2016 Donate Life Awareness Campaign

July 20, 2017
Our Goals

• Share impact that a donation can have
• Share the need for and importance of donation
• Dispel donation myths
• Move people to register as organ donors
• Highlight our transplant program
Our Plan

• Tell powerful and emotional donation stories from all sides
• Tie into our available sponsorships to spread awareness
• Have our doctors speak about the importance of transplant at our events and to the media
• Create our own organ donation landing page
AHNDDonate.org

BECOME AN ORGAN DONOR

Allegheny Health Network is celebrating National Donate Life Month. Together, with the Center for Organ Recovery & Education, we encourage you to make a difference this April. #DonateLife #AHNDDonate

LIVE DONATION

Live donation takes place when a living person donates a kidney or liver for transplantation to another person. The living donor must be an immediate or a family member of the recipient and must be in good health.(

To learn more about live donation opportunities at Allegheny Health Network, call 1.844.4DONORS.)

MYTH: My organs aren’t of any value because I have a history of medical illness.

FACT: Few illnesses or conditions prevent someone from being a donor. At the time of death, CORE will review medical and social histories to determine suitability.

MYTH: My religion does not support donation.

FACT: All major religions either support donation or view it as an individual decision.

IT TAKES 90 SECONDS TO REGISTER

Give us your autograph

REGISTER NOW
Our Success

• All 7 AHN hospitals earned the highest honor in the HAP challenge
• 22 earned media placements
• 78 social media posts
  – Approx. half a million impressions
• New organ donor registrations increased from previous year
Tell a Story Through Events

• We wanted to tell very powerful donation stories from all sides
Local Family's Story Shines a Light on Need for Living Kidney Donations

“I just wanted to get it done. Whatever it took to get him healthy,” Tom Traill

WWW.POST-GAZETTE.COM
Pull from All Available Resources

- Donate Life toolkit graphics
- CORE graphics and landing page
  - Reasons Not to Give
- Patient-created media

Thankful for second chance, organ recipient keeps signing up new donors to pay it forward

You may have heard of U.S. women's soccer player Meghan Klingenberg. You probably have not heard of Gene Wolbert, but he may convince you to save lives.

Allegheny Health Network
Leverage Your Sponsorships

- Sports teams
- Venues
- Media programs
- School events

123,000 people are waiting for a transplant

That’s 3 sold-out games at PNC Park.

8,500 PENNSYLVANIANS are on a transplant list

That’s enough people to fill 197 Pittsburgh city busses.
No Transplant Patients? Think Again

• Even if you aren’t a transplant center, you still have powerful transplant stories
  – Dialysis patients
  – Heart failure patients
  – Employees who have donated a kidney
  – Employees who have made the decision to donate the organs or tissue of a loved one
2017 Campaign

• Extend the campaign beyond April
• Highlight living donation
• Allow our patients to share the impact that donation can make or has made in their lives
• Transform social followers into donation advocates
2017 Campaign

• Let our transplant candidates, recipients and donors explain why organ donation is important to them or how it will change their lives