHTERS FOR THE FIRST TIME EVER. SUDDENLY, HE WAS UNABLE TO



"I looked over and saw my wife and all I could say was, 'Honey, the years have been very kind to you.' I couldn't say anything to my children. All I could do was weep."

All possible because someone like you made the decision to be an organ and tissue donor.



YOU HAVE THE POWER TO DONATE LIFE

To find out how, go to www.donatelife.net or call 1-800-368-7427

FOR ROBBIE, A LUNG TRANSPLANT COULD SAVE AN ENTIRE FAMILY.



"I want to live. I want to be a mom. Not a regular mom just to be able to be there for my daughter when she grows into a woman."

All possible because someone like you made the decision to be an organ and tissue donor.



YOU HAVE THE POWER TO DONATE

To find out how, go to www.donatelife.net or call 1-800-



A KIDNEY TRANSPLANT GAVE ROMA THE CHANCE TO DO WHAT EVERY OTHER KID WANTS TO DO: JUST BE A KID.



"I'm 9 years old. I love to read and play and I really love to dance and just be a kid. My kidney transplant let me do that."

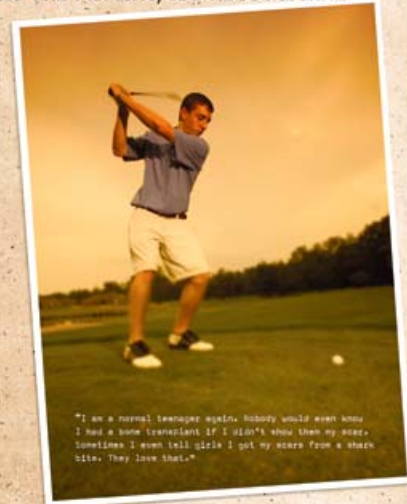
All possible because someone like you made the decision to be an organ and tissue donor.



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SINCE HIS BONE TRANSPLANT, TYLER IS PLAYING WITH A HANDICAP. AT THE MOMENT, IT'S ABOUT A NINE.



"I am a normal teenager again. Nobody would even know I had a bone transplant if I didn't show them my scars. Sometimes I even tell girls I got my scars from a shark bite. They love that."

All possible because someone like you made the decision to be an organ and tissue donor.



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Reaching Multi-Cultural Audiences



National Hispanic Campaign

Launched
March 2002



MILES ESPERAN UN
TRANSPLANTE DE
ORGANOS

USTED PUEDE AYUDAR
A SALVAR VIDAS



www.donevida.org



National African American Campaign

Launched
September 2002



National Identity & Symbol

- **Brand Identity**
 - adopted by all local Coalitions, AOPO, AATB in 2004



Why use the Donate Life logo?

- Provide a sustained unified national message about donation.
- Provide a strong, positive visual image for educational and promotional materials.



Coalition on Donation/Donate Life Style Guide and Policy



Logos and Campaign Specifications

- Include trade mark
- Follow color guidelines
- Do not recreate or alter the logo
- Submit a Non-Member Use Form for authorization to use the logo
- Use licensed vendors to purchase Donate Life promotional items



The Organ Donation Breakthrough Collaborative: The Goal

“Committed to saving or enhancing thousands of lives a year by spreading known best practices to the nation’s largest hospitals, to achieve organ donation rates of 75% or higher in these hospitals.”

**– U.S. Health and Human Services
Secretary Tommy Thompson and key national leaders**



Donor *Awareness* Council



- **Mission**
 - Donor Awareness Council is a nonprofit coalition formed to increase organ and tissue donation through public awareness and education within our community
- **Vision**
 - To live where organ and tissue donation is the community standard so that every potential transplant recipient has the opportunity for an increased quality of life.
- **Values**
 - Collaboration, Integrity, Empowerment, Accountability



