

The National Donation
• CAMPUS CHALLENGE •

Register *now* to become an organ and tissue donor at www.organdonor.gov.



One organ donor can save 8 lives.



Workplace Partnership for Life Campus Challenge

Learning Series Call
Wednesday, July 20, 2011

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Our Agenda

- Welcome and Introductions
- OPO/DLA & Campus Partner Presentation
- Interactive Q&A Session—Join and Share
- Group Polling—Participate and Respond
- Final Remarks

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Campus Campaign Presentations

- **Moving Beyond the Challenge - Strengthening Campus Partnerships**
- John Graves, Upstate New York Transplant Services
- Karen Swierski, University at Buffalo, The State University of New York

Upstate New York Transplant Services & University at Buffalo

July 20, 2011

Presented by:

Karen Swierski

John Graves – Jgraves@unyts.org

30th Anniversary



UPSTATE NEW YORK
TRANSPLANT SERVICES

UNYTS MISSION STATEMENT

Our commitment is to enhance and save lives through organ, tissue, eye and blood donation while maintaining respect for those who give the gift of life



UNYTS OVERVIEW



Headquartered in downtown Buffalo and established in 1981, Upstate New York Transplant Services (UNYTS) is among the leading procurement organizations in the United States, and is one of the only eight centers nationwide to house laboratory services, and organ, tissue and eye procurement in one location.

With the addition of Community Blood Services, Upstate New York Transplant Services has become the first organization of its kind nationwide.

Upstate New York Transplant Services operates as a non-profit serving the eight counties of Western New York and works to assist donor families, coordinate the donation process and increase knowledge and awareness within the community regarding transplantation.



UNYTS & LOCAL COLLEGES



UNYTS works with 13 local colleges and universities with 18 campuses in the Western NY area. There are initiatives at each one of these colleges to increase awareness and educate the population on organ, eye, tissue, and blood donation.

Part of the current plan is to strengthen relations and overall impact at these colleges by creating Donate Life Clubs that will be an extension of UNYTS on campus.

With the WNY area having a large college community it is important for UNYTS to keep up relations and continue to have a presence on each campus.





Through the public relations and advanced public relations courses at UB, students develop and implement a campaign to increase awareness of the need for organ, tissue and blood donation.

In addition, the campaign involves successfully persuading the 30,000 UB students and staff members, as well as class students, their friends and families, to sign organ and tissue donor cards for the New York State Organ Donor Registry.



TEAMS & TASKS

The class is split into teams to develop goals and objectives for their individual team that mirror the goals and objectives for the overall PR campaign.

- Tabling
- Classroom Presentation
- Social Media
- Bloodmobile Recruitment
- Print & Broadcast Media
- Advertising
- Special Events



OVERALL IMPACT



These Public Relations classes have collected nearly 2,000 Organ Donor Registry Cards and have brought in almost 750 blood donors for UNYTS.

The students take their lessons learned with them after college and become life-long advocates.



PROMOTIONAL MATERIALS

GIVE SOMEONE ELSE A
SHOT AT LIFE



DONATE LIFE

TALENT SHOW!
Benefiting: Upstate New York Transplant Services

Date: April 6th, 2009
Time: 12:00-2:00 PM
Where: Student Union

\$200 Cash Prize!!! All talent welcome
SA Club participation credit awarded to SA Clubs
AUDITION DATE: March 29th
More info: nafinoia@buffalo.edu

Donor cards will be available for those who are interested.
Blood drive will be held during the day in the flag room.

April 6th, 2009 - 12:00-2:00 PM - Student Union

Facts about Organ and Tissue Donation:

- Almost 100,000 are waiting for a transplant in the U.S.A. today.
- 11% of those in need of a transplant are from N.Y.
- Sadly, an average of 18 patients die every day while waiting for an organ
- On average, 132 people are added to the nation's organ transplant waiting list each day—one every 10 minutes.
- A single donor can save or enhance the lives of up to 50 people.




