PROMOTING DONATION: WHOSE LINE IS IT ANYWAY?

Rebecca Ousley, LifeSource
Ginger Plumbo, Mayo Clinic

April 28, 2010
AGENDA

- Why Promote donation?
- Whose job is it?
- What is LifeSource doing?
- What do we say?
- How do we share it?
- Working together
LIFESOURCE

MAP OF STATES:
- ND
- SD
- MN
- WI

COUNTRIES:
- St. Croix County
- Pierce County

LifeSource
Organ & Tissue Donation

DONATE LIFE
So, whose line is it?

“It’s all about letting the story take over.”

- Robert Stone, author
What’s in it for me?

- Enhance your brand
- Reinforce presence in your community
- Serving your patients!
Our goal is to...

Encourage the people in our communities to register as organ and tissue donors.

Minnesota 49%
North Dakota 61%
South Dakota 56%
“It’s not what you say, it’s what people hear.”

- Dr. Frank Lutz

*Words that Work*
<table>
<thead>
<tr>
<th>Keeping up with Language</th>
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<tbody>
<tr>
<td><strong>Harvest</strong> vs. <strong>Recover</strong></td>
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<td><strong>Cadaveric</strong> vs. <strong>Deceased</strong></td>
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<tr>
<td><strong>Life</strong> vs. <strong>Artificial Support</strong></td>
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</table>
People in our community are waiting for a life-saving organ transplant and you have the power to help them.
Imagine that your life, or the life of someone you love, depended on the generosity of a stranger. Would you want someone to help you?
Document your decision to be a donor and **tell your family** that you want to **save lives** through donation.
Sharing the stories, Spreading the Message

- Website
- Advertising/Registry Site
- Blog
- Social Media
“Mom, why don’t you have donor on your driver’s license?”

Tyler, age 12, organ donor

Read Tyler’s Story

LifeSource

saving lives through donation in the upper midwest

We are the non-profit organization that manages organ and tissue donation in Minnesota, North Dakota, South Dakota, and part of western Wisconsin.

Save a life
DOCUMENT YOUR WISH TO DONATE
Anna’s Story
Anna was diagnosed with a disease called Biliary Atresia at just nine weeks old; she had surgery to prolong her life until she was able to receive her transplant. Read more »

Minnesotans can register online to become an organ and tissue donor through Donate Life Minnesota. Your decision to help others through donation brings hope and life to the people in your community — and across the country — who are waiting for a transplant.

If you have any questions or would prefer to enroll by mail, please contact LifeSource at 1.888.5.DONATE.

Also find DonateLifeMN on:

facebook  Twitter
Your decision saves lives:

Register now
Learn how for your state

What it means
to register as a donor

Stories
people impacted by donation

Answers
to your questions

It’s amazing the impact one simple decision can have.
Donate Life Day at the Capitol

April 15, 2010 · Leave a Comment

Benjamin Franklin once said that the only thing certain in life is death and taxes. We prefer to say that the only things certain in life are saving lives and taxes. And so tax day was the perfect day for Donate Life Day at the Minnesota state capitol.

We were honored to have donor family members, transplant recipients, staff and elected officials commemorate the day with us. Residents from across the state met with their legislators to thank them for their strong support of donation.
Donate Life Minnesota

Donations are life saving. Your donation can save up to 8 lives or 25 eyes.

Donate Life Minnesota Here's a link to LifeSource's blog. The Source. Yesterday's event at the capitol is featured in this entry.

Donate Life Day at the Capitol = The Source
donateslife.wordpress.com
Benjamin Franklin once said that the only thing certain in life is death and taxes. We prefer to say, that the only things certain in life are saving lives and taxes. And as tax day was the day the capitol building is open to the public for Donor Life Day at the Minnesota state capitol.

April 16 at 11:05pm Comment Likes Share Promote

7 people like this.

Donate Life Minnesota Thanks again to Swami and Jess on 99.7 KKCK (Marshall, MN) for having us on every day this week in honor of National Donate Life Month. You guys rock!

April 10 at 9:23am Comment Likes Promote

47 people like this.

Dwight Powell
My son gave me a kidney on march 17th
April 16 at 10:28am - Delete - Report

Kimberly Jean Potker Cady so happy that worked out for you
Dwight powell
April 16 at 2:55pm - Delete - Report

Write a comment...
The OPO/Hospital Partnership

- Media Relations
- Promotional Campaigns
- In-hospital outreach
- Community Outreach
How have LifeSource and hospitals worked together in the media?

