

Supporter kit

Register as an organ and tissue
donor today at donatelife.gov.au



DonateLife
26 July – 2 August 2020 *Week*

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#DonateLife

#DonateLifeWeek

#DonateLifeWeek2020

What can I do?

What can I do?

About this supporter kit

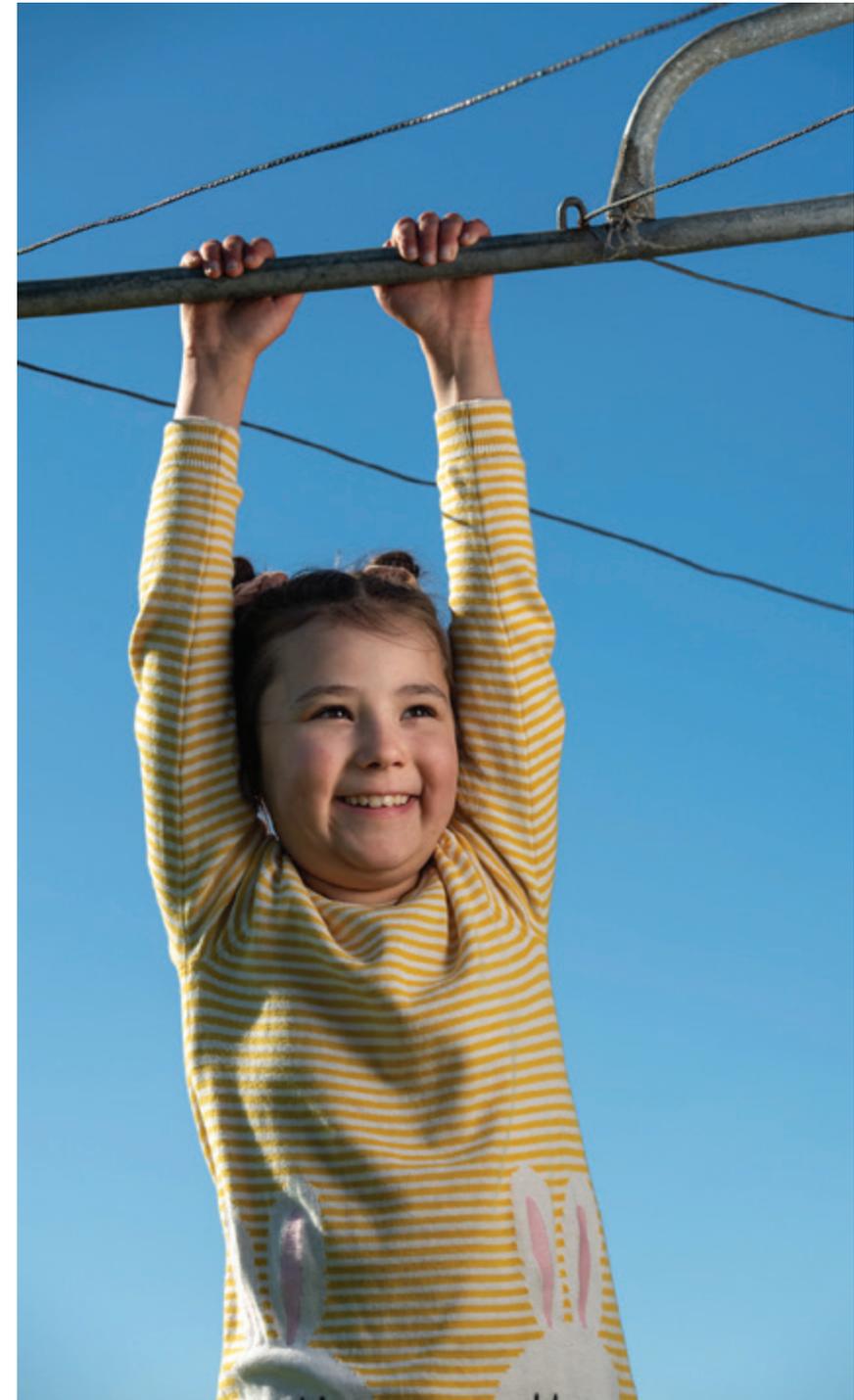
This DonateLife Week, we encourage more Australians to register to be an organ and tissue donor, and to have the conversation with their family and friends.

This supporter kit contains information and resources on how you can get involved in DonateLife Week, Sunday 26 July – Sunday 2 August 2020.

DonateLife Week is Australia's national awareness week dedicated to promoting organ and tissue donation. It is led by the Organ and Tissue Authority (OTA) in partnership with DonateLife agencies in every state and territory and other key stakeholders across Australia.

