

APRIL 2020: DONATE LIFE MONTH GARDEN OF LIFE

TOOLKIT FOR PARTNERS



LiveOnNY

Caring for New Yorkers
through Organ Donation

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Donate Life Month is a nationally recognized month focused on raising awareness and engagement for organ, eye and tissue donation. This year's Donate Life Month theme is 'Garden of Life', which symbolizes hope, courage and transformation – themes repeatedly found within the donation journey. We invite you to join us as we plant the seeds of donation by providing education and raising awareness about organ, eye and tissue donation. The stories of those who are waiting, those who have received and those who have given the gift of life, are powerful reminders of the beauty of donation.

This month is important because:

- There are 10,000 children and adults in New York awaiting a lifesaving transplant.
- New York State has an organ shortage due to a low number of registered donors.
- In 2019, approximately 375 New Yorkers died because the transplant they needed did not come soon enough.

This month, let's come together as a community to encourage New Yorkers to talk with family, friends, co-workers and community networks about organ donation and their wishes.

Below are ways to participate this April, along with select resources to assist you.

DONATE LIFE MONTH ACTIVATION OPTIONS:

- Send an email message to your staff, community and/or constituents
- Publish an article in your newsletter or on your blog
- Host an educational training for your staff, community and/or constituents led by LiveOnNY staff
- Host or attend a flag raising ceremony to display the Donate Life flag in your district with a local hospital partner
- Work with LiveOnNY to create a media moment and invite local press
- Participate in National Blue & Green Day on April 17 by wearing and celebrating the colors of donation
- Write and present a proclamation to declare April 2020 as Donate Life Month
- Display promotional posters or signage in support of donation
- Post about Donate Life Month on your social media channels
- Host a Moment of Gratitude to honor the organ donors who gave the gift of life (additional tool kit available)

EMAIL COPY:

Subject: April is National Donate Life Month

Our communities have been working through unprecedented challenges with the spread of COVID-19. Health care professionals are working to treat those who have been infected and we are all doing our part to keep millions safe and healthy. Amidst the uncertainty, April brings National Donate Life Month – an opportunity to celebrate the lifesaving power of organ and tissue donation.

Did you know that nearly 10,000 children and adults in New York are currently waiting for a lifesaving organ transplant? These are our friends, family, and neighbors and they need our help.

This month, during National Donate Life Month, we come together as a community to raise awareness about the lifesaving power of organ donation, celebrate those who have given the gift of life, and encourage each other to register as organ and tissue donors. One person can save up to eight lives and leave a lasting legacy through those who live on because of their generosity.

The Facts About Saving Lives

- Organ donation is often possible even with certain health conditions.
- There is no age limit to be an organ donor - the oldest donor in New York was 93 years old.
- The organ donation process follows strict guidelines to ensure fairness and equity.
- Because organ donation saves lives, most religions celebrate it as a final act of kindness.
- Registering as an organ donor does not change your medical care.

In support of those waiting for a transplant, please take a few moments to learn more about organ donation and to consider registering as a donor. Please visit [LiveOnNY.org](https://www.LiveOnNY.org) to learn more.

<https://youtu.be/DIe6bXxIK3w> - Lauren's story

<https://youtu.be/p26y7QjYZHY> - Michael and Roxanne's story

<https://youtu.be/TLQrGSB-jto> - Shelby's story

NEWSLETTER COPY:

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BLOG POST COPY:

Our communities have been working through unprecedented challenges with the spread of COVID-19. Health care professionals are working to treat those who have been infected and we are all doing our part to keep millions safe and healthy. Amidst the uncertainty, April brings National Donate Life Month – an opportunity to celebrate the lifesaving power of organ and tissue donation.

Did you know that nearly 10,000 children and adults in New York are currently waiting for a lifesaving organ transplant? These are our friends, family, and neighbors and they need our help.

During the month of April, we celebrate Donate Life Month – a nationally recognized month focused on raising awareness about organ, eye and tissue donation. The stories of those who are waiting, those who have received transplants, and those who have given the gift of life are powerful reminders of what is possible through selfless acts of kindness. Learn more about organ, eye, and tissue donation and consider signing up as a registered donor.

