



CORE

Center for Organ Recovery & Education

A Pledge for Life

DMV AMBASSADOR HANDBOOK

WELCOME

Welcome to the CORE DMV Ambassador Program, "Driving Hope".

We are delighted that you have chosen to be a part of this exciting initiative and hope that this will prove to be a rewarding, ongoing volunteer experience for you. We believe that this program has the potential to help us increase the number of registered donors in our service area, which means that we can save more lives through organ, eye and tissue donation.

During training, we will provide you with:

- A summary of this program and its goals
- Details about your role and responsibilities
- Ideas for building good will and relationships at the DMV office
- How to share donation information and address common myths
- Information about specific DMVs you will “adopt” and visit regularly
- Forms that you will complete after your DMV office visits
- This handbook, which we hope will be a useful reference
- Contact information if you have questions, suggestions or comments

This DMV Ambassador initiative is part of an overall plan to increase donation awareness at DMV offices across the service area.

CORE is dedicated to **Saving** and **Healing** lives through organ, tissue and cornea donation throughout Western Pennsylvania, West Virginia & Chemung County in NY. Your role, as a DMV Ambassador, is an integral part of this program by helping us to increase the number of registered donors.

We value your ideas, suggestions and concerns, so please feel free to share them with us at any time. Together, we can truly make a difference in the lives of those who are awaiting an organ transplant.

PROGRAM CONTACTS

Your contacts for this project are listed below. We are available if you need to order additional materials, have suggestions or ideas you’d like to share with us related to this project. For any questions about this project, please contact your CORE representative.

Cheryl King
WV Outreach Coordinator
cking@core.org
(412) 963-3550
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Bernelle Wood
PA Outreach Coordinator
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CORE MISSION

TO SAVE AND HEAL LIVES THROUGH DONATION.

CORE is one of 56 federally designated not-for-profit organ procurement organizations (OPOs) in the United States, serving nearly five million people in western Pennsylvania, West Virginia and Chemung County, New York.

Like all OPOs, CORE coordinates the surgical recovery and matching of organs, tissues and corneas for transplantation within our service region. CORE is also entrusted with the privilege of supporting donor families during the donation process and beyond. CORE’s **VISION** is that every potential donor will make *A Pledge for Life*, ultimately ending the deaths of those on the National Transplant Waiting List, all the while maintaining integrity for the donation process, dignity for the organ, tissue and cornea donors, and compassion for their families.

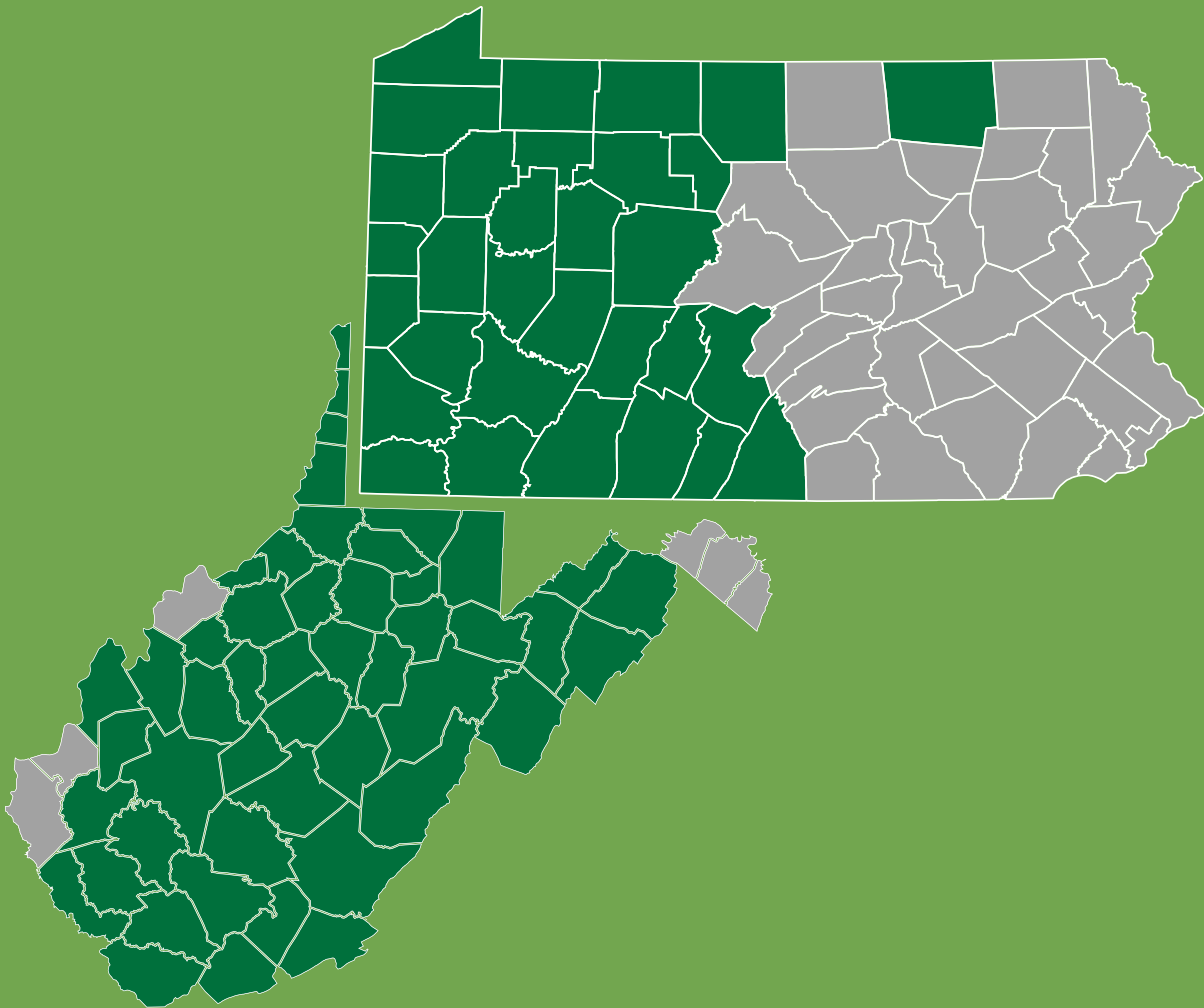
CORE partners with the staff from more than 150 hospitals, as well as funeral directors, coroners and medical examiners, to offer hope and a second chance at life to the thousands of people who are waiting nationwide for life-saving and healing organ, tissue and cornea transplants.

