Supporter kit

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

DonateLife Week
28 July–4 August 2019
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 28 July – Sunday 4 August 2019.

DonateLife Week is Australia’s national awareness week dedicated to promoting organ and tissue donation and 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 Week
28 July–4 August 2019

Chloe, 2-year-old, liver recipient
Key facts about organ and tissue donation in Australia

In 2018, **1,782 lives** were transformed by **554 deceased** and **238 living organ donors**. A further **10,500 Australians** benefited from eye and tissue transplants.

Since 2009, more than **11,000 Australians** have had their lives saved as a result of an organ transplant.

There are around **1,400 Australians** currently on the wait list for a life-saving transplant, and a further **11,000 people on dialysis**.

Families almost always say yes to organ donation when their loved one had previously registered and they knew what they wanted. That's why it's so important to register on the Australian Organ Donor Register.

**6.7 million** Australians aged 16 or over have registered to be a donor. If every registered donor found one person who wasn't registered, we would double the amount of potential donors. **Who is your plus one?**

Only **8.1 per cent** of 16-25 year old Australians have registered to be a donor.

Not everyone can be a organ donor. To be an organ donor, people must die in hospital. Of those who die in hospital, only **2-3 per cent die in circumstances where it is feasible for them to donate organs**.

Many more can become eye and tissue donors as tissue can be donated up to 24 hours after death, regardless of where it occurred.

All major religions support organ and tissue donation.

It takes **less than a minute** to join the Australian Organ Donor Register at [donatelife.gov.au](http://donatelife.gov.au) – all you need is your Medicare card number.
Why is it important to register?

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

90 per cent of all families agree to donation when their family member is registered to be an organ donor. This drops to just five in ten families agreeing to donation when they are not on the register and the family has no prior knowledge if their loved one wanted to donate.

Grab a plus one

To optimise every opportunity to save lives, we are calling on all Australians to join the Donor Register and tell their family they want to be a donor. While many Australians believe it’s important to be an organ and tissue donor, only few take the necessary steps to register.

If you’re a registered donor, or become a registered donor during DonateLife Week encourage one other person to register with you.

Our message is simple:

How do we add 6,000,000 people to the Australian Organ Donor Register? One by one.

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

QR code
What we want you to know

1,400 +1

With more than 1,400 Australians on the waitlist for a life-saving transplant, every new registration counts.

If every registered donor found one person who wasn’t and encouraged them to register, we would double the number of potential donors. One by one it adds up.

This DonateLife Week join the Donor Register and let your family and friends know you want to be a donor.

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.

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, you can no longer register via your driver’s licence unless you live in South Australia.

You need to join the national Australian Organ Donor Register – you can check your details online.

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.

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.

Archer, 7-year-old, liver recipient
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, accidents and genetic abnormality.

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

With around 1,400 Australians currently on the wait list for a life-saving transplant, and a further 11,000 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 DonateLife 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 2019 activities.

To access these resources visit donate-life.gov.au

Saanvi, 6-year-old, liver recipient
Help promote DonateLife Week

There are plenty of ways you can show your support for organ and tissue donation.

- on social media
- in your community
- 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 from DonateLife Week events 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!

Twitter
Follow DonateLife on Twitter and join in the conversation. When you post, use our campaign hashtags #DonateLife #DonateLifeWeek #DonateLifeWeek2019 #whoisyourplusone to build the momentum for DonateLife Week and encourage all Australians to get involved and register online! By including our campaign hashtags in your social posts, you automatically join the conversation and help us spread the word.

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 to help spread the word and increase awareness.

#DonateLife #DonateLifeWeek #DonateLifeWeek2019 #whoisyourplusone
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!

• #Whoisyourplusone? Tag a friend this #DonateLifeWeek to double the number of registered organ and tissue donors.

• Sign up a mate, double the rate. Share this post, tag your plus one, and sign up to be an organ and tissue donor at donatelife.gov.au today. #DonateLife

• 1,400 Australians are on a waitlist for a life-saving transplant. Register as organ and tissue donor this #DonateLife Week to one day save lives at donatelife.gov.au.