UBDonateLife.AtoomicBlaze.com
UNYTS.org
UNOS.org
NYDonatesLife.com

Sign the card. Donate.

GIVE LIFE.

3,056
people waiting for an **heart** transplant.

1,860
people waiting for an **lung** transplant.



UPSTATE NEW YORK
TRANSPLANT SERVICES

815-462-5252
2010 N. 1100
N. 900th St.
www.unyts.org

LIVE LIFE.

109,508
people waiting for an **organ** transplant.

234
people waiting for an **intestine** transplant.

83,180
people waiting for a **kidney** transplant.

IF I ONLY HAD A HEART

15,762
people waiting for a **liver** transplant.

1,487
people waiting for a **pancreas** transplant.

COM 459 - ADVANCED PUBLIC RELATIONS


<p>TABLE</p> <p>Mike Stone Jerrisa Gies Matt F. Finnegan Cynthia Lawrence Tim J. Jergler Nicole Spatz James Yelke Ridg Kwanos</p>	<p>CLASSROOM PRESENTATIONS</p> <p>Angie Buchheit Jerrisa Cooper Lisa Lee Giam Angie Farkner Kara Hill Janae Shugart Mik Helzer</p>	<p>ADVERTISING</p> <p>John Goodwin Heather Choy Leah Exler Michelle Thuermer a.tanney@earthlink.net Kara Pomba Micki Shugart Dodie Post</p>
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SPECIAL EVENTS

Chad Conroy
Kraig Dean
Catalina Ferrera
Isabella May
Sharon King
Larissa Kelly
Cory Ring
Margan Somerville
Sherry Ann Brady Tu

PRINT & BROADCAST MEDIA

Roger Ankles
Neger Arnone
Lorraine Carone
Mia Chazotte
Jessica Degan Cze
Doree Zankovick
Jacki Zankovick
Keri Tate



UPSTATE NEW YORK
TRANSPLANT SERVICES

FOLLOW THE YELLOW BRICK ROAD.

TALENT SHOW

FOR ORGAN AND TISSUE DONATION!



MONDAY, APRIL 6TH
12PM-2PM
SU LOBBY

DRESS AUDITIONS:
SUN., MARCH 29TH
37th, MORTON 112

FOR MORE INFO:
UBDONATELIFE.ATOMICBLAZE.COM



PROMOTIONAL MATERIALS

MYTHS & ANSWERS

MYTH: Will organ and tissue donation interfere with funeral arrangements or change the appearance of the donor's body?

ANSWER: Donation doesn't usually disfigure the body or change the way it looks in a casket. On rare occasions, there may be some swelling or discoloration at the recovery site. However, the funeral director can almost always minimize this during preparation so it is not noticeable. Most donations are performed in operating room conditions, and the body is treated with the same care of any surgery patient. After surgery, the body is reconstructed to normal appearance. There are no obvious stitches and donation won't usually interfere with funeral plans, including open casket services.

MYTH: Will my family have to pay if I'm a donor?

ANSWER: No. Donation is a gift; it costs the donor family nothing. All the costs associated with the recovery of donated organs and tissues are charged to the donor program, then passed on to the transplant center which bills the recipient and his or her insurer. The donor's family is responsible for the costs of medical treatment prior to death and for funeral expenses, just as they would be if there was no donation.

MYTH: Will medical personnel work as hard to save me if they know I'm a donor?

ANSWER: The quality of medical and nursing care will not change, regardless of your decision to be a donor. Doctors, nurses and other personnel who treat patients at the time of death are in no way involved with transplant programs or possible recipients. Donation is considered only after every effort has been made to save the patient's life.