Through public education initiatives, awareness events, programs like this one as well as media campaigns, CORE works tirelessly to create a culture of donation within the hospitals and communities we serve. Our hope is that by fostering a greater understanding of donation and transplantation, we offer hope to those waiting, while also honoring the truest heroes of donation: the donors and their families.



Heart recipient Gene Wolbert at the Uniontown, PA DMV

CORE's PARTNERING DMVs



YOUR ROLE & RESPONSIBILITIES

In your role as a DMV Ambassador, we would like you to make regular visits, as predetermined by the CORE Outreach Coordinator and approved by the WV and PA DMV Director of Regional Office Operations, to a specific DMV office or offices.

Ideally, these offices will be convenient to your home, school or work, to reduce drive time to/from your visits. Depending on your availability and other factors, you may want to “adopt” just one office or you may want to “adopt” several.

Please think about the time commitment involved for each office, including time spent driving, visiting, observing, waiting, interacting and reporting, in order to make a decision about what is feasible for you personally. We estimate that fulfilling the various DMV Ambassador Program responsibilities takes about 10 hours per DMV office per year. We are thankful for your commitment to this program regardless of the number of DMV offices that you decide to adopt.

We would like you to visit your offices regularly as determined by the CORE Outreach Coordinator to ensure that materials are available for customers and to help identify any concerns of the DMV staff. If you cannot visit your office(s) at the predetermined time for any reason, please let us know in advance, if possible, so we can make alternate arrangements for visits. As you know, the key to any relationship is regular contact, so we want to maintain an ongoing schedule of visits over the months and years to come.

BEFORE YOUR VISIT

- **CONTACT THE CORE OUTREACH COORDINATOR**
We have been instructed to work with the Director of Regional Office Operations and to avoid confusion this will be completed by the CORE Outreach Coordinator (OC). Our goal would be to plan ahead and schedule meetings in advance so that CORE can contact the Director.
- **SET A DATE/TIME FOR A BRIEF VISIT**
Most DMVs are open from 8:30 a.m. – 5:00 p.m. with some exceptions. Please check exact days and hours that each is open before making any visit. The best days and times are in the middle of the week and middle of the month. You will experience lower customer traffic and will have a better chance of getting to see either the Manager or Supervisor of the location.
- **PREPARE MATERIALS**
At this time many offices have at least two cases of Donate Life Brochures on hand – generally you will only need to ask for more at your location if none are available in the customer area.
- **REVIEW VISIT REPORT FORM**
This will help you remember what to look for during your visit.

DMV VISITS

DURING YOUR VISIT

- **COME PREPARED**

Wear your DMV Ambassador lanyard and bring Donate Life materials in the event the DMV office may need more brochures.

- **TAKE NOTE OF THE SPACE**

What is the approximate size of the office? Is it one room, or several rooms? Is there a waiting area? How many chairs are there? Is it crowded? Are people sitting or standing? What is on the walls? How many Examiner stations/counters are there? Are there areas of the office that seem to attract lots of customers?

