
DonateLife Week supporter kit

DonateLife Week
29 July - 5 August 2018

Donate a minute...
DonateLife

You can register as an organ donor in less time than it takes to make your coffee...

What are you waiting for?
Register as an organ and tissue donor today at donatelife.gov.au
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@donatelifetoday  @DonateLifeToday  @DonateLifeAustralia
What can I do?

About this supporter kit

This DonateLife Week, we need your help to encourage more Australians to join the Australian Organ Donor Register (Donor Register) online and share their views with family and friends.

This supporter kit contains information and resources to support the different ways of getting involved in DonateLife Week, Sunday 29 July – Sunday 5 August 2018.

DonateLife Week is Australia’s national awareness week dedicated to promoting organ and tissue donation and is led by the Organ and Tissue Authority (OTA) in partnership with DonateLife agencies in every state and territory and other key stakeholders across Australia.

DonateLife Week is a key part of the Australian Government’s national program to increase organ and tissue donation and transplantation outcomes in Australia. We want to inspire all Australians to make a real difference to the lives of others by registering and telling their family they want to be a donor.
Key facts about organ and tissue donation in Australia

• In 2017, 1,675 Australians received a lifesaving transplant thanks to the generosity of 510 deceased and 273 living donors and their families. A further 9,600 Australians benefited from eye and tissue transplants.

• Since 2009, more than 10,000 Australians have had their lives saved as a result of a transplant.

• Families almost always say yes to organ donation when their loved one had previously registered and discussed their wishes. That’s why it’s so important to make your decision count by registering on the Australian Organ Donor Register.

• 6.5 million Australians aged 16 or over have registered to be a donor.

• The Donor Register is the only register to record your decision to become an organ and tissue donor.

• Not everyone can be a deceased organ donor. To be an organ donor, people must die in hospital. Of those who die in hospital, fewer than 2% die in circumstances where it is feasible for them to donate organs.

• Many more can become eye and tissue donors as tissue can be donated up to 24 hours after death, regardless of where it occurred.

• All major religions support organ and tissue donation.

• It takes less than a minute to join the Australian Organ Donor Register at donatelife.gov.au - all you need is your Medicare Card number.
What can I do?

Why is organ and tissue donation important?

One organ and tissue donor can save and transform the lives of many people who are very ill or dying because an organ is failing.

People may need a transplant because they suffer from inherited conditions, or due to illness, accidents and genetic abnormality.

People of any age regardless of gender, ethnicity or religion could one day need a transplant.

With around 1,400 Australians currently on the wait list for a life-saving transplant, and a further 11,000 people on dialysis, the generous act of organ donation has a far reaching effect, changing the lives of both transplant recipients and their families.

For someone seriously ill, an organ or tissue transplant can mean the difference between life and death, being healthy and sick, between seeing and being blind or between being active and never walking again. It enables people to resume an active role in their family, workplace and community.

Why is it important to join the Australian Organ Donor Register?

Registering to become a donor has a direct influence on donation rates.

90% of all families agree to donation when their loved one is registered to be an organ donor. This drops to just four in ten families agreeing to donation when the deceased is not on the register and the family has no prior knowledge if their loved one wanted to donate.

To optimise every opportunity to save lives, we are calling on all Australians to join the Donor Register and discuss their donation decision with loved ones. While 81% of Australians believe that registering to be a willing donor is important, only one in three of those aged 16 years+ have joined the Donor Register.

DonateLife Week is a great time for all Australians to get the facts about organ and tissue donation, join the Donor Register and let their family know they want to be a donor.

Our message is simple:

WHAT ARE YOU WAITING FOR?
Register to be an organ and tissue donor at donatelife.gov.au #donatelife #endthewait #makeitcount
What we want people to know

• Make your decision count this DonateLife Week by joining the Donor Register and let your loved ones know you want to be a donor.

• We can save and transform more lives if more Australians register to become donors. Nine in ten families say yes to donation when their loved one is on the Donor Register.

• Registering to become an organ and tissue donor gives hope to those whose lives depend on receiving a transplant.