KEEP THE BEAT GOING

COM453: ADVANCED PUBLIC RELATIONS

Bloodmobile: Jess Covert Leslie Turnmore Liz Kwerns Mison Daria Pat Luak Sylvie Strauss	Tabling: Abby Paul Evelyn Weisskohl Janelle Jones-Mitchell Melissa Baker Sara Schlau	Classroom Presentations: Abigail Ng David Mokski Dany Jang Jamie Feldman
Web/Social Media: Allie Sim Carlyle Gregory Hilary Weisskohl Jess Demier Lee Milbrand	Print/Broadcast Media: Brent Perla Chris Dor Danielle Hanna Elin Smith Katie Fiedler Lauren Nozro	Advertising: Barrough Lee Derek Bernard Elana Lohhaupt Helen Ong Charly Yap Lauren Cavaliere Matthew Prok
Special Events: Aidan Fitch Christie Servolina Marissa Giaraputo Matt Smith Nicole Janek Nina Bera Steve Nellere Jemimah Tsol	Instructor/ Executive Director Research Foundation: Juvenille Diabete Karen Swierski	

2011 UNIVERSITY AT BUFFALO CAMPAIGN FOR UNITS



EACH YEAR THERE ARE NEARLY 100,000 INDIVIDUALS WAITING IN THE U.S. FOR TRANSPLANTS, WHAT CAN YOU DO TO HELP?

2011 UNIVERSITY AT BUFFALO CAMPAIGN FOR UNITS



Help the beat go on...
April 6th 2011, Tuesday
11AM - 2PM

special performers by:
buffalo cheer, banny stafford, step troupe and more!
and also:
* Free food * games * prizes * raffling *

DID YOU KNOW...

THERE ARE NEARLY 110,000 INDIVIDUALS WAITING FOR TRANSPLANTS AND 8,000 LIVE RIGHT HERE IN THE WESTERN NEW YORK AREA. EVERYDAY 18 PEOPLE DIE WHILE AWAITING ORGAN TRANSPLANTS. EACH ORGAN AND TISSUE DONOR CAN SAVE MORE THAN 50 LIVES AND TAKE 8 PEOPLE OFF THE ORGAN TRANSPLANT WAITING LIST.

DONATING BLOOD TAKES JUST 45 MINS AND COULD SAVE UP TO 3 LIVES. STUDENTS MAKE UP 40 PERCENT OF THE PRESENTING BLOOD DONORS.

Tabling @ SU Lobby
11am-4pm
April 1 - Friday
April 6 - Wednesday
April 7 - Thursday
April 12 - Tuesday
April 14 - Thursday
bloodmobile @ SU 210
11am-4pm
April 11 - Monday

2,875 PEOPLE ARE CURRENTLY WAITING FOR A LIFE-SAVING HEART TRANSPLANT. THE SUCCESS RATE FOR TRANSPLANTS IS BETWEEN 80 AND 90 PERCENT.

WE ARE COUNTING ON YOU!

Like www.facebook.com/KTBG453 Follow @RhythmOfLife453



PROMOTIONAL MATERIALS



APRIL 11TH 10AM-2PM
STUDENT UNION FLAG ROOM

It's a bird! It's a plane!
It's YOU!

Save the Day

GET ORGAN AND TISSUE DONATION INFO
SIGN A DONOR CARD
MEET VICTOR E. BULL AND SABRETOOTH!
ENJOY COTTON CANDY AND POPCORN
CHANCES TO WIN MANY PRIZES!!

INFO TABLES

SIGN A DONOR CARD TODAY!

3/20 SU 10AM - 2PM
3/21 SU 10AM - 2PM
3/27 SU 10AM - 2PM
3/28 SU 10AM - 2PM
4/03 SU 10AM - 2PM
4/04 SU 10AM - 2PM
4/10 SU 10AM - 2PM
4/11 SU 10AM - 2PM

UB a Superhero



with the **POWER** of donation



FACTS:

During a 50 minute lecture, 5 people are added to the nation's organ transplant waiting list, totaling 118 people each day, 1 every 10 minutes.

17 people, the equivalent of a college basketball team, die every day while waiting for an organ.

A University at Buffalo class of 30 can save more than 1700 lives - 240 by organ donation, more than 1500 by tissue donation.

The waiting list for transplantation continues to grow and currently holds more than 90,000 individuals - more than 3 times the undergraduate population at UB.



