

SPEAKER'S BUREAU VOLUNTEER MANUAL



Prepared as a Community Resource by:
LifeShare Of The Carolinas
2009

We Need Your Help!

LifeShare Of The Carolinas and Donate Life North Carolina need your help to educate the public on the need for organ and tissue donation. The number of donors in the state remains critically low.

We hope you will help us to reach out to the residents of North Carolina and increase the number of people who register as a donor

In this packet, you will learn about the recent gains in organ, tissue and eye donation. We are in the spotlight as never before, and we need your help to spread the word and to encourage the public to sign-up as organ and tissue donors.

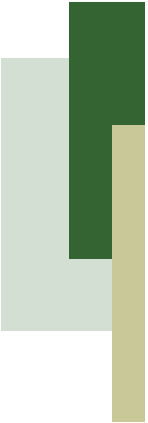


A look at Donation in Numbers:

- ⇒ **103,675**- The number of people on the national waiting list *
- ⇒ **3,167**- The number of people on the waiting list in North Carolina*
- ⇒ **3,000,000**-The approximate number of registered donors in North Carolina**
- ⇒ **50**- The number of lives saved or improved from **ONE** donor
- ⇒ **1**- The number of people it takes to make a difference- Donate Life!

*As of September 18, 2009


**Data is as of 2009



We hope that this manual gives you the factual information that you need when speaking about organ, eye and tissue donation in your communities. However vital these numbers are, they are not as compelling or as important as your personal story.

We want you to be able to speak personally about your memories. While our statistics are impressive, your story is even more compelling. With your help, we can reach out to additional communities and give the gift of life!

Thank you for your hard work and for partnering with us!



LifeShare Of The Carolinas is a not-for-profit organ procurement organization designated by the federal government to serve 40 hospitals in 22 counties in southwestern North Carolina. Established in 1970, LifeShare works to improve the quality of human life by providing organs and tissues for transplantation and helping hospitals and their communities through educational and support services.

In 1994, LifeShare also opened a full-service eye facility to compliment its existing tissue bank. LifeShare administers offices in Charlotte and Asheville with staff available 24 hours a day to respond to the needs of the public and healthcare professionals.

Mission

To inspire all North Carolina residents to save and enhance lives by registering as organ, eye and tissue donors.



Facts about Organ and Tissue Donation

LEGAL

- ◆ **The Heart Prevails Law:** Makes the heart symbol on the driver's license legally binding. With the change in law in October 2007, a family member cannot overturn a donor's wishes to donate their tissue and organs. Prior to the legislation being passed, family members were often unaware of the donor's wishes and would sometimes decline the opportunity to donate.
- ◆ **Online Registry:** Potential donors in North Carolina are NOT limited to only visiting the Department of Motor Vehicles in order to become a donor. Donors will also be able to access an online registry to sign up to become an organ, eye and tissue donor. The web address to register is donatelifenc.org.

FINANCIAL

- ◆ Costs related to the organ recovery will NOT be charged to the donor's family, estate or insurance company. There will be no costs to the donor's family for any part of the donation process.

BIOLOGY

- ◆ A patient who dies as a result of brain injuries is a candidate for organ, eye and tissue donation. These deaths are representative of one percent of all hospital deaths.
- ◆ A patient who has died due to cardiac arrest and has no cardiac or respiratory activity can still be an eye and tissue donor.
 - ◆ Tissues that may be donated include corneas/eyes, heart valves, skin, bone, tendons, cartilage and veins.
 - ◆ Organs that may be donated (in order of frequency transplanted) include the kidneys, liver, heart, lungs, pancreas and small intestines.