• Today around 1,400 Australians and their families are desperately waiting for the call that a life-saving organ has become available. They are counting on the generosity of a donor and their family willing to give the gift of life.

• Registering to be an organ and tissue donor is quick and easy using our online form. What are you waiting for? Visit donatelife.gov.au - a minute of your time could one day save the lives of many.

• Remember to have the chat with your loved ones so they know your decision, and to find out if they know you want to be a donor.

• The gift of organ and tissue donation gives recipients a second chance at experiencing all of the love, joy and adventure that life has to offer.

• Thousands of Australians are living their lives to the fullest because of the generosity of organ and tissue donors and their families.

Think you are already registered or did it through your driver’s licence?

Check you’re on the national donor register – and update your details if necessary.

Remember, you can no longer register your donation decision via your driver’s licence*. You need to join the national Australian Organ Donor Register – you can check your details online.

*The exception is SA residents who can join the Donor Register through their driver’s licence.
How do I register?

Registration is easy and takes less than a minute. All you need is your Medicare card number to register online at donateLife.gov.au

Religious and Cultural beliefs

Some Australians are unsure about whether their religious or cultural background supports organ and tissue donation.

Most religions support organ and tissue donation including Christianity, Islam, Buddhism, Judaism and Hinduism.

It’s important to know that the organ and tissue donation process can accommodate religious and cultural end of life requirements.

To support people from culturally and linguistically diverse communities in deciding about and discussing organ and tissue donation, DonateLife has produced a range of culturally appropriate and in-language resources.

These materials have been developed in consultation with religious and cultural leaders for Australians of Buddhist, Hindu, Islamic, Catholic, Greek Orthodox and Jewish faith and they are available in Vietnamese, Chinese (traditional), Arabic, Turkish, Italian, Spanish, Greek, and English.

The DonateLife Donor Register brochure is available in 18 different languages. It provides information on the importance of decision-making and family discussion about donation decisions and includes a registration form for the Donor Register.

You can use these resources as appropriate as part of your DonateLife Week 2018 activities.

To access these resources visit donateLife.gov.au
There are plenty of ways you can show your support for organ and tissue donation:

- On social media
- In your community
- In local media
- In your workplace
- At your school
- At your local hospital.
Help promote DonateLife Week

**Facebook**

Like and Share the DonateLife page on Facebook.

You can also motivate people to register online during DonateLife Week by encouraging your friends and family to engage in online discussions, posting pictures from DonateLife Week events and by sharing updates and information. We also have a DonateLife Week banner for your wall or status update. Make sure you encourage your friends to do the same.

You can also add your decision to be an organ donor on Facebook as a ‘life event’. Simply go to your profile and under the ‘About section’, add a life event and choose Organ Donor. This is another way of sharing your donation decision with your family and friends. You may need to access your profile on a different device if the option does not pop up.

Tag friends to remind them to register their decision online at donatelife.gov.au – it takes less than a minute!

**Twitter**

Follow DonateLife on Twitter and join in the conversation.

*When you post, use our campaign hashtags #DonateLife #endthewait #makeitcount to build the momentum for DonateLife Week and encourage all Australians to get involved and register online!*

By including our campaign hashtags in your social posts, you are automatically joining the conversation and helping us spread the word.

**Instagram**

Follow DonateLife on Instagram. View and share photos/stories from DonateLife Week events and activities.

A picture speaks a thousand words. Post photos of your DonateLife Week event and share why it’s important to join the register. Remember to tag @DonateLifeToday to help spread the word and increase awareness – registering to become a donor results in more lives saved.

@donatelifetoday

@DonateLifeToday

@DonateLifeAustralia
Messages you can share

You can copy and paste these messages into your preferred social media platform. Remember to tag your friends and family in your posts and encourage them to register!

