

LifeShare

A Quarterly Newsletter of LifeShare Of The Carolinas

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Local Transplant Recipient to Represent LifeShare in Annual Rose Parade

STRIKE UP THE BAND! DERRICK FLOYD OF CHARLOTTE AND HIS SON, DERRICK JR., WILL PROUDLY RIDE ON THE DONATE LIFE FLOAT IN THE ANNUAL ROSE PARADE.

They will be among 23 families from across the country who have been touched by organ and tissue donation. They are the only ones from North Carolina selected for the honor.

Derrick was tapped for the honor last year after he spoke at the annual meeting of the Coalition on Donation, the sponsor of the float on organ and tissue donation. He was selected to represent transplant recipients. Derrick received a kidney in 2003, six months to the day his mother died of the same kidney disease.

LifeShare is proud to sponsor Derrick and DJ's trip to California. One Legacy, the organ procurement organization in Los Angeles, has graciously offered to pay the expenses so that Derrick's wife and daughter can go too.

"Many Families, One Gift," is the theme of the float the Floyds will ride on as the parade travels down Colorado Boulevard in Pasadena, CA. It is designed



Derrick and his son DJ appear in the Coalition on Donation's national campaign to promote organ and tissue donation.

as a park scene in full blossom complete with benches, a fountain, gazebo, bridge, and a full-sized tree. The float, like all of them in the Rose Parade, will be completely covered with flowers.

Organized by One Legacy, the Coalition float is supported by more than 50 organizations across the United States, including LifeShare. Visit <http://www.onelegacy.org/prod/components/rose2005/> for additional information on the float, profiles of the riders and photos.

The 116th Rose Parade is scheduled to air on Saturday, Jan. 1, 2005 at 11:00am EST. Check your local TV listings for the station in your area that will carry it live. Congratulations to Derrick, DJ and all of the riders. We'll be watching for them and hope you will too!



A Donate Life Organization

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OUR MISSION

To improve the quality of human life through the provision of organs and tissues for transplantation and to serve our hospitals and their respective communities by providing educational and support services which enhance the donation process.

OUR VISION

We envision a day when the regional supply of transplantable organs and tissues will satisfy the demand.

50 years 50 Year Anniversary of Transplantation Observed in December

WHEN DR. JOSEPH E. MURRAY AND HIS COLLEAGUES TRANSPLANTED A KIDNEY FROM RONALD HERRICK INTO HIS IDENTICAL TWIN, RICHARD, ON DECEMBER 23, 1954, THEY WERE MEDICAL PIONEERS.

It was the first time an organ from one individual had ever been successfully transplanted into another. It was cause for celebration.

Fifty years and 400,000 transplants later, transplantation has evolved from an experimental procedure to common medical practice. Just last year, 751 people received an organ transplant in North Carolina.

Medical advancements have greatly influenced the success rate of organ transplants. Prior to the introduction of Cyclosporine, an anti-rejection medication in 1983, organ transplants were fairly uncommon with the exception of kidneys. Following its introduction, the number of transplants and the number of transplant centers in the United States soared.

Despite all of the advances however, transplantation still relies on each of us sharing the gift of life. Just like Ronald Herrick in 1954, it boils down to one person making one decision.

LifeShare and the entire transplant community are working towards the day when donation rates will keep pace with the demand and that everyone who needs a transplant will get one. Won't that be something to celebrate!

Transplantation still relies on each of us sharing the gift of life.

fact

The first organ transplant in LifeShare's region was performed 34 years ago in 1970 at Carolinas Medical Center (then Charlotte Memorial Hospital).

LifeShare Awarded Federal Grant

We are pleased to announce that our organization has recently been awarded a federal grant from the U.S.

Department of Health and Human Services. The purpose of the media-plus-grassroots campaign is to raise African Americans' intent to donate by combining an ad campaign with grassroots efforts.

LifeShare was awarded approximately \$589,000 over a two year period to fund the program in the Charlotte-Mecklenburg area of North Carolina. The grant was one of seven awarded nationwide by the federal agency in a new grant program titled, "A Media-based Grass Roots Campaign to Increase Solid Organ Donation.

The government requires that 80% of the budget must be spent on ads. The remainder is specified for evaluation purposes and for community programming.

The need for the study in the Charlotte area is well documented. African Americans in LifeShare's service area consent to organ donation at less

than half the rate of non-Hispanic whites. The consent rate of African Americans in LifeShare's area in 2003 was 29%. This compares to non-Hispanic whites, who consented to the donation of loved ones' organs 68% of the time.

LifeShare will begin advertising in January in local publications and on television programs and radio shows with large Black audiences. The grassroots efforts have already gotten underway.

Among the organizations that LifeShare will work with over the course of the grant are: The Department of Motor Vehicles, Black churches, the Charlotte Medical Society the Links Inc. and Black students on local college campuses.