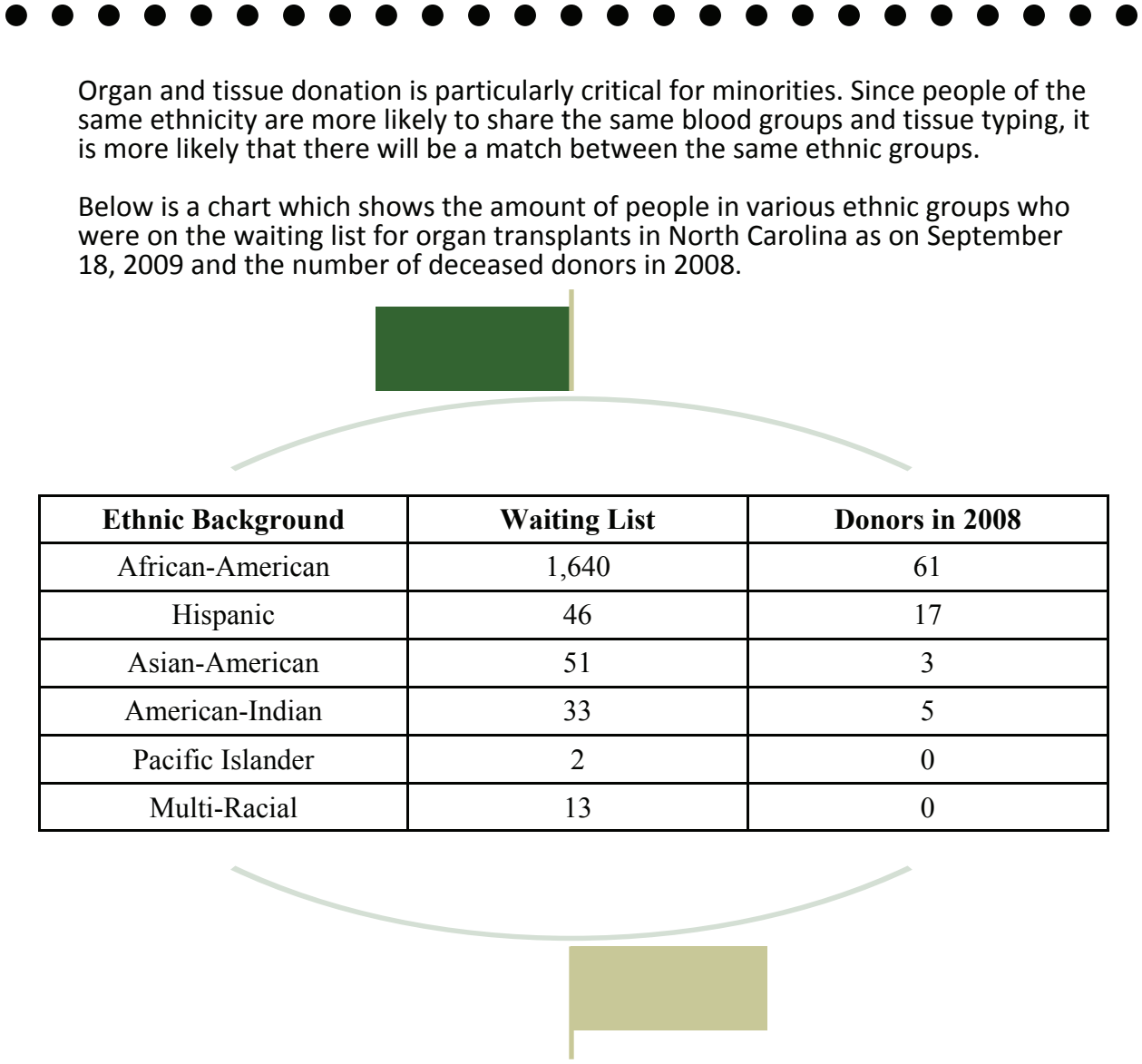
LOGISTICS

- ◆ The physician who cares for a person in an emergency situation by law cannot be a member of the transplant team.
- ◆ When a patient dies and has been deemed a suitable donor, donor recovery agencies are contacted in order to match organs and tissues with people on the waiting list.
- ◆ Once a recipient has been selected, a team of surgeons removes the organs/tissue to be donated in an operating room. The surgery is performed in an operating room with the utmost care in order to maintain the integrity of the individual, should an open casket funeral be desired.
- ◆ Organs are maintained and packed in sterile conditions then taken to the hospital where the recipient has been prepped for surgery.

