



## ABOUT US

Donate Life Pennsylvania is a collaborative initiative between Gift of Life Donor Program (GOL), the Center for Organ Recovery & Education (CORE), and the Pennsylvania Departments of Health and Transportation. It is funded by residents of Pennsylvania through voluntary contributions included with driver's license renewals, vehicle registrations and state income tax filings. All contributions are used by the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund to educate Pennsylvanians, build awareness about the importance of organ and tissue donation, and increase the number of people who sign up to become donors on their driver's license, learner's permit or state identification card. More information can be found at [DonateLifePA.org](http://DonateLifePA.org).

# Barriers to Registration

### DONATION MYTH

### DONATION FACT

**MY BODY WILL BE MUTILATED IF I DONATE.**

Organ and tissue donation will not interfere with traditional funeral arrangements such as an open casket. Doctors maintain the utmost respect for the donor and organs are removed in a routine operation similar to other types of surgeries.

**ORGANS GO TO PEOPLE WHO DIDN'T TAKE CARE OF THEIRS.**

Organs go to people who were born with or developed diseases that have caused organ failure. Less than 5 percent of those waiting need a transplant because of their own behaviors or choices. For those people, they must achieve and sustain sobriety before they can be listed for a transplant.

**I AM TOO SICK/OLD TO DONATE.**

Few illnesses or conditions prevent someone from being a donor. People with diabetes, heart disease, cancer, hepatitis and even HIV have saved lives through organ and tissue donation. No one is ever too old or too young to give the gift of life.

**MY RELIGION DOES NOT SUPPORT DONATION.**

All major religions consider organ donation to be an individual decision, or support it and see it as the final act of love and generosity toward others.

**RICH & FAMOUS PEOPLE ARE THE ONLY PEOPLE WHO RECEIVE TRANSPLANTS.**

Financial and celebrity status do not determine who receives a transplant. Age, race, gender, religious affiliation or financial status are not factors that determine who receives a transplant.

**EMTs AND HOSPITAL STAFF WON'T WORK AS HARD TO SAVE YOUR LIFE IF YOU'RE A DONOR.**

When you go to the hospital for treatment, all staff members are focused on saving your life, not somebody else's. You'll be seen by a medical team whose specialty most closely matches your particular emergency.



## MEDIA Resources



### DOWNLOADABLE CONTENT

- Broadcast quality SOTs and B-roll
- High-resolution photos with captions
- Correct logos for usage

### DATA POINTS

- Localized donor/recipient numbers
- Number of registrations in city/county
- Local data adds facts to feature stories

### GRAPHICS/QUOTES/SMEs

- Use in broadcast, print and social
- Press releases with attributable quotes
- Media trained subject matter experts

# Tips for Pieces on Organ Donation

1. In language, tone and images used, be mindful and respectful. The Society of Professional Journalists (SPJ) Code of Ethics calls on reporters to “Do No Harm” by treating all story subjects as human beings deserving of respect and compassion. In accordance with this principle, we recommend against using imagery of operating rooms and surgical procedures. Also pay attention to the potentially stigmatizing or offensive words used.
3. Rely only on donation and transplant professionals to provide technical details about donation and transplantation. It is not uncommon during highly stressful times for family members of donors or recipients to not fully understand the many unfamiliar and complicated conversations, terminology and activities taking place in the hospital.

## Say This, Not That

<b>RECOVER</b> organs	<b>HARVEST</b> organs
<b>DECEASED</b> donor	<b>CADAVER</b> donor
<b>VENTILATED</b> support	on <b>LIFE</b> support
<b>REMOVE SUPPORT</b>	<b>PULL THE PLUG</b>

2. Organ donation is a rare and generous event. When a piece doesn't mention the donor's generous gift, the public is left with an overly simplistic understanding of organ donation. Always include an opportunity to register as an organ donor: “To register as a donor, please visit [registerme.org/DLPA](http://registerme.org/DLPA).”

4. Pieces with sensationalized or inaccurate information are damaging to public trust, to those awaiting transplantation, and to the honor of donors and donor families who have given the gift of life. If ever in doubt, contact the media contacts below for more information or to talk to an expert on donation in the media.

Language is very powerful; it can perpetuate misconceptions or offer a space for awareness. Help us foster a better understanding of donation and save lives by using the correct donation terminology. In 2005, the Association of Organ Procurement Organizations (AOPO) standardized appropriate donation terminology. AOPO reasoned that avoiding words and phrases that cause concern among donor families and the general public would increase both understanding and acceptance of the donation process. This terminology is used by the American Society of Transplantation (AST) and the Annenberg School of Communication for best practice use in television productions nationwide.

# Donation by the Numbers

more than  
**100,000**

the number of people awaiting an organ transplant nationally.

**6,500**

the approximate number of people awaiting transplantation in Pennsylvania.

**50%**

the percentage of people in PA who are registered organ, tissue and cornea donors; below national average.

**17**

the number of people who will die each day without receiving a transplant

**10** every  
minutes

someone new is added to the national transplant waiting list

**8**

can be saved by one organ donor. One tissue donor can heal 75 lives.



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Media  
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