- Positive Features
- Cringing Collaboratively
Great coverage!

1. Donate Life Flags Fly in Honor of Donors - Innovis Hospital
2. Family Honored in 2008 Rose Bowl Parade – Rapid City Regional Hospital
3. Out of Death, Three Lives – Hennepin County Medical Center
4. The Gift of Life – Regions Hospital, Abbott Northwestern Hospital
Pancreas lost on way to Mayo Clinic

By Bob Freuden

A human pancreas apparently lost during air shipment last week was being sent for research use at Mayo Clinic not for transplant into a patient, clinic officials said Tuesday.

The delay in delivery Monday, said the airline told the station's Eyewitness News that it was placed on a flight to Rochester more than five hours after normal.

However, the airline had not received the pancreas by the time it landed in Rochester, the airline said.

Nothing says "return to the organ," said the airline.

The Mayo Clinic said it never has a human delay in getting it pancreas that it had Rochester.

Pancreas past its prime

ROCHESTER, Minn. (AP) leaving Hartford, Conn.

That's past its prime. The Mayo Clinic said it neapolis, but there was a had to send back a human delay in getting it pancreas that it had Rochester. planned to use for re- Mayo said it returned search — not as a trans- the organ to the organiza-plant — after it arrived tion that had procured it, more than 12 hours after which Mayo did not name.
U of M officials are reviewing computer systems after a glitch gave out confidential information to 410 recipients.

Names of donors are accidentally included in letter to kidney patients

By Josephine Marcotty
Star Tribune Staff Writer

University of Minnesota researchers inadvertently told 410 kidney transplant patients the names of their nonliving donors, a serious violation of patient confidentiality and medical ethics.

The donors were identified because of a glitch in a computer-generated letter sent each year to recipients participating in a long-term study.

The university and LifeSource, which manages the organ donation system in Minnesota, are contacting recipients and relatives of donors about the error. The recipients will be asked not to contact the donor families, university officials said.

“It clearly is a breach,” said Susan Gunderson, chief executive officer of LifeSource. Confidentiality is promised to all donor families, she said, “and is a core component of the donation process.”

DONORS continues on A10:
— The “U” had another problem with confidential information a few months ago.
Hospital PR/Communications’ Role in Promoting & Supporting Organ Donation
Donation Awareness at Mayo Clinic

• Brochures in-house and at some events
• Internal communications
• Support for Donate Life and other initiatives
• Advertising – including donation messages
Donation Awareness at Mayo Clinic

- Transplant research – stewardship of resources
- Media relations
- Social media
Donation Awareness at Mayo Clinic

- Patient stories on MayoClinic.org
- Donation information on MayoClinic.org
Donation Awareness at Mayo Clinic

- Donation information on MayoClinic.com, our consumer health web site.
Donation Awareness at Mayo Clinic

• Events
  – MN Twins sponsorship
  – Internal events for staff
  – Events on campus for everyone
We can make a difference!

• Hospitals and medical providers are still the most trusted sources for medical information.
• Only promoting donation during one week or one month a year just isn’t enough, considering the organ shortage. We must do more.
• The patients you save just might be your own, even if you don’t have a transplant program.
A few additional thoughts...

• Media inquiries about patients who die?
  – Is the family already telling the media their loved one is/was a donor? Is this an opportunity to help these families talk about donation in a more meaningful way?

• Featuring a story about a living donor transplant?
  – Consider including messages about all types of donation.
So...now what?

- Donation and transplantation info where appropriate
- Websites, newsletters, internal communications or media
- Create tie-ins where might not have thought about it before
Donate Life Minnesota Hospital Campaign

LifeSource is partnering with the Minnesota Hospital Association on a new campaign to increase the number of registered organ and tissue donors in the state. The goal of the campaign is to have at least 25% of Minnesota hospitals promote organ and tissue donation in their hospital and community during 2010, to help increase the number of registered donors by 100,000. Together we can provide hope to the more than 2,500 Minnesotans who are waiting for a life-saving transplant.

It’s easy to get started! Below is the information and resources to implement initiatives in your hospital. Whether it’s flying the donate life flag, hosting a donor registry event or simply making information about donation available at your facility.
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