Facts about Organ Donation and Transplant in Minorities

Organ and tissue donation is particularly critical for minorities. Since people of the same ethnicity are more likely to share the same blood groups and tissue typing, it is more likely that there will be a match between the same ethnic groups.

Below is a chart which shows the amount of people in various ethnic groups who were on the waiting list for organ transplants in North Carolina as on September 18, 2009 and the number of deceased donors in 2008.



Ethnic Background	Waiting List	Donors in 2008
African-American	1,640	61
Hispanic	46	17
Asian-American	51	3
American-Indian	33	5
Pacific Islander	2	0
Multi-Racial	13	0

Since minority communities have different blood group distributions that vary between ethnicities, they also suffer from longer waiting lists because it is harder to find a match. Additionally, African-Americans have a higher sensitivity to donor antigens than other races.

Why People Choose Not to Donate

Common Myths and Misperceptions

You may want to address some of these myths and hesitations surrounding organ and tissue donation.

1. I feel my religion doesn't allow me to become a donor.

All major religions support donation and consider it a charitable act. If you have questions in this regard, we encourage you to consult with your religious advisor.

2. I fear the organ allocation system is not fair.

Transplants are available to everyone. Factors such as race, gender, income or celebrity status are never considered when determining who receives an organ. Organs are allocated according to medical factors, including urgency of need, length of time on the waiting list, blood type, organ size and blood/tissue compatibility.

3. I fear my funeral will be affected if I'm a donor.

If you are a donor, you can still have an open-casket funeral. Organs are recovered under surgical, sterile conditions. The body is always treated with respect and reverence. The donation of organs, eyes or tissue will not disfigure the body or interfere with an open casket funeral should you desire one.

4. I fear my family will have to pay for donation costs.

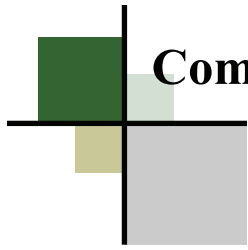
Neither your family nor your estate will be financially responsible for any aspect of the donation process. The donor family pays only for medical expenses before death and for funeral expenses.

5. I fear my medical care will be compromised in an emergency.

Only patients who are given the most aggressive lifesaving care can be organ donors, so it is in the interest of all involved for medical professionals to do everything they can to save your life.

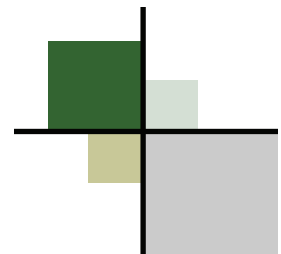
6. I am too old or have a medical condition that would prevent donation

Do not rule yourself out. Neither age nor most medical conditions will exclude you from being a donor. In fact, a 93-year-old has been a kidney donor and even some cancer patients can donate. There are very few automatic rule-outs.



Community Stewardship Opportunities and Ideas

- ⇒ **Discuss donation with your family and friends.**
- ⇒ Identify organizations that would benefit from a presentation on donation.
- ⇒ **Speak to civic, school, church and other local groups.**
- ⇒ Notify Donate LifeShare of upcoming public events in your community.
- ⇒ **Distribute rack cards at your local DMV.**
- ⇒ Serve as an interview subject for media stories.
- ⇒ **Volunteer time at health fairs, street festivals, and other special events.**
- ⇒ Organize a Donor Sabbath observance at your place of worship. The National Donor Sabbath is celebrated nationwide each November.
- ⇒ **Introduce Donate Life North Carolina and its members to local leaders such as politicians, businessmen and celebrities.**
- ⇒ Provide an extra set of hands at any of Donate Life North Carolina's members' offices.
- ⇒ **Write letters to the newspaper in support of donation and transplantation.**
- ⇒ Share professional expertise, i.e. artistic talent, secretarial skills, etc.
- ⇒ **Promote donation through your company's bulletin board, newsletter, payroll system, health fairs, etc.**



Sample Speech and Speaking Tips

No matter how you have been touched by organ and tissue donation, remember that your personal story is the most compelling. Please feel free to speak answer as personally as you feel comfortable in doing so. Some questions to help you:

- **Talk about life before and/or after transplantation**
- **How did you react?**
- **Who talked to you about your options?**
- **What helped you make the decision to donate?**

When presenting to a group, always dress appropriately for the event.