If successful, by the end of the project, there will be a 25% increase in willingness to donate organs and a 35% increase in the number of African-Americans who report having discussed organ donation with family members.

Winter

is a short season of the year that in many cultures and religious traditions is interrupted by a high hope-filled festival. It's a time when life's gifts are shared and family and friends are reminded of the most important emotion, LOVE.

This is a suitable time to offer Holiday Greetings to you from our entire organization. We'd especially like to recognize the donor family members, volunteers, transplant recipients and healthcare professionals who have supported our mission to save lives. Please remember that the essence of our bond - Life - has no calendar limits.

Season's Greetings





CALENDAR OF EVENTS

January 1

Rose Parade

Be sure to tune in to see a local transplant recipient and his son on the Donate Life float.

Nationwide

February 12, 2005

Cupid's Cup 5K Race

First year-event to benefit cardiovascular health programs. If any heart transplants recipients would like run, please let us know.

Charlotte, NC

February 12, 2005

Saturn National Donor Day

What a better way to show love than by participating in this annual program which is always close to Valentine's Day?

Charlotte, Concord

February 26, 2005

Discovery Place

LifeShare will join other health-related organizations in a science festival for kids of all ages, "All About You."

Charlotte, NC

April, 2005

Donate Life Month

Check LifeShare's web site and spring newsletter for news of events and volunteer opportunities during April.

Asheville, Charlotte and surrounding counties



National Donor Sabbath

Over 100 churches in LifeShare's service area participated in the National Donor Sabbath observance this year. Among them were worshipers at Greenville Memorial AME Zion Church pictured here. Greenville was the setting for a program sponsored by LifeShare, the Links, Inc. and Roche Pharmaceuticals.



Derrick Floyd, a transplant recipient and Rev. Dr. Sheldon Shipman addressed the congregation at Greenville AME Zion church with the good news that donation is consistent with religious beliefs.

Congratulations to the Western North Carolina Organ and Tissue Donation Initiative!

Give a round of applause to the Western North Carolina Organ and Tissue Donation Initiative for contributions to the Workplace Partnership for Life Initiative. The organization was one of 15 nationwide honored by the U.S. Department of Health and Human Services (HHS).

The honorees "are leading the way in building local coalitions that make it possible to increase organ and blood donations and give hope to the 85,000 people still waiting for transplants," Elizabeth M. Duke, HHS Administrator said in presenting the awards. So far, nearly 10,000 groups have joined the Workplace partnership.

In a separate announcement, HHS also announced that a new law which authorizes reimbursement of travel expenses for donors was signed into law. The measure is intended to minimize out-of-pocket costs for living donors.

You have the power to donate life!



A MESSAGE FOR DONOR FAMILIES—

Finding Support During Difficult Times

The holidays are a time filled with celebrations, traditions and hectic schedules, but for those who have experienced the loss of a loved one, they can be anything but happy. For the newly bereaved in particular, they can be the worst time of the year.

Chris Crawford, a donor mother and counselor developed a list for Kinder-Mourn called, “Living Through the Holidays with Grief.” We are printing it with her permission in the hope that it will help other donor families who are grieving.

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- The holidays will come and go. We cannot skip them. Accept that.
 - Be choosy in planning personal and family activities.
 - Skip events that have no meaning to you.
 - Plan ways to memorialize, to honor, and to remember your loved one.
 - Turn to others for support and accept the support they are able to give.
 - Expect moments and hours filled with pain: accept those times and find ways to express yourself.
 - Know that there may be periods of joy: Accept that too.
 - Resist the demands of the season: Put other’s expectations aside.
 - Avoid making commitments you may not wish to or may not be able to keep.
 - Decide which traditions are important to keep and which ones you want to discard.
 - Do things that bring some comfort. Take diligent care of yourself.
 - Include grieving children in the process of making family plans. Ask them what they need and how they wish to participate.
 - Reach out to at least one other person.
 - Tend to your spiritual life.
 - Be aware that you are the only person who knows what you need.



PLANNING A PROGRAM?

As your organization plans its meeting calendar for the year, please think of LifeShare. Speakers from your community whose lives have been touched by organ or tissue donation are available to talk to local groups.

If you would like to schedule a free, informative presentation tailored to the needs of your organization, call the LifeShare office nearest you at (704) 697-3303 or (828) 258-9503. If you are interested in joining our Speaker's Bureau, we'd also like to hear from you.

Lots of opportunities are available to help in the office, to staff a booth at a health fair or to make presentations to community groups. Call us.

PLEASE CONSIDER MAKING A FINANCIAL CONTRIBUTION

By making a donation to LifeShare, you can help to save lives by raising organ and tissue donation awareness.

You may contribute in several ways.

In lieu of flowers, LifeShare may be designated as the organization to receive memorials for funerals.

Contributions may also be made in the name of a transplant recipient, donor or other loved one. Each person who makes a contribution to LifeShare receives a thank you letter.

