

Trend information

Donation and transplantation outcomes

Since the Authority's establishment in January 2009, and the establishment of the foundations for ongoing clinical practice reform in the organ and tissue sector, there has been a steady increase in donation and transplantation rates (see Table 6).

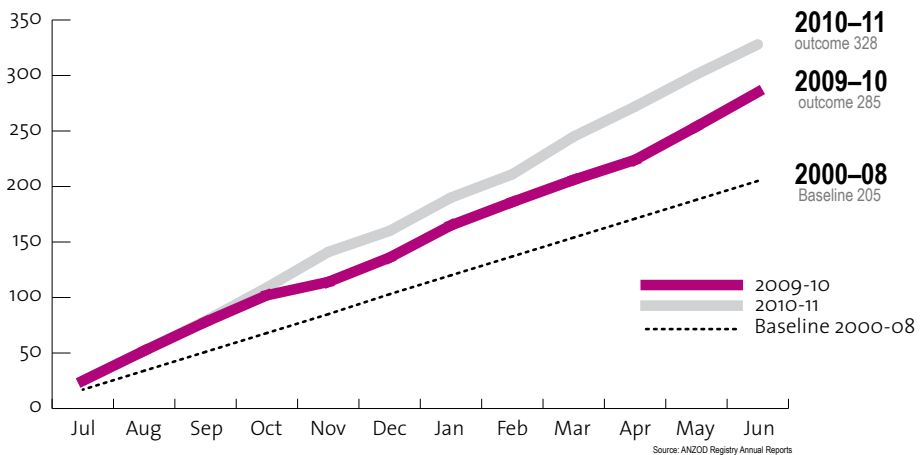
Table 6: Organ donation and transplantation outcomes, 2000 to July 2011

	Calendar year baseline average (2000–2008)	2009–10	2010–11
Deceased organ donors	205.0	285.0	328.0
Organ donation rate (donors per million population)	10.2	12.9	14.6
Transplant recipients	681.0	896.0	976.0
Organs transplanted	716.0	940.0	1,018.0
Organ transplant rate (organs transplanted per million population)	35.5	42.4	45.3

Organ donation rates

In 2010–11, 328 organ donors saved and improved the lives of 976 Australians. This was the highest rate since national records began. The increase was substantial: 60% on the baseline of 205 organ donors (the calendar year average for 2000–2008), and 15% on the 2009–10 outcome (285 organ donors) (see Figure 5).

Figure 5: Number of deceased organ donors, 2009–10 to 2010–11



Australia's donor per million population rate lifted from 12.9 in 2009–10 to 14.6 in 2010–11 (an increase of 1.7), and was significantly higher than the baseline rate of 10.2 (see Figure 6).

Figure 6: Deceased solid organ donor rate, 2000–01 to 2010–11



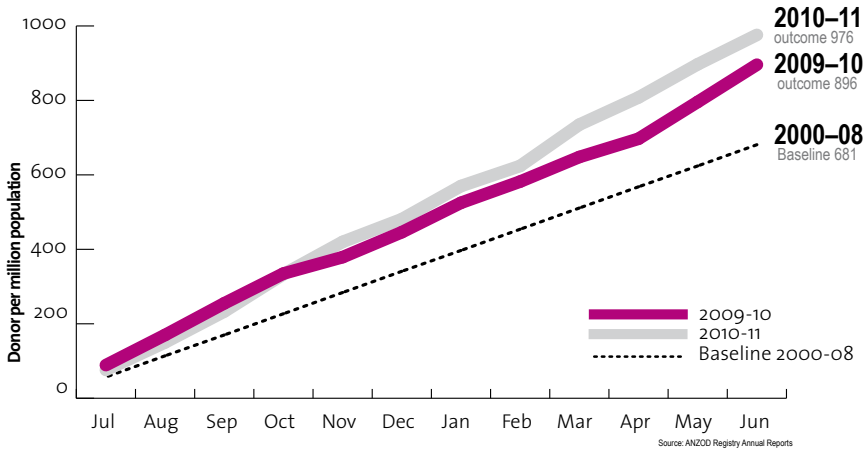
Results: International donation rate comparison

In the 2010 calendar year, the first full year of reform implementation, Australia saw an increase of 2.5 donors per million population over 2009. This improvement compares favourably with Spain's increase of 2.4 donors per million population (Source: IRODat repository accessed July 2011) after the first full year of its national reforms (in 1991) and the United Kingdom's increase of 0.3 donors per million population after the first full year of its national reforms (2009).