Meet Angelica

Angelica may look like your typical 19-year-old, though she's anything but. Yes, she loves to wear makeup, spend time with her boyfriend, and listen to Ariana Grande, but the purse she always wears is not like her other fashion accessories. It carries a heart pump that is keeping her alive while she waits for a lifesaving heart transplant.

When Angelica was just four years old, she was diagnosed with anaplastic large cell lymphoma. It was a terrifying time for her family. Angelica underwent chemotherapy and was in remission for 14 years. In remission, she attended high school, participated in plays, and helped with household chores.

Things took a turn in the summer of 2018 when she was diagnosed with heart failure that her doctors believed was a result of receiving chemotherapy at such a young age. They didn't think her condition would progress as fast as it did, but soon Angelica was in need of a new heart.

"I felt so sick," Angelica remembers. "I know it can be a long wait for a transplant and I was worried I wouldn't live long enough to get my new heart."

Angelica's health continued to worsen, and she spent her 19th birthday in the hospital. It wasn't long before she underwent surgery to implant and Left Ventricular Assist Device, also known as an LVAD. The battery-operated pump helps the left side of her heart pump blood throughout her body.

"The LVAD made a huge difference, but I know I won't be healthy until I get a new heart," Angelica says. "I don't have enough energy to go to school and I have to spend a lot of my time at home resting." Angelica was listed for a heart transplant in March 2019 and has spent the past year waiting for the call that will save her life. She keeps her cell phone on her at all times and dreams of the day when she can live a more healthy, normal life.

"A new heart would give me a chance to go back to school and move forward with my life," Angelica says. "It would give me a chance to spend more time with my one-year-old niece. She is the person that keeps me

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going. I want her to know that she has the strongest aunt in the world. I can't wait for the day when I have my new heart and I can start to plan for the future."

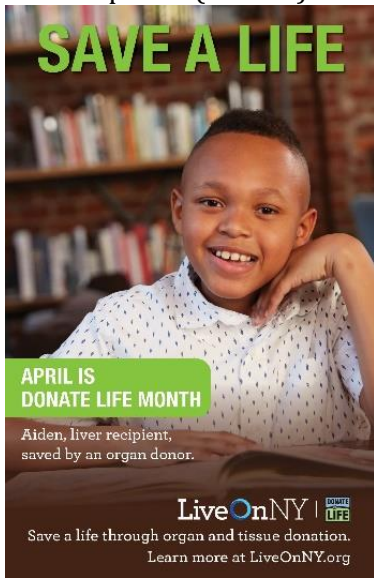
This National Donate Life Month, advocate for Angelica and the thousands of New Yorkers like her that are counting on us to say yes to organ donation. One person can save up to eight lives and leave a lasting legacy through those who live on because of their generosity.

In support of those waiting for a transplant, please take a few moments to learn more about organ donation and to consider registering as a donor. Please visit LiveOnNY.org to learn more.

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POSTERS, SCREEN SAVER, EMAIL SIGNATURE:

Poster options (11 x 17):



E-mail signature:



Screensaver options:



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GET LOUD ON SOCIAL:

Use the hashtags #LiveOnNY #DonateLifeMonth so we can share and repost. Please connect with [@LiveOnNewYork](#) (on Facebook, Twitter and Instagram) for relevant content. Tag us @LiveOnNewYork whenever possible.

- Share stories of your staff or patients touched by donation.
- Share facts from our organ donation fact sheet.
- Share or repost graphics from the LiveOnNY social handles.

Facebook Content (including blue & green day post):



Twitter Content:

- April is National #DonateLifeMonth. There are 10,000 children & adults in NY waiting for a lifesaving transplant. Visit LiveOnNY.org
- It's #DonateLifeMonth! Spread awareness about organ, eye and tissue donation. Register at: <https://donatelife.ny.gov/ref/LiveOnNYlink/>
- April is #DonateLifeMonth, let's come together as a community to help others. Learn more at LiveOnNY.org. #DonateLifeMonth
- One organ donor can save up to eight lives and improve the lives of more than 50 people. Learn more at LiveOnNY.org. #DonateLifeMonth
- On average, 1 New Yorker dies every day waiting for a lifesaving transplant. Learn more at LiveOnNY.org. #DonateLifeMonth
- This #DonateLifeMonth, talk to your family about your #organdonation wishes. Learn more at LiveOnNY.org #DonateLifeMonth

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