Donate strength. Donate love. What are you waiting for? #donatelife. Register to save lives as an organ and tissue donor at donatelife.gov.au. #endthewait

What are you waiting for?
- I joined the Australian Organ Donor Register! I made it matter by telling my family, I want to be a donor. #donatelife #makeitcount

Take time this #DonateLife Week to join the Australian Organ Donor Register online and telling your family you want to be a donor. Check out donatelife.gov.au for info about becoming an organ and tissue donor. #endthewait

1,400 Australians are waitlisted for a life-saving transplant. Make your decision count this #donatelife Week and register to one day save lives at donatelife.gov.au. #endthewait

I joined the Australian Organ Donor Register. Have you? What are you waiting for? donatelife.gov.au #endthewait

“live it, then give it…” Register to be an organ donor. donatelife.gov.au #donatelife #makeitcount

Events you can promote

Tweet or share your events on the DonateLife Facebook page. You can find out about upcoming DonateLife events at donatelife.gov.au/news-events/events.

Keep an eye out over the coming weeks on our social accounts as we roll out content including video, images, stories and facts to share with your friends and family.
Ideas to promote DonateLife Week in your community

- Organise a community event or registration drive by having an information stall in your local shopping centre or other major community hubs in your area.

- Encourage people in your community to use and display DonateLife materials and registration brochures (schools, sporting groups, universities, libraries, cafes etc.), as well as on their own websites and social media.

- Encourage local libraries and councils to promote their support for DonateLife Week and provide links to DonateLife Week materials.

- Use the DonateLife Week 2018 materials at any public or professional events your organisation has planned.

- Share information about your religion’s or culture’s position in support of organ and tissue donation.

- Call your state DonateLife agency and arrange a talk about the importance of registration and family discussion with your community group/in your workplace.

- Let us know what you’re doing; fill in the DonateLife Week event form online for promotion at donatelife.gov.au and social media pages.

Promote DonateLife Week in your community

Every community engagement activity provides an opportunity to encourage people to make their decision count by registering to become an organ and tissue donor.

A range of factsheets, videos and other resources are available on the DonateLife website to support you in promoting organ and tissue donation and DonateLife Week in your community.

Register your community events online at the DonateLife website.
In local media

Here are some ideas about how you can generate publicity and awareness in your community:

- Ring your local radio station to talk about why joining the national register is so important and how people can sign up online today.
- Write a letter to the editor of your local paper encouraging your community to register on the Donor Register online today and to discuss their wishes with their family and friends.
- Contact your local newspaper to organise a photo opportunity to promote one of your DonateLife Week activities.
- Write an opinion piece for a newspaper or newsletter about making your decision count by registering on the Donor Register. Be sure you include the importance of family discussion of donation decisions.
- Post a blog about how you’ve ‘made it count’ by registering to be an organ and tissue donor.

At your work

Your workplace is a great opportunity to start a registration drive during DonateLife Week 2018. You can:

- Organise a morning tea or lunch to raise awareness and encourage registration and discussion - bring along a mobile device to demonstrate how quick and easy it is to register online.
- Include information about DonateLife Week 2018 in newsletters or the intranet including a link to donatelife.gov.au.
- Download DonateLife Week posters to display on notice boards in staff rooms, staff changing rooms, restrooms, kitchens, or lifts.
- Encourage colleagues to use the DonateLife Week email signature during DonateLife Week.
You can use the text provided here, and on the following page, in your organisation’s printed or online newsletters, websites or intranets. You could also use it for a staff information session over a morning tea, or to engage the media.

Newsletter Article

Donate Strength, Donate Adventure, Donate Love, DonateLife

Sunday 29 July - Sunday 5 August 2018 is DonateLife Week. This is an important event that highlights the benefits that organ and tissue donation has for transplant recipients and their families in Australia. This DonateLife Week, I urge you to talk to your family about your views and if you’re willing to be a donor, register online at donateLife.gov.au. To find out more information about how to get involved or register a work place event visit the DonateLife donateLife.gov.au website.
Newsletter / Media Release Content

DonateLife Week, Sunday 29 July - Sunday 5 August 2018

Make your decision count. Register as an organ and tissue donor online at donatelife.gov.au.

This DonateLife Week, Australians are being urged to give hope to those whose lives depend on an organ transplant by joining the Australian Organ Donor Register online and letting family members know your wishes to be a donor.