Results: Transplant recipients

In 2010–11 there were 976 transplant recipients from deceased solid organ donors. This result represents a 9% increase over the 2009–10 total of 896 recipients and is the highest transplantation number recorded in history. The 2010–11 outcome represents a 43% increase on the average annual baseline of 681 recipients (see Figure 7).

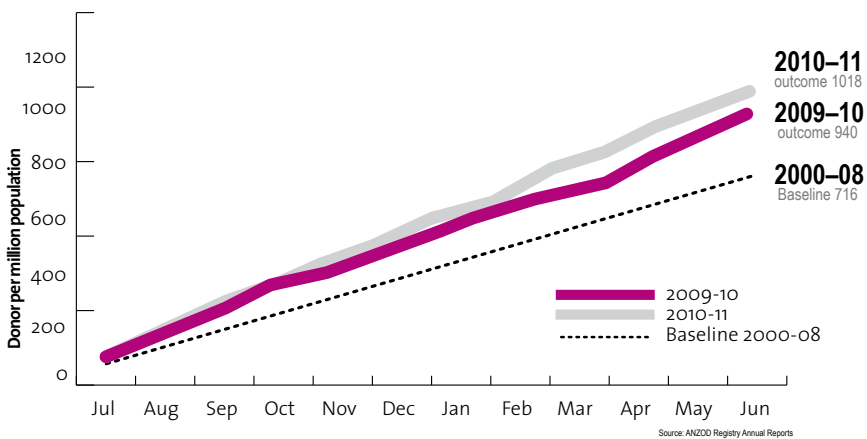
Figure 7: Number of transplant recipients, 2009–10 to 2010–11



Results: Organs transplanted

In 2010–11 a total of 1,018 organs were transplanted, benefiting 976 recipients. This result represents an 8% increase over the 2009–10 total of 940 organs transplanted. The 2010–11 outcome represents a 42% increase on the average annual baseline of 716 organs transplanted (see Figure 8).

Figure 8: Number of organs transplanted, 2009–10 to 2010–11



Results: Organ transplant rates

In 2010–11 Australia achieved an organ transplantation rate of 45.3 organs transplanted per million population. This represents a 7% increase on the 2009–10 rate of 42.4 and a 28% increase over the average annual baseline rate of 35.5 (see Figure 9).

Figure 9: Organs transplanted rate, 2000–01 to 2010–11



Waste not, want not

For me, the decision to donate dad's organs was obvious, but it was not easy. I always knew what my dad thought about an issue, even if I didn't want to know! Dad was a man of strong convictions and an incredible work ethic. He was funny, tough and incredibly clever.

I knew dad would want to donate his organs. He was very pragmatic, why waste what could be used? However, trying to discuss this decision with your family is incredibly hard. We were in various stages of shock, grief, anger and bewilderment. I think dad's strength of character was the deciding factor in helping us to make the decision to change another person's life for the better. Amongst the confusion I focused on the people that might have been waiting for years for an opportunity to live a healthy life.

Our family had spent three days in the intensive care unit of the hospital hoping

that dad would survive. To then switch our mindset to contemplating his death and organ donation was a significant shock. Like my father, I'm very pragmatic and practical. I knew it was the right thing to do. For other members of my family, processing this information was too much to comprehend. We talked and we fought, until finally the decision to donate was made.

The comfort we have, knowing that dad was able to help so many other people is very important. Dad was an optimist. We believe in looking for the good amongst the bad. Organ donation was our hope that dad's strength might provide a new beginning in life for an organ recipient.