DonateLife Week is a key part of the Australian Government's national program to increase organ and tissue donation and transplantation outcomes in Australia. We want to inspire all Australians to make a real difference to the lives of others by registering and telling their family they want to be a donor.

DonateLife
26 July – 2 August 2020 **Week**



How do I register?

How do I register?

Registration is easy and takes less than a minute. All you need is your Medicare card number to register online at donatelife.gov.au

You can:

- register at donatelife.gov.au
- register through Medicare on your myGov account
- use the Express Plus Medicare mobile app
- print a form from servicesaustralia.gov.au/organdonor and return it to a service centre
- scan the below QR code



QR code

Why is it important to register?

Registering to become a donor has a direct influence on donation rates.

90 per cent of families agree to donation when their family member is registered to be an organ donor. This drops to just 60 per cent of families agreeing to donation when their family member is not on the register and the family has no prior knowledge of their loved one's donation wishes.

Don't delay, register today
**Register at donatelife.gov.au and
tell your family you want to be
an organ and tissue donor**

What we want you to know

Check...

Think you are already registered or did it through your driver's licence?

Check you're on the national donor register – and update your details if necessary. Remember, currently only SA residents can register via drivers licences.

You can check and update your details on your MyGov account or Medicare Express Plus App.

What we want you to know

1,600

With more than 1,600 Australians on the waitlist for a life-saving transplant, every new registration counts.



This DonateLife Week join the Australian Organ Donor Register (AODR) and tell your family and friends you want to be a donor.

9/10

We can save and transform more lives if more Australians register to become donors. Nine in ten families say yes to donation when their family member is on the Donor Register.



Karen, mother of Adam (who became an organ donor)



Registering to become an organ and tissue donor gives hope to those whose lives depend on receiving a transplant.



Registering to be an organ and tissue donor is quick and easy using our online form. Visit donatelife.gov.au – a minute of your time could one day save the lives of many.



Remember to have the chat with your loved ones so they know what you want. Find out what they want too.



The gift of organ and tissue donation gives recipients a second chance at experiencing all of the love, joy and adventure that life has to offer.



Thousands of Australians are living their lives to the fullest because of the generosity of organ and tissue donors and their families.

Why is it important?

Why is organ and tissue donation important?

One organ and tissue donor can save and transform the lives of many people who are very ill or dying because an organ is failing.

People may need a transplant because they suffer from inherited conditions, or due to illness or accidents.

People of any age regardless of gender, ethnicity or religion could one day need a transplant.

With around 1,600 Australians currently on the wait list for a life-saving transplant, and a further 12,000 people on dialysis, the generous act of organ and tissue donation has a far reaching effect, changing the lives of both transplant recipients and their families.

For someone seriously ill, an organ or tissue transplant can mean the difference between life and death, being healthy and sick, between seeing and being blind or between being active and never walking again. It enables people to resume an active role in their family, workplace and community.



Religious and cultural beliefs

Some Australians are unsure about whether their religious or cultural background supports organ and tissue donation.

Most religions support organ and tissue donation including Christianity, Islam, Buddhism, Judaism and Hinduism.

It's important to know that the organ and tissue donation process can accommodate religious and cultural end of life requirements.

To support people from culturally and linguistically diverse communities in deciding about and discussing organ and tissue donation, DonateLife has produced a range of culturally appropriate and in-language resources.

These materials have been developed in consultation with religious and cultural leaders for Australians of Buddhist, Hindu, Islamic, Catholic, Greek Orthodox and Jewish faith and they are available in Vietnamese, Chinese (traditional), Arabic, Turkish, Italian, Spanish, Greek, and English.

The Australian Organ Donor Register brochure is available in 18 different languages. It provides information on the importance of decision making and family discussion about donation decisions and includes a registration form for the Donor Register.

You can use these resources as appropriate as part of your DonateLife Week 2020 activities.

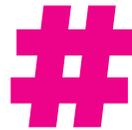
To access these resources visit donatelife.gov.au

Terry, cornea recipient and **Anna**, lung recipient

Help promote DonateLife Week

Help promote DonateLife Week

To stay COVID safe we may not be able to host many public events in 2020, but there are still plenty of ways you can show your support for organ and tissue donation.



on social
media



in local
media



in your
workplace



at your
school



at your local
hospital

Help promote DonateLife Week



Facebook

Like and Share the DonateLife page on Facebook. Tag a friend to encourage them to register online during DonateLife Week. You can motivate your friends and family to engage in online discussions, post pictures and share updates and information.