“[Your Organisation] is proud to be part of DonateLife Week 2018. Organ and tissue donation gives recipients a second chance at life.

“[Your organisation] will be [insert details of any activities your organisation may be involved in during DonateLife Week including date, venue and booking details] to promote the benefits of organ and tissue donation and encourage those willing to join the Register.” [Organisation spokesperson] said.

“Registration is quick and easy to do online. It takes less than a minute and is important because it leaves your family in no doubt of your wish to be an organ and tissue donor. Registration has a direct influence on consent rates with nine in ten families saying yes to donation when their loved one was registered, so it’s important to register and discuss your views.”

Since 2009, more than 10,000 Australians have had their lives saved as a result of a transplant. In 2017, 1,675 lives were saved through the generosity of 510 deceased organ donors and their families and 273 living donors.

Today around 1,400 Australians and their families are waiting for the call that a life-saving organ has become available. They are counting on the generosity of a donor, and their family, willing to give the gift of life.

“During DonateLife Week we can all take the time to join the Australian Organ Donor Register and discuss our wishes with our loved ones,” said [Organisation spokesperson].

“Even if you have previously registered your decision, DonateLife Week is a great opportunity to remind your family about your organ and tissue donation decision, and to ask and know theirs.”

DonateLife Week is led by the Organ and Tissue Authority as part of the national DonateLife campaign and is supported by community events and activities across Australia.

To join the Australian Organ Donor Register, or for more information visit donatelife.gov.au

Resources
Resources

Marketing Material

Donate strength
Donate hope
Donate love
DonateLife

You can download DonateLife Week posters from donatelife.gov.au/donatelife-week and display in your community, workplace or business.

An email signature is available for use. You can download the DonateLife Week signature artwork from donatelife.gov.au/donatelife-week.

A web banner is available for your use. Download this banner from donatelife.gov.au/donatelife-week to help promote DonateLife week in your community.

Social media tiles are available for use. Download social media tiles at donatelife.gov.au/donatelife-week.
Thank you for your support in encouraging people in your community to join the Australian Organ Donor Register to save lives.

Contact your local DonateLife team to find out more about DonateLife Week, share your events and activities, or to find out about other ways to get involved.

Organ and Tissue Authority
Level 6, 221 London Circuit,
Canberra ACT 2600
PO Box 295 Civic Square ACT 2608
T 02 6198 9800
enquiries@donatelife.gov.au

DonateLife ACT
Canberra Hospital,
Building 6, Level 1, Yamba Drive,
Garran ACT 2605
T 02 6174 5625
F 02 6244 2405
organ.donation@act.gov.au

NSW Organ and Tissue Donation Service
Level 6, 4 Belgrave Street,
Kogarah NSW 2217
T 02 8566 1700
F 02 8566 1755
seslhd-nsworgandonation@health.nsw.gov.au

DonateLife NT
1st Floor, Royal Darwin Hospital
Rocklands Drive,
Tiwi NT 0810
T 08 8922 8349
F 08 8944 8096
donatelife@nt.gov.au

DonateLife QLD
Building 1, Level 4,
Princess Alexandra Hospital
199 Ipswich Road,
Woolloongabba QLD 4102
T 07 3176 2350
F 07 3176 2999
donatelife@health.qld.gov.au

DonateLife SA
Level 6, 45 Grenfell Street,
Adelaide SA 5000
T 08 8207 7117
F 08 8207 7102
donatelifesa@sa.gov.au

DonateLife TAS
Hobart Corporate Centre
Level 3, 85 Macquarie Street
Hobart TAS 7000
T 03 6270 2209
F 03 6270 2223
donatelife.tasmania@ths.tas.gov.au

DonateLife VIC
Level 2, 19-21 Argyle Place South,
Carlton VIC 3053
T 03 8317 7400
F 03 9349 2730
donatelife@redcrossblood.org.au

DonateLife WA
Suite 3, 311 Wellington Street,
Perth WA 6000
T 08 9222 0222
F 08 9222 0220
donatelife@health.wa.gov.au