Organ donation presents a very unique and sometimes overwhelming decision to families, but its potential to create powerful change makes it more than worthwhile.

Sarah



Patrick

Community awareness and attitudes

Research commissioned by the Department of Health and Ageing and the Authority has consistently indicated a high level of public support for organ donation, with the majority (91%) of Australians agreeing that organ and tissue donation has the potential to save and improve lives. Yet family consent to donation remains at less than 60%.

Increasing Australia’s family consent rate requires a sustained community awareness and education program that converts public support for donation into the actions that will enable more Australians to make informed donation decisions and discuss those decisions with family members. Families that do not know the donation wishes of the deceased are 50% less likely to consent to donation proceeding.

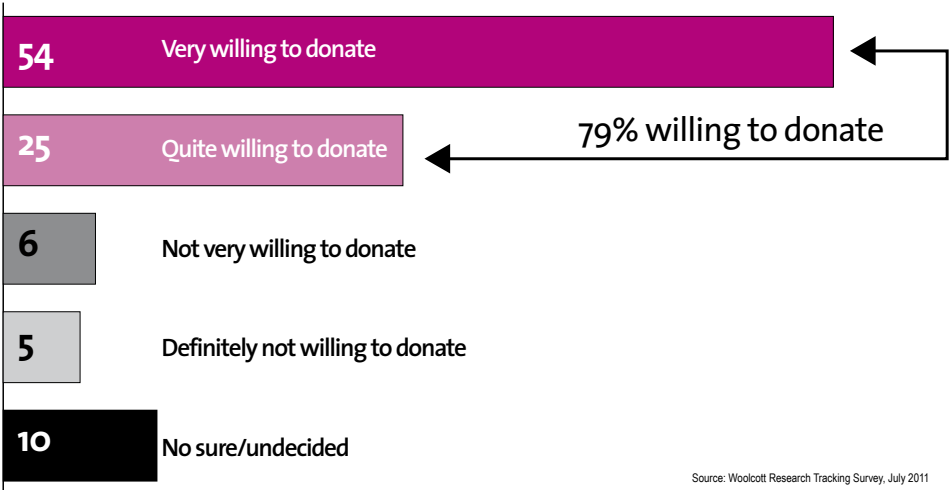
In 2010–11 we commissioned Woolcott Research to undertake four waves of tracking research to measure community awareness and attitudes about organ and

tissue donation. This research enabled us to measure the ongoing effectiveness of our National Community Awareness and Education program, including the DonatELife social marketing campaign, against May 2010 benchmark research results.

Research results showed sustained high levels of public support for organ and tissue donation in Australia, while at the same time highlighting ongoing disparity between people’s attitudes and how this translates into actual behaviour.

The majority of Australians consistently indicated a willingness to become organ and tissue donors in 2010–11: of those surveyed, 79% were willing to become organ donors and 76% were willing to become tissue donors (see Figures 10 and 11).

Figure 10: Willingness to become an organ donor, 2010–11



Source: Woolcott Research Tracking Survey, July 2011

The majority (82%) of Australians believe it is important to discuss their donation wishes with family members but there are prevailing barriers to this discussion. One in three Australians are unsure or uncomfortable about how to start the 'donation discussion' and 43% of Australians say they do not know or are unsure of family members' donation wishes.

