HAP Donate Life Challenge

Jennifer Wolfram, RN, BSN
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- Registered Nurse
- TNICU Unit Director
- Advisory Council Representative
- Donor Advisory Group Member
- CORE Erie Volunteer Group Member
About Us

- 433-bed tertiary care facility, regional referral hub and Level II Trauma Center.
- Medical System that reaches out to more than 1 million people in northwestern Pennsylvania, western New York and eastern Ohio.
- Employ roughly 900 registered nurses
- Medical residency programs in Neurology, Orthopedics, and Emergency Medicine
HAP Challenge Participation

- Third year participating
- Achieved **platinum** level recognition in 2015
- Involvement of the entire hospital team from ancillary staff to hospital leadership
- Involvement of the Erie community
- Utilization of CORE volunteers
Partnering with marketing

- Advertising
- Messaging to staff
- Donor awareness tables
- Flag signing event
- Flag raising event
- Invites to the community
National Donate Life Month
UPMC Hamot, Flag Signing
NATIONAL DONATE LIFE BLUE & GREEN DAY

Promote Organ, Eye and Tissue Donation

APRIL 15, 2016

CORE
Center for Organ Recovery & Education

DONATE LIFE
April is National Donate Life Month

Register to be an organ, eye and tissue donor and make LIFE possible.

DonateLife.net
#DonateLifeMonth
Partnering with media

- Hospital newsletter
- Messaging from UPMC Hamot leadership
- Local media Coverage
- Television interviews
- Internal advertisements
- Utilization of social media
- Operator messaging
Facebook posts

Join us this Thursday, April 14, in the UPMC Hamot Main Lobby at 10am for the CORE Donate Life Ceremony! Light refreshments will follow 😊

Donate Life Ceremony
April is National Organ Donation Month.

When: Thursday, April 14, 2016
Where: UPMC Hamot Hamot Main Lobby, 201 State St, Erie, PA 16507
Time: 10 am
Cost: Free

7 shares
What can YOU make possible?
APRIL IS NATIONAL DONOR MONTH
Register to be an organ donor
core.org

Main lobby
April Screensaver

- Hospital-wide
- Displayed on every computer (2500 computers)
- Active for the entire month of April 2016
Involving the community

- Event invites sent to community
- Awareness tables in the lobby and cafeteria
- Donor family/recipient parade through units
- In-services involving CORE volunteers
Local stories

Heart recipient

Waiting

Kidney recipient

Heart recipient

Living donor
National Donate Life Month
UPMC Hamot, Flag Ceremony

Confidentiality Peer Review
Act 13 Protected
National Donate Life Month
UPMC Hamot, Flag Ceremony
University of Pittsburgh E-Learning Module

- Interactive Module created through the partnership with CORE and the University of Pittsburgh
- Mandatory Education
- Continued education credits
- Over 300 nurses have completed this course
- Encourages HAP Donate Life Participation

DONORS MATTER
ORGAN • TISSUE • CORNEA

CORE
Center for Organ Recovery & Education
A Pledge for Life
Questions?

We are happy to help you! 😊

Please contact:

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