If you cannot make an event, please notify us in advance so we can find a substitute for you or cancel.



Public Speaking

When you are speaking in public, remember that you want to engage your audience as much as possible. Audiences will remember your story more if they have been a participant, rather than a passive listener.

Begin by introducing yourself and telling the audience how you have been touched by organ donation. Then, feel free to start asking the audience questions about organ and tissue donation. Sample questions include:

- **How many people do you think are waiting for a transplant in North Carolina?**
- **How many people do you think have registered to be donors?**
- **How many lives do you think ONE person could improve through donating their organs and tissues?**



Then tell them the facts:

“Every day, the waiting list in North Carolina gets longer and longer. Right now, there are over 3,000 people in North Carolina on the waiting list. (Editor’s note: for accurate numbers daily, please visit www.unos.org).

With only a little more than 3 million people registered through the NC DMV(again, please check for updates) we have a critical need to help give someone else the gift of life. One individual can save or improve the lives of up to 50 people!

We need you to tell your family, your friends and your co-workers about this vital need. Today, I'm going to go over some facts with you, and I hope to dispel a couple of myths that may surround the topic of organ and tissue donation.

Now, involve the crowd again. Go around the room and see if anyone has any ideas or questions about organ donation. Perhaps you can conduct a question and answer session:

- ◇ Do you think you can have an open-casket funeral after you have donated your organs?
- ◇ How do you think it is viewed by certain religions?
- ◇ Do you think it costs anything?

After each question please make sure to tell the crowd the right answer, in order to dispel any myths that they may have. Refer back to this reference guide in order to come up with these questions.

After you have your crowd engaged, please tell them your personal story. Remember to talk as personally as you feel comfortably doing.

After you have finished your personal story, continue on with some other facts about donation.

“Because I feel so strongly about this issue, I am here this morning not to persuade you, but to give you information so that you can make an informed decision for yourself.”

The history of organ transplants in the United States is fairly recent. The first successful transplant was performed in Boston in 1963. Over the past thirty-five years, advances in transplant medicine and technology have come a long way.

Far from experimental, organ transplants have become standard medical practice and survival rates are impressive. Ironically, the success rate for transplantation has lead to a demand for organs that far exceeds the supply.

Nationwide, there are more than 100,000 people on the waiting list for an organ transplant. About 3,000 of them live in North Carolina. Every 13 minutes a new name is added to the list, and each day, 18 people die because they couldn't get a transplant in time.

You can be a hero. Sign-up to be a donor at www.donatelifenc.org. In addition, talk to your family about your feelings on donation since they will be asked to provide a medical history for you. This is a vital need that we are facing and we need all of your support.

Please visit our Web site, www.lifesharecarolinas.org for any more information or resources. Thank you so much for your time.

Please answer any questions the crowd may have. If you feel that you are not equipped to answer the question, write down the name and contact information of that individual, and a staff member from LifeShare will be in touch.

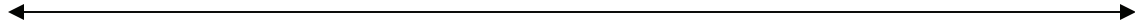
Here is also a list of vocabulary words that we prefer that you use. Many of them have been adapted to be politically correct and sensitive to donor families nationwide.

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Proper Terminology for Donation Practices

Appropriate Terms

Inappropriate Terms



- “Recover” organs
- “Recovery” of organs
- “Deceased” donation
- “Mechanical or Ventilator” support
- “Organ Donation after Cardiac Death”

- “Harvest” organs
- “Harvesting” of organs
- “Cadaveric or Cadaver” donation
- “Life” support
- “Non-Heart Beating Donation”