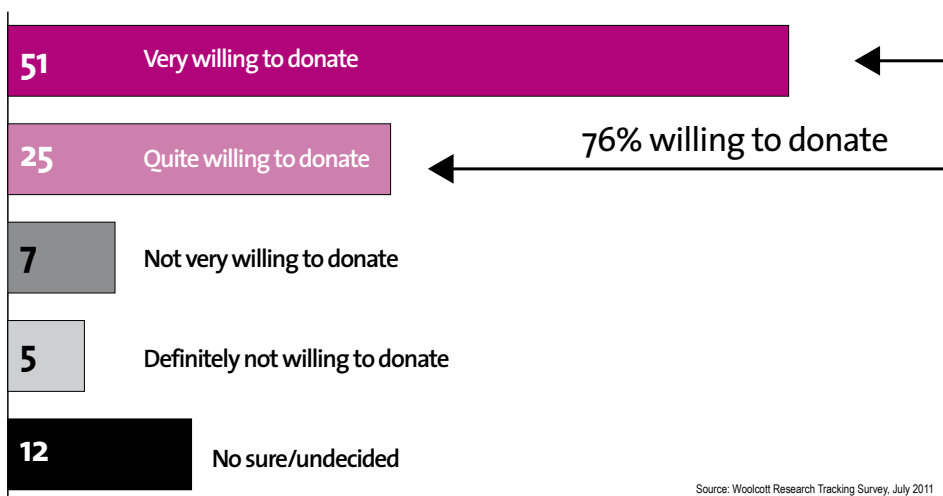
Where there are these barriers to family discussion, Australians believe that 'my family will know what to do', or 'it's better to leave it up to the family'. When aware of loved ones' donation wishes, the majority of Australians (90%) say that they would support those wishes.

Overcoming barriers to, and increasing memorable family discussion about, organ and tissue donation are critical to normalising the subject of organ and tissue donation as a subject for family conversation and as part of end-of-life care considerations.

The Woolcott tracking research to measure changes in awareness and behaviour was conducted in July 2010 and in January and March 2011.

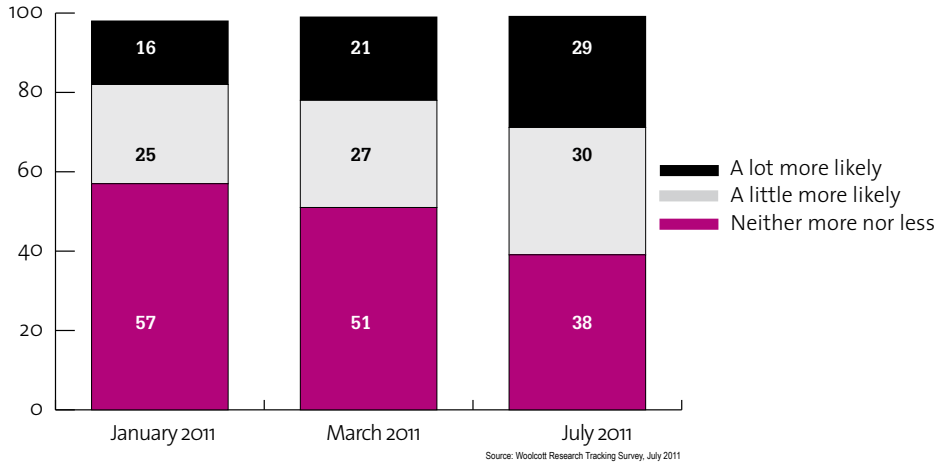
Results following Phase 2 of the DonateLife advertising campaign, showed a 12% increase in family discussion levels about donation wishes, climbing from the pre-campaign 48% to 60%. Australians were more likely to discuss donation wishes (59%) with family members and ask family members about their donation wishes (57%) after viewing the DonateLife television commercials (see Figure 12). A high 73% of 18–29 year olds were more likely to ask their family about their donation wishes as a result of the 'Know their wishes, OK?' television commercial launched in May 2011.

Figure 11: Willingness to become a tissue donor, 2010–11



Source: Woolcott Research Tracking Survey, July 2011

Figure 12: Likelihood of asking family their wishes after seeing DonateLife TV commercial, 2011



