



Sign up to give the gift of life.
Register as an organ, eye, and tissue donor.

WORKPLACE PARTNERSHIP FOR LIFE



Hospital Partner Guide

WPFL Hospital Campaign

June 29, 2011–April 30, 2012

Welcome to the national Workplace Partnership for Life (WPFL) Hospital Campaign, an initiative of the U.S. Department of Health and Human Services, Health Resources and Services Administration. More than 11,000 National Workplace Partner companies and organizations are educating their employees and associates about the critical need for organ, eye, and tissue donation registration. This awareness is vital because more than 111,000 people in the United States are waiting for a life-saving organ transplant. Each week, more than 100 people on the national organ transplant waiting list die because not enough organs are available. ***The goal of the WPFL Hospital Campaign is to add 300,000 new enrollments in state donor registries throughout the United States by April 30, 2012.***

Don't miss this opportunity to be part of the team that achieves this goal. Become a Hospital Partner. Work with your local organ, eye, and tissue donation organization to spread the message to your hospital's staff, patients, visitors, and community.

This Hospital Partner Guide and the materials in the Hospital Partner Toolkit are designed to help you motivate your entire staff and the patients and community you serve to register as organ, eye, and tissue donors.

Make the Commitment

- Join the WPFL Hospital Campaign as a Hospital Partner by contacting your local donation organization, [[OPO/DLA NAME](#) at [CONTACT INFO](#)].
- Collaborate with your local donation organization to coordinate and implement campaign actions.

Take Action

Use these suggestions or create your own:

- **Recruit others to join the campaign as partners.** Share information about the campaign with vendors, employees, patients and families, healthcare partners and affiliated organizations, and your community.
- **Use social media to spread your message.** See the campaign's "Social Media Guide" in the Hospital Partner Toolkit for ideas.
- **Send emails or letters.** Announce your hospital's commitment to the Hospital Donor Registration Campaign and ask everyone to participate. Your Hospital Partner Toolkit contains easily customizable email and letter templates.
 - Send an email blast to employees from your hospital's CEO or other leader(s).
 - Send personalized emails from nursing staff coordinators, environmental service leaders, head residents, and other administrative leaders to associates and staff members, requesting participation in the campaign.

- Ask your hospital’s CEO or other leader(s) to send a letter or email to other hospital CEOs, board members, vendors, and community organizations requesting participation in the campaign.
- **Highlight the campaign on your website and internal cable TV.** Post a web banner from the toolkit on your hospital’s Internet or intranet with a link to your state donor registry: [[INSERT LINK](#)], or to the campaign’s website: www.organdonor.gov.
 - Alert employees and the community to public donation education and awareness events on your hospital’s community calendar.
 - Feature short videos about donation and transplantation on your hospital’s internal cable television. Your local donation organization can provide you with a video, or you can access videos on www.organdonor.gov or on YouTube by searching “organ donation.”
- **Generate media attention.** Work with your media relations staff to issue a news release announcing your commitment as a Hospital Partner in the Hospital Donor Registration Campaign. Continue to generate media attention by:
 - Announcing updates on campaign milestones.
 - Hosting a “thank you” event with transplant recipients and/or donor family members returning to thank hospital staff.
 - Having a flag-raising ceremony and participating in other donation awareness events and observances (see suggested dates below).
- **Place an article in your hospital’s newsletter.** Use the newsletter template provided in the toolkit to highlight your organization’s involvement in the WPFL Hospital Campaign:
 - Spotlight a hospital employee’s participation in the campaign.
 - Feature real stories of people in your community whose lives have been touched by donation and transplantation.
- **Host educational programs and registration drives.** Work with your local organ, eye, and tissue donation organizations to provide information and donor registry brochures or access to an online registry for employees, patients, and community members. Hold the drive at your hospital as part of health fairs or “wellness” education programs.
- **Promote the campaign beyond your hospital facility.** Go outside your walls. Engage your community. Place posters in local businesses and hold donation registration drives at community fairs, blood drives, and community health-related events.
- **Raise awareness with campaign imagery.** Use the posters, table tents, and electronic media resources found in the toolkit to increase awareness of the campaign. Place in areas frequented both by hospital staff and patients, such as the cafeteria, restrooms, break rooms, waiting rooms, and lobby.
- **Add a pro-donation message to employee pay stubs.** Use one of the “top eight facts” listed on the next page.
- **Host presentations about donation registration.** Invite your local organ, eye, and tissue donation organization to speak at employee in-services and staff and physician meetings.
- **Run public service announcements (PSAs).** The toolkit has a range of PSAs featuring the campaign and the importance of donation and transplantation. Run them on internal cable systems or your hospital’s call-waiting or “hold” message to highlight your hospital’s commitment to the campaign.
- **Provide a visual update of campaign progress.** Place a campaign goal marker or barometer in the lobby, staff break areas, and on your hospital’s website.

- **Recognize and communicate every success and result.** Plan quarterly recognition events to celebrate each success.

Tips to remember:

- Teamwork and collaboration are critical to success, so be sure to partner with your local donation organizations.
- Timing, timing, timing—hold campaign events during high-traffic times, but remember that slow times, such as the overnight shift, can be good for one-on-one interaction with staff and visitors.
- Schedule monthly donor designation drives/events and communicate campaign messages and monthly/weekly updates to staff, patients and their families, vendors, visitors, and members of your local community through email, social media, and community and employee newsletters.
- Include your state donor registry website in all campaign messages.
- Display a Donate Life flag and consider hosting a flag-raising ceremony for employees and the community, and then provide all employees with Donate Life green bracelets or lapel pins or Donate Life stickers for ID badges.

Top eight facts for publicizing organ donation to a hospital audience:

1. One organ donor can save eight lives.
2. One eye and tissue donor can improve the lives of more than 75 people.
3. There are more than 110,000 Americans waiting for a life-saving organ transplant *at this very moment*.
4. In [YOUR STATE], there are [GO TO <http://optn.transplant.hrsa.gov/latestData/stateData.asp?type=state> AND CLICK ON YOUR STATE. NEXT, CHOOSE CATEGORY “WAITING LIST” AND THEN SELECT “CANDIDATES” FOR “COUNT.” FINALLY, CHOOSE “OVERALL BY ORGAN” AND USE THE NUMBER UNDER “ALL ORGANS.”] people waiting for an organ transplant.
5. Today, 18 people will die because not enough organs are available for transplant.
6. You are not “too old” or “too ill” to register as an organ donor—your medical condition at the time of death will determine what organs and tissues can be donated.
7. Virtually all religious denominations approve of organ and tissue donation, considering it the ultimate selfless act.
8. More than 90 million people have registered in the United States as organ, eye, and tissue donors.

National donation awareness recognition events and observances in your community:

- National Donor Day (February 14)
- National Donate Life Month (April)
- National Eye Donor Month (March)
- National Minority Donor Awareness Day (August 1)
- National Donor Sabbath (two weekends before Thanksgiving)
- Donor memorial services

For More Information: For details about the WPFL Hospital Campaign or for any other information or assistance, please contact your local organ donation organization, [OPO NAME at CONTACT INFO], or visit www.organdonor.gov.