• If every registered organ donor found one person to join the register we could double the amount of potential donors. Visit donatelife.gov.au to register. #DonateLife

• There are 6,000,000 people on the Australian Organ Donor Register. 1,400 people are on a waitlist for a transplant. Two people can change the numbers. Register with a mate. #Whoisyourplusone

• I joined the Australian Organ Donor Register in #DonateLifeWeek2019. 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 #DonateLifeWeek2019

Events you can promote

Tweet or share your events on the DonateLife Facebook page. You can find out about upcoming DonateLife events at donatelife.gov.au/news-events/events. Keep an eye out over the coming weeks on our social accounts as we roll out content including video, images, stories and facts to share with your friends and family.

James, 33-year-old, heart recipient
Ideas to promote DonateLife Week in your community

Every community event or activity provides an opportunity to encourage people to register to become an organ and tissue donor.

- **Find a “plus one”** who’s not registered, and get them to register! This could be a friend, family or a colleague. **Sign up** a mate, double the rate.
- **Organise** a community event or registration drive by having an information stall in your local shopping centre or other major community hubs in your area.
- **Encourage** people in your community to use and display DonateLife materials and registration brochures (schools, sporting groups, universities, libraries, cafes), as well as on their own websites and social media.

Register your community events online on the DonateLife website

- **Register your community events** online on the DonateLife website to let us know what you’re doing; fill in the DonateLife Week event form online for promotion at donateLife.gov.au and social media pages.

- **Use** the DonateLife Week 2019 materials at any public or professional events your organisation has planned.
- **Share** information about your religion’s or culture’s position in support of organ and tissue donation.
- **Encourage** local libraries and councils to promote their support for DonateLife Week and provide links to DonateLife Week materials.

- **Call** your state DonateLife agency and arrange a talk about the importance of registration and family discussion with your community group/in your workplace.
- **Let us know** what you’re doing; fill in the DonateLife Week event form online for promotion at donateLife.gov.au and social media pages.
Help promote Donatelife 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.
- **Grab your “plus one”** and chat about why joining the national register is so important and how simple it is! It takes less than a minute.
- **Contact** your local newspaper to organise a photo opportunity to promote one of your Donatelife 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.
- **Include** information about Donatelife Week 2019 in newsletters or the intranet including a link to donatelifegov.au.
- **Download** Donatelife Week posters to display on notice boards in staff rooms, staff changing rooms, restrooms, kitchens or lifts.
- **Encourage** colleagues to use the Donatelife Week email signature during Donatelife Week.

At your work

Your workplace is a great place to start a registration drive during Donatelife Week 2019. You can:

- **Find** a colleague who isn’t registered; invite them to be your “plus one” and register together!
- **Organise** a morning tea or lunch to raise awareness and encourage registration and discussion – bring along a mobile device to demonstrate how quick and easy it is to register online.
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 over a morning tea, or to engage the media.

Newsletter article

It only takes a minute to donate life

If every registered organ and tissue donor found one person who wasn’t and encouraged them to register, we would double the amount of potential donors – who is your plus one for DonateLife Week 2019?

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, 28 July to Sunday, 4 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 everyone to talk about organ and tissue donation. Your family needs to know your wishes to be a donor but we also encourage you to chat to ‘a plus one’ – a colleague, neighbour, teammate or other relatives and encourage them to register too.

There are around 1,400 Australians currently on the waitlist for a life-saving transplant, and a further 11,000 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].
DonateLife Week runs from Sunday, 28 July to Sunday, 4 August 2019. This DonateLife Week, Australians are being urged to grab their ‘plus one’, encourage them to register and double the amount of potential organ and tissue donors.

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 1,400 Australians and their families that are currently waiting for the call that a life-saving organ has become available.

“In 2019 [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 the 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 11,000 Australians have had their lives saved as a result of an organ transplant. In 2018, 1,782 Australians received a life-saving transplant through the generosity of 554 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
This DonateLife Week we encourage all Australians to donate life. Register as an organ and tissue donor today at donatelife.gov.au

#DonateLifeWeek2019 #DonateLife

Clement

22-year-old kidney recipient

28 July–4 August 2019

Poster

Social media tiles

Email signature block

Facebook header
Thank you for helping us encourage more Australians to register to be an organ and tissue donor, and to have the chat with their family and friends.

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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

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

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

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

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

DonateLife VIC
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DonateLife WA
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