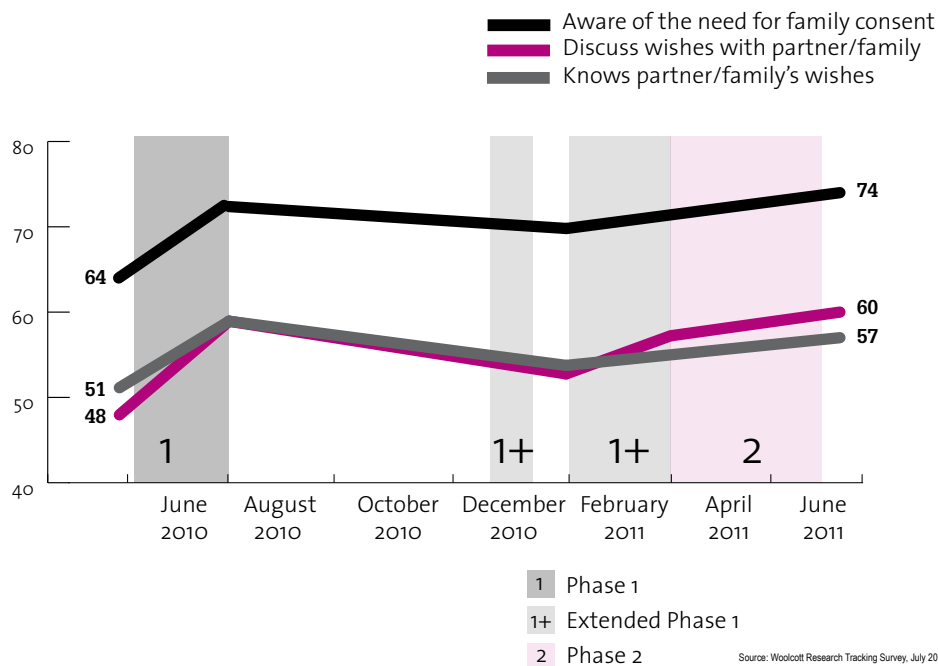
The increase in discussion levels, of which 81% were reported as memorable, translated into increased awareness of family members' donation wishes. By June 2011, awareness levels were at 57% compared to the pre-campaign result of 51%.

The July 2011 results also showed positive change in discussion and awareness among 18–29 year olds and males, who indicated the lowest levels of awareness and discussion in pre-campaign research. In 2010–11 family discussion levels increased by 15% for 18–29 year olds to 59%, and by 12% for males to 57%, indicating that the DonateLife campaign has had an impact across demographic groups.

Over the course of 2010–11 there was a 10% increase in Australians' knowledge that family consent is always sought before donation can proceed, from 64% to 74% between July 2010 and 2011. This is key to motivating Australians to ensure they discuss and know donation wishes with the people close to them.

The research findings (summarised in Figure 13) show the value of nationally consistent community awareness initiatives that enable Australians to make and register informed donation decisions, and the need for Australians to ask and know the donation wishes of the people close to them.

Figure 13: Impact of campaign advertising on awareness and behaviour, 2010–11



Notes

Phase 1 (23 May – 3 July 2010): television, magazines, print, online, cinema and out-of-home advertising

Extended Phase 1 (1 December 2010 – 1 January 2011): online advertising

Extended Phase 1 (30 January – 21 May 2011): television, print and online advertising

Phase 2 (22 May – 2 July 2011): television, print, online and out-of-home advertising

Statistics in this section on community awareness and attitudes were sourced from Eureka Strategic Research, Research Report on Organ and Tissue Donation, January 2008; Woolcott Research, Benchmark and Tracking of the Organ and Tissue Donation 'OK' Campaign, August 2010; and Woolcott Research, Tracking Survey, July 2010 – July 2011.

The best of the human spirit

Michael died when he was 32 and his organs helped six people with life saving transplants.

Michael was very healthy and active in the Surf Lifesaving movement and a member of the Palm Beach Surf Club since he left school. He loved to surf.

He enjoyed country music writing songs and he played in a band that was gaining recognition, winning a Tiara Country Music Award.

At the time of his death Michael was nominated for a Golden Guitar Award.

He made frequent visits to Tamworth and one night he crashed into a tree on his way to Tamworth to visit his girlfriend before giving a performance nearby.

We were told that with the head injuries he sustained he wasn't going to make it. We had discussed organ donation as a family and knew Michael wanted to be an organ donor.

Michael's loving and generous spirit spread with the generous legacy of organ donation helped save and transform the lives of six people.

Peter



Michael