A separate letter is sent to the family or person in whose honor the donation was made.

Please mail your check, payable to LifeShare, to the address on the back of the newsletter. All contributions are tax-deductible and are used for public education purposes.

NEW LIFESHARE EMPLOYEE—

LifeShare Hires First Family Support Coordinator



Rose S. Bryan is the newest LifeShare employee. She is our first Family Support Coordinator. In her new role, Rose is responsible for helping to make sure that potential organ donor families have the resources and information necessary to make an informed decision regarding donation.

Rose is no stranger to LifeShare. She has worked in the Chaplain's Office of Carolinas Medical Center for five years and it was not unusual for her to become involved with families of potential donors who were faced with the decision of whether to donate or not.


Most recently, Rose was a supervisory resident in CMC's Pastoral Care and Education Department. She is an ordained AME Zion minister, a position that will serve her well as she counsels families in crisis. Rose also brings a clinical background to the job. Her license as a registered nurse remains current.

In addition to Rose, LifeShare is also happy to welcome two relatively new part-time employees, Molly Jones and Andrea Ricketts. They are both working in the Asheville office assisting the Eye and Tissue Teams with recoveries and distribution.

Please join us in welcoming Andrea, Molly and Rose to the staff.

A KIDNEY TRANSPLANT GAVE ROMA THE CHANCE TO DO WHAT EVERY OTHER KID WANTS TO DO: JUST BE A KID.

"I'm nine years old. I love to read and play and I really love to dance and just be a kid. My kidney transplant let me do that."



Roma's passion is rhythmic gymnastics. The sport is graceful and beautiful, just like the little girl who is able to do it because someone like you made the decision to be an organ and tissue donor.

YOU HAVE THE POWER TO DONATE LIFE.

To find out how, go today to www.donatelife.net or call 1-800-355-7427.

DONATE LIFESM
Coalition on Donation

LifeShare gratefully acknowledges the commitment of all nurses and other medical personnel who help to further the ideals of organ and tissue donation. It is through their efforts and the generosity of donor family members that donation occurs. When comparing statistics, please note that not all hospitals have the same donor potential.

DONOR STATISTICS BY HOSPITAL
July–September 2004

Hospital	Eye	Organ	Tissue
Angel	2	0	4
Anson	0	0	0
Carolinas Medical Center	6	4	9
Cherokee	0	0	0
Cleveland	2	0	2
District Memorial	0	0	0
Gaston	12	2	9
Grace	2	0	1
Harris	2	0	2
Haywood	2	0	1
Highlands-Cashiers	1	0	0
Kings Mountain	0	0	0
Lake Norman	1	0	3
Lincoln	2	0	2
CMC - Mercy	2	0	0
CMC - Pineville	1	0	2
Mission- St. Joseph's	18	3	15
Murphy	1	0	0
NorthEast	8	1	3
Pardee	3	0	3
Park Ridge	0	0	0
Piedmont HealthCare System	0	0	0
Presbyterian	8	2	6
Presbyterian Matthews	5	1	2
Rutherford	1	1	3
St. Luke's	1	0	2
Stanly	1	0	3
Swain	0	0	0
Transylvania	0	0	0
Union	5	0	7
CMC - University	2	0	3
Valdese	0	0	1
VA Medical	0	0	0

THE QUILT OF LIFE

LifeShare is pleased to offer donor family members a special way to remember their loved ones—through our memorial quilt, the Quilt of Life.

We display the quilt in our office and at special events designed to promote organ and tissue donation. Squares are added to the quilt at least once a year, usually in the spring in time for National Organ and Tissue Donation Awareness Month.

If you would like to add a square in memory of your loved one, visit our web site at www.lifesharecarolinas.org for size dimensions, a release form and other details. You may also call us for additional information at (704) 697-3303.

We look forward to receiving additional squares and to sharing the memory of your loved one with others.

LifeShare Gets New Look

Unless you need a corneal transplant, by now you've noticed that LifeShare's newsletter looks different. The graphic design and layout are the handiwork of a graphic designer with an extensive background in the transplant field. In addition to the newsletter, we are also changing the visual appearance of most of our materials, including our web site.

One of the most noticeable changes is the color. The new color scheme features blue and orange instead of teal. The goals of redesigning LifeShare's visual communications are to:

- Create a visual identity which represents the vital work that LifeShare performs in a unique and recognizable manner.
- Establish design standards that result in a more consistent and memorable look and feel.
- Produce a group of communication materials that are eye catching, user friendly and highly effective at getting our message out to our audiences.

Changes in stationery, business cards, etc. will be phased in over the next few months. The revised web site will be up any day. The address remains the same at www.lifesharecarolinas.org. Thanks to Kelly and Tim Dietrich who designed the original site and completed the revisions.

We hope you like the new and improved version of our look, we do.



LifeShare
Of The Carolinas

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