



Workplace Partnership for Life (WPFL)

Promoting Organ, Eye, and Tissue Donation in America's Workplace

WPFL Hospital Campaign

Hospital Partner Factsheet

The WPFL Hospital Campaign creates dynamic collaborations among the public relations and hospital development staff at organ, eye, and tissue donation organizations with hospital public relations teams and other employees, to increase donor registration within their communities. These unique partnerships are being formed across the United States with the goal of registering 300,000 new organ, eye, and tissue donors by May 2014.

Spearheaded by the U.S. Department of Health and Human Services, Health Resources and Services Administration, the WPFL Hospital Campaign harnesses the power of partnerships to stimulate change. This campaign will promote national replication and adaptation of the very successful WPFL initiative in which the Louisiana Organ Procurement Agency partnered with Louisiana Hospital Association member hospitals to promote donation. That partnership's efforts resulted in more than 200,000 new enrollments in Louisiana's donor registry in the campaign timeframe.

On the national level, critical partnerships have been formed with key national organizations from the transplant and health care communities. In addition, this campaign will build on the success of existing workplace partnerships. Created in 2001, WPFL counts more than 11,000 member companies and organizations.

What's Involved?

The campaign's Hospital Partners are advocates and agents for change. Hospitals are a highly credible source for health information and have a unique ability to educate people about the need for donors and encourage donor registry enrollment. Through the WPFL Hospital Campaign, hospital administrators, nurses, doctors, and staff will learn about the need for donation registration and be provided with specific details on how to register. Hospital Partners will reach out to their patients, vendors, and broader community to offer donation information and promote donor registration.

The WPFL Hospital Campaign's Leadership Team is guiding the development and implementation of the campaign and campaign materials. A Hospital Partner Guide and toolkit feature a wide variety of written and visual materials. These include posters and tent cards, web banners, news release templates, public service announcements, emails, and letters, along with strategies and suggestions for planning and promoting a successful campaign. The campaign will also host call-in learning and networking sessions for partners to share strategies, successes, and challenges—a key energizing component to the campaign.

For more information about the WPFL Hospital Campaign or the Workplace Partnership for Life, contact Genna McLaughlin at wpfl@akoyaonline.com or visit www.organdonor.gov.