

# APRIL 2018: DONATE LIFE MONTH TOOLKIT FOR HOSPITALS

Donate Life Month is a nationally recognized month focused on raising awareness and engagement for organ, eye and tissue donation. New York is seeing great momentum for registry growth with the support of many members of the community moving to action and sharing the positive message of donation. In 2017, 517,000 New Yorkers signed up as registered organ donors, the most ever for the state. Your hospital can engage in any number of ways as outlined in the HRSA Workplace Partnership for Life. See link [here](#). Additionally, see below for some ways to get active and raise awareness in April:

## DONATE LIFE MONTH ACTIVATION OPTIONS:

- Send a message from the CEO to all hospital staff
- Publish an article in your hospital newsletter
- Disseminate messaging on your organization's channels: intranet, screen saver, e-mail signature
- Host educational trainings for your staff by LiveOnNY staff
- Request to hear from a recipient or donor family member
- Host a flag raising
- Engage hospital PR team to secure press about local patient or staff stories
- Request hospital Social Media team to post content for Donate Life Month
- Run an enrollment drive with provided promotional materials for distribution
- Leverage connections with community leaders to amplify the message
- Participate in National Blue & Green Day on Friday, April 13<sup>th</sup> and celebrate photos of your staff on social media

## INTERNAL STAFF EMAIL COPY:

**Subject: April is National Donate Life Month**

*"Through organ donation, hospitals like yours touch the lives of so many, and it ripples out like a wave on an ocean - helping loved ones stay together, while at the same time providing a sense of peace to those of us who have lost someone. Every time I miss my mother I can't help but think about the people she's saved. It couldn't have happened without you. My mother's legacy carries on because of you, and for that I just want you to know I'm eternally grateful."*

*-Victoria, daughter of organ donor*

This month, during National Donate Life Month, we celebrate the work our hospital does to help save even more lives through organ and tissue donation. Donation can provide one of the few opportunities to bring something positive from loss. Because of work done by our hospital staff in support of donation and the process, families of loved ones can find comfort, recipients are given the gift of life and hope remains present for those waiting for a lifesaving transplant. From referral calls, to support of a grieving family and collaboration with our organ procurement organization, **LiveOnNY**, our hospital plays a crucial role in saving more lives through donation.

Thank you for your support of donation and of the individuals and families that say yes to donation. To learn more about donation and sign up as an organ, eye and tissue donor, visit [www.LiveOnNY.org](http://www.LiveOnNY.org).

## NEWSLETTER COPY:

As we celebrate National Donate Life Month in April, we celebrate the great strides being made in organ donation and transplantation in New York. 2017 saw a record number of lives saved through transplantation in New York – 851 lives saved, an increase of over 100 lives from 2016. 517,000 New Yorkers registered as lifesaving organ donors, the most ever for the state. With increased focus on organ donation from hospitals, legislators, the press and our community, great progress is happening.

But there is still work to be done. There are over 120,000 people waiting for a lifesaving transplant and nearly 10,000 of those are right here in New York. One organ donor can save up to eight lives and improve the lives of up to 50 people through tissue donation. In support of Donate Life Month, have that donation conversation and engage others to do the same.

Learn more and sign up as a lifesaving organ donor at [LiveOnNY.org](http://LiveOnNY.org).

### **Additional Copy As Needed:**

Did you know?

- One organ donor can save up to eight lives and enhance the lives of up to 50 people through tissue donation.
- Over 90% of New Yorkers support organ donation, but only 31% are registered donors; the national average is 56%.

### Debunking the Myths

- There is NO age limit to donation. We have previously had a 93-year-old donor right here in New York. All individuals are considered to be potential donors. Do not rule yourself out because of age. Each case is considered for medical suitability for donation after death has been declared.
- DO NOT rule yourself out because of health conditions. Each case is considered for medical suitability for donation after death has been declared.
- It is NOT against your religion. Most major religions actively support organ donation including Judaism, Buddhism, Islam, Christianity, Taoism, and more.

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poster (11 x 17):



e-mail Signature:



screensaver:



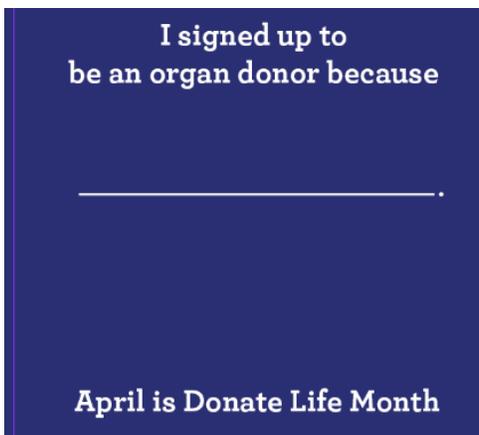
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## GET LOUD ON SOCIAL:

Use the hash tags #LiveOnNY #DonateLifeMonth and we'll be sure to share and repost. Connect with [@LiveOnNewYork](#) (on Facebook, Twitter and Instagram) for relevant content. Tag us @LiveOnNewYork when possible.

- Share stories of your staff or patients touched by donation.
- Share facts from our Organ Donation Fact Sheet
- Share or repost graphics from our handles. LiveOnNY will be launching a new campaign in the beginning of April, so keep an eye out on our social channels.

### Facebook Content:



### Twitter Content:

- April is National Donate Life Month. Did you know one organ donor can save up to eight lives? #DonateLifeMonth
- Because of organ donation, more than 2 million years of life have been saved. Organ donation is beautiful. #DonateLifeMonth
- 92% of NYers support organ donation, but only 31% are registered donors. Let's change that. Sign up @ LiveOnNY.org #DonateLifeMonth

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