We also have a DonateLife Week banner for your wall or status update. Make sure you encourage your friends and work colleagues to do the same. You can also add your decision to be an organ donor on Facebook as a 'life event'. Simply go to your profile and under the 'About section', add a life event and choose Organ Donor. You may need to access your profile

on a different device if the option does not pop up. Tag friends to remind them to register online at donatelife.gov.au – it takes less than a minute!

Instagram

Follow DonateLife on Instagram. View and share photos/stories from DonateLife Week events and activities. A picture speaks a thousand words. Post photos of your DonateLife Week event and share why it's important to join the register. Remember to tag [@DonateLifeToday](https://www.instagram.com/DonateLifeToday) to help spread the word and increase awareness.

#DonateLife

#DonateLifeWeek

#DonateLifeWeek2020

Messages you can share

You can copy and paste these messages into your preferred social media platform. Remember to tag your friends and family in your posts and encourage them to register!

- There is always someone who will need a transplant in Australia. One day it might be you, or a family member. This is why we need to do more and register to **#DonateLife**
- There are more people alive in Australia today because of organ donation. If you want to be a donor, make sure you register and tell your family; it only takes a minute at donatelife.gov.au
- 1,600 Australians are on a waitlist for a life-saving transplant. Register as an organ and tissue donor this **#DonateLife** Week to one day save lives at donatelife.gov.au
- If you are already registered, you can do more this **#DonateLife**. Talk to your family and friends. Tell them you want to be a donor. Encourage them to register too.
- I joined the Australian Organ Donor Register in **#DonateLifeWeek2020**. I want to be a donor and importantly told my family and friends.
- **Have you got a minute?** It takes less than that to register to be an organ and tissue donor online at donatelife.gov.au **#Donatelife #DonateLifeWeek2020**.

Help promote DonatLife Week

In local media

Here are some ideas about how you can generate publicity and awareness in your community:



Ring your local radio station to talk about why joining the national register is so important and how people can sign up online on donatelifegov.au today.



Contact your local newspaper to organise a photo opportunity to promote one of your DonatLife Week activities.



Write a letter to the editor of your local paper encouraging your community to register on the Donor Register online today and to discuss their wishes with their family and friends.



Write an opinion piece for a local newspaper or newsletter about registering to be an organ donor. Be sure you include the importance of discussing it with your family.



Post a blog about why you're a registered organ and tissue donor.

At your work

Your workplace is a great place to start a registration drive during DonatLife Week 2020. You can:



Include information about DonatLife Week 2020 in newsletters or the intranet including a link to donatelifegov.au.



Download DonatLife Week posters to display on notice boards in staff rooms, staff changing rooms, restrooms, kitchens or lifts.



Encourage colleagues to use the DonatLife Week email signature during DonatLife Week.

Resources

Use the text on the next two pages in your organisation's printed or online newsletters, websites or intranets. You could also use it for a staff information session, or to engage the media.

Newsletter article

It only takes a minute to donate life

Held every year, DonateLife Week is a key event that highlights the benefits that organ and tissue donation has for transplant recipients and their families in Australia. Over Sunday, 26 July to Sunday, 2 August we encourage all Australians to donate life.

It is quick and easy to become a registered organ and tissue donor at donatelife.gov.au, all you need is your Medicare card and a spare minute.

We want organ and tissue donation to be a normal part of end-of-life discussions. If you are already registered, you can do more. Talk to your friends and family. Tell them you want to be a donor. Encourage them to register too.

There are around 1,600 Australians currently on the waitlist for a life-saving transplant, and a further 12,000 people on dialysis. If you are willing to become an organ and tissue donor, please register and tell family and friends that you've said "yes" to one day possibly saving lives.

To find out more information about how to get involved or register a work place event visit donatelife.gov.au and follow DonateLife on Facebook to keep up to date with all the DonateLife Week activities in [\[state or territory\]](#).



Callum, heart recipient and tissue donor

Newsletter/media release content

DonateLife Week runs from Sunday, 26 July to Sunday, 2 August 2020.

Each year, events are held across Australia during DonateLife Week to encourage all Australians to register as donors and tell their family and friends they want to be a donor.

Joining the Australian Organ Donor Register gives hope to the 1,600 Australians and their families that are currently waiting for the call that a life-saving organ has become available.

"In 2020 [Organisation name] is proud to be a part of DonateLife Week. Organ and tissue donation gives people needing a transplant a second chance at life.

"[Organisation name] will be [insert details of any activities your organisation may be involved in during DonateLife Week including date, venue and booking details] to promote the benefits of organ and tissue donation and encourage those willing to join the Donor Register." [Organisation spokesperson] said.