Coalition Partners

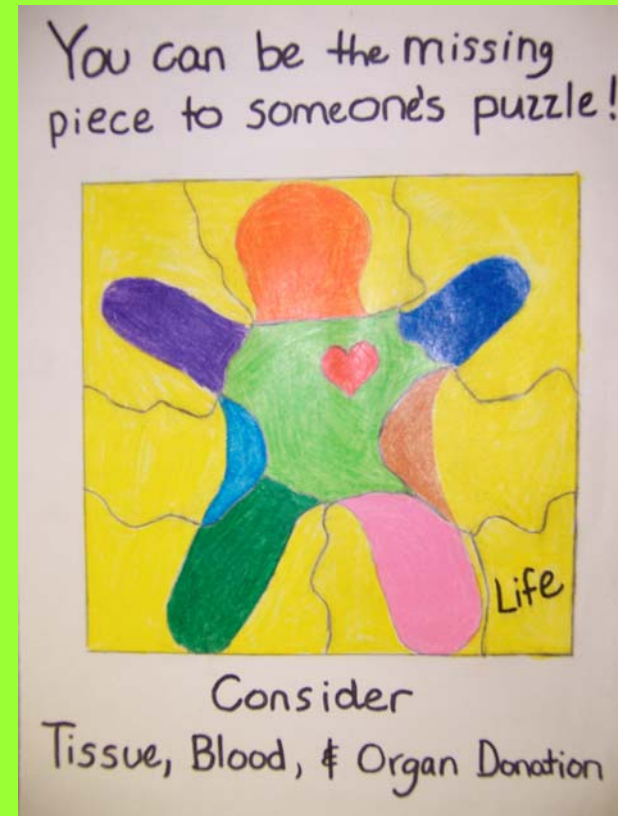


- **AlloSource**
- **American Liver Foundation, Rocky Mountain Chapter**
- **American Transplant Association, Rocky Mountain Chapter**
- **Black Transplant Action Committee**
- **ClinImmune Labs**
- **Donor Alliance (DA)**
- **Laboratories At Bonfils/Bonfils Blood Center**
- **National Kidney Foundation of Colorado, Idaho, Montana, & Wyoming**
- **Presbyterian St. Luke's Medical Center**
- **Rocky Mountain Lions Eye Bank (RMLEB)**
- **Statline**
- **The Children's Hospital**
- **University of Colorado Hospital**



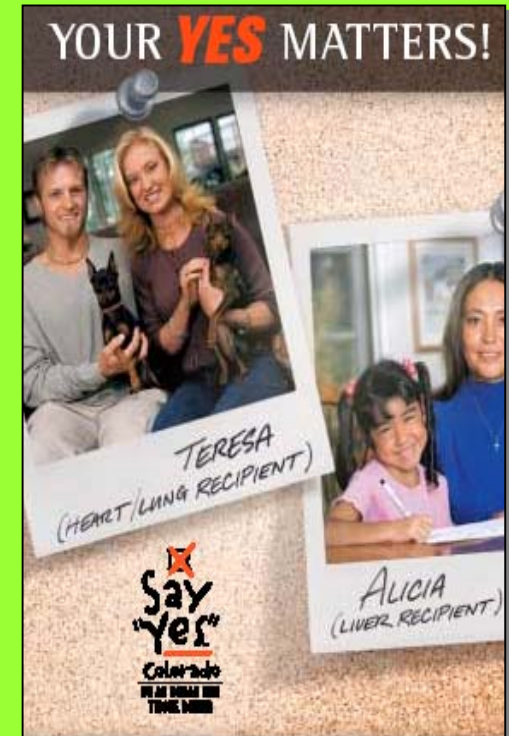
Community Outreach Highlights

- **Creative Challenge**
- **Faith Community Outreach**
- **Health fairs, speaker's bureau, and donor drives**
- **Partnership with Bonfils Blood Center**



Our Unique Role

- **Driver License Program**
 - Training: new employee & onsite
 - Communication: newsletters & meetings
 - Recognition: awards, poster contest t-shirts & goodies
 - Tracking: quarterly reports
 - Relationships with DLO employees: get to know & appreciate them



The Donate Life Challenge



- **Get Involved!**
 - Contact your local coalition, OPO or ALF
 - Learn how donation works in your state, go to www.donatelife.net
 - Volunteer
 - Educate & Inform others – look for opportunities to promote donation in your community
 - Come to a GAB (Colorado)
 - Tell you story!