PROMOTIONAL MATERIALS

5 facts

YOU should know about Organ and Tissue Donation...

During a 50 minute lecture, 5 people are added to the nation's organ transplant waiting list. That's 188 people a day, or one every 10 minutes.

17 people die everyday while waiting for an organ. That's the equivalent of a college basketball team.

A UB class of 30 can save over 1700 lives: 240 by organ donation, and over 1500 with tissue donation.

\$0 will be charged to your family if you choose to donate.

The transplant waiting list continues to grow. It currently holds over 90,000 individuals, that's more than 3 times the undergrad population at UB!

Want to learn more about Organ and Tissue Donation?

Go online for more information:

ublifesavers@gmail.com
www.unyts.org
www.unos.org
www.alliancefordonation.org

Or feel free to contact any of us to obtain a donor card or just to ask questions!

Com 453- Advanced Public Relations
Instructor: Karen Swierski

Print Media Team
Rebecca Awald
Jennifer Gillan
Jeeyeon Han
Rebecca Schongar

Tabling Team
Sparkle Harris
Susan Issa
Shayla Randolph
Karinne Sebuharara

Special Event Team
Kelly Arthur
Justin Blair
Kyan Mamma
Nicole Marzinek
Kristin Mozg
Nychele Sweeting

Classroom Presentation Team
Brittany Frey
Christina Joseph
Joey Leddy
Jillian Nickrenz

Advertising Team
Courtney Daniels
Emily Donnelly
Kevin Green
Lauren Manzella
Kriselle Rodricks
Jesse Sackin

Broadcast Media Team
Matthew Astrella
Jamie Bingel
Paul Boudreau
Mark DeJAMES



You don't have to be a Doctor to save Lives...



2006 University at Buffalo Campaign for Organ and Tissue Donation



Dear Possible Donor,

You don't know me and you probably never will. I could be the cashier at your local grocery store, a passerby on a busy street, or someone that will never cross your path. But there may come a time that I will need your help, a time that you can save my life by becoming an organ and tissue donor.

Every day, people are added to the waiting list for organ and tissue donation, and could spend the rest of their lives there, waiting. By deciding to become an organ and tissue donor, you become a life saver with the capability to save multiple lives through your generosity. Donation isn't a decision that should be taken lightly but that's what this brochure is for. Here, at your fingertips, are facts and information about donation. You'll also find the stories of three life savers, who went from ordinary people to extraordinary life savers by becoming donors.

Please take the time to read the enclosed stories and information and if you so choose, sign a donor card and tell your family about your decision. Thank you in advance.

Signed,
Someone You Can Save

Schedule of Events

Classroom Presentations:
Beginning April 3rd

Information Tables:
April 10th — Student Union
April 11th, 17th — Goodyear Hall
April 12th, 14th, 18th — Capen Hall
April 13th, 19th, 20th — NSC

"Picture Yourself a Lifesaver"

April 25th, Student Union, Flag Room
11am-2pm: Come sign a donor card, get your picture taken as a "LIFESAVER" and be entered in a drawing to win a DIGITAL CAMERA!



QUESTIONS?



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Interactive Discussion

- *What questions or comments do you have for our presenters?*
- *How will your organization partner with campuses in donor designation campaigns this year?*
- *What strategies or tips do you recommend to help OPOs/DLAs successfully engage Campus Partners and/or student groups?*

(Press *1 to cue up and join the conversation!)

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Group Polling Questions

*When prompted, please press *1 – “Yes” or *2 – “No”*

- 1. I plan to implement a strategy or action that I learned on the call today.*
- 2. My organization plans to implement or plans to continue to host a Campus Challenge campaign in 2011.*
- 3. I would like to present about a successful Workplace Partnership and/ or Campus campaign on a 2011 Learning Series call.*

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Final Remarks

Special thanks to our speakers for their inspiring and informative presentations!

For more information about today's presentations, please visit www.akoyaonline.com/wpfl.

Thanks to all who joined and participated today.