"If you want to be a donor, you need to register. Registering is quick and easy on donatelife.gov.au. It takes less than a minute."

"Registration is important because it leaves your family in no doubt of your wish to be an organ and tissue donor."

In Australia your family will always be asked to agree to organ donation. Registration has a direct influence on family consent rates with nine in ten families saying yes to donation when their loved one was registered, so it's important to register and let your family know. This year when talking with your family about your choice to be an organ donor add a 'plus one' to the conversation, be it a colleague, neighbour, teammate or other relatives. We know the majority of people in Australia support organ donation, but only 1 in 3 have actually registered.

"There is always someone that will need an organ transplant so we're calling on the local community to talk about organ donation,"

"Even if you are a registered organ and tissue donor, DonateLife Week is a great opportunity to reach out to others and encourage them to join the Australian Organ Donor Register."

Since 2009, more than 13,000 Australians have had their lives saved as a result of an organ transplant. In 2019, 1,444 Australians received a life-saving transplant through the generosity of 548 deceased organ donors and their families who agreed to donation. We thank those donors and their families for this amazing gift.

"[Your organisation] is proud to be supporting DonateLife in continuing to improve organ and tissue donation outcomes in Australia."

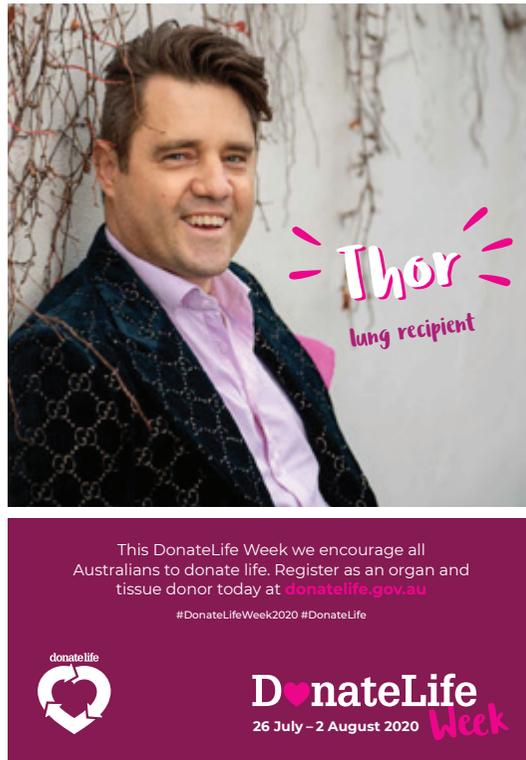
DonateLife Week is led by the Organ and Tissue Authority as part of the national DonateLife campaign and is supported by community events and activities across Australia.

To join the Australian Organ Donor Register, or for more information visit donatelife.gov.au

Resources

Marketing material

Please download and share our DonateLife Week resources, available at donatelife.gov.au/donatelife-week



Poster



Email signature block



Social media tiles



Facebook header

Thank you

Thank you

Thank you for helping us encourage more Australians to register to be an organ and tissue donor, and to tell their family and friends they want to be a donor.

Organ and Tissue Authority

Level 3, 14 Childers Street
Canberra ACT 2600
T 02 6198 9800
enquiries@donatelife.gov.au

DonateLife ACT

Canberra Hospital, Building 6, Level 1
Yamba Drive, Garran ACT 2605
T 02 5124 5625
organ.donation@act.gov.au

DonateLife NSW

Level 6, 4 Belgrave Street, Kogarah NSW 2217
T 02 8566 1700
seslhd-nsworgandonation@health.nsw.gov.au

DonateLife NT

1st Floor, Royal Darwin Hospital
Rocklands Drive, Tiwi NT 0810
T 08 8922 8349
donatelife@nt.gov.au

DonateLife QLD

Building 1, Level 4, Princess Alexandra Hospital
199 Ipswich Road, Woolloongabba QLD 4102
T 07 3176 2350
donatelife@health.qld.gov.au

DonateLife SA

Ground floor Allianz Centre
55 Currie Street, Adelaide SA 5000
T 08 8207 7117
donatelifesa@sa.gov.au

DonateLife TAS

Hobart Corporate Centre
Level 3, 85 Macquarie Street Hobart TAS 7000
T 03 6270 2209
donatelife.tasmania@ths.tas.gov.au

DonateLife VIC

Level 2, 19–21 Argyle Place South, Carlton VIC 3053
T 03 8317 7400
donatelife@redcrossblood.org.au

DonateLife WA

Suite 3, 311 Wellington Street, Perth WA 6000
T 08 9222 0222
donatelife@health.wa.gov.au