- **TAKE NOTE OF DONATION MATERIALS**

Is the donation display (poster/rack cards) in a good, visible, accessible location? Is it in good condition – or does it need to be replaced? Are there enough brochures available or did you need to ask for more from the Manager or Supervisor? Are other materials displayed? If so, what and where? When customers ask about donation, are materials being provided by Examiners or other DMV staff? Are there things that your DMV office could use that would improve their function? Do you see any Donate Life plaques, flags or certificates?

- **TAKE NOTE OF WHAT CUSTOMERS ARE DOING**

Are people sitting or standing while they wait? How long, on average, do they wait? What are they doing while they wait? Are some customers speaking Spanish or other languages? What are the demographics (age, ethnicity, gender) of the customers in your office?

- **TAKE NOTE OF DMV OFFICE STAFF**

How many staff members are there? Do they all appear to be Examiners, or are some performing other functions (e.g. reception/greeting)?

- **TAKE NOTE IF YOU HEAR THE DMV STAFF ASK ABOUT DONATION. AND HOW THEY ASK.** All DMV Office staff are trained about organ, tissue and cornea donation as a part of their orientation. They are requested to ask each customer if they wish to be an organ donor in a neutral way as not to sway the customer's decision.

- **WAIT IN LINE TO SPEAK TO AN EXAMINER.**

Take this time to observe the office space, customers and interactions around you. While this approach can take longer than stepping to the front of the line, we've found that fellow customers like us much more for waiting our turn!

- **INTRODUCE YOURSELF AND ASK TO SPEAK WITH THE MANAGER**

Once you have made your request, you will generally be asked to wait for the Manager or Supervisor, please inform the representative that you will step to the side to wait so that customers can continue to be served.

SPEAKING TO THE MANAGER

- **INTRODUCE YOURSELF**

Introduce yourself as an Advocate with CORE serving Donate Life Pennsylvania (DLPA) or Donate Life West Virginia (DLWV), the organizations responsible for educating Pennsylvanians and West Virginians about organ, tissue and cornea donation. Once you have established your role you will not need to complete this every time with the Management staff, but when asking for the manager or supervisor, it is suggested you always introduce yourself so that the representative can relay who is requesting management. Also, make a note of the manager's name so you can ask for them by name in the future.

- **REVIEW DMV AMBASSADOR PROGRAM**

Chances are that by now, your contact is well aware of this program. If not, explain that DMV officials have reviewed, approved and support this program. If needed, you can explain that your role is part of an overall outreach program to help raise donation awareness in the local DMV office(s) in your area and you will be making regular visits to their office to ensure that they have adequate supplies of materials, to try to answer any questions that arise and to show them how much their efforts are appreciated.

- **ANSWER QUESTIONS**

Ask them if they have any needs or questions that you can either relay to us at CORE or try to answer yourself. Also, take this opportunity to remind them that more than 95% of organ donors make their decision to donate at DMVs, and that's why the program is so important. Together we are saving and healing lives!

AFTER YOUR VISIT

- **WRITE DOWN YOUR MENTAL NOTES**

Please try not to write notes or complete your feedback form while you are in the DMV office. Instead, just take mental notes and then jot down your thoughts on the feedback form after you return to your car. Our goal is to develop closer, better relations with DMV office staff, so we wouldn't want them to think that we are "grading" or "evaluating" their work.

- **SUBMIT EVALUATION FORM**

Please complete one feedback form for each DMV office visit. That on-line form can be found at www.core.org/volunteer/resource-request-forms.

- **IF NEEDED, CONTACT CORE**

Of course, if an issue arises that is complex or needs immediate attention, please do not hesitate to call the CORE Outreach Coordinator. We appreciate all of your feedback and will make every effort to respond to and resolve any issues in a timely manner.

BUILDING RELATIONSHIPS AT DMVs

All DMV Customer Service Representatives (CSR) have all been trained on the knowledge and understanding of donation. However, it is not a comprehensive training that would provide them the ability to answer questions from customers nor is it their duty. We are not trying to make them experts on donation and we do not expect them to become advocates for donation. We simply want them to feel supported, informed and comfortable with the topic of donation, as well as appreciated for doing a good job of asking each and every one of their customers if they wish to be a donor.

Think about the good relationships in your life. What are some of the things they have in common?

Your answers might include trust, shared history, values, beliefs and goals, good communication, enjoyable time spent together, caring for each other, and more. Many of these factors are important building blocks for any positive, productive relationships.

One of the key goals of this program is to develop closer, improved relationships with DMV Service Representatives, ultimately leading to increased donor registry rates. How can we achieve this? One way is by treating them as we would our friends – with care and respect for the difficult job they do.

Put yourself in their shoes for a minute. Imagine that you are a Service Representative, seeing possibly hundreds of different people in a day, trying to assist and fulfill their requests. Waiting times in some DMV offices can be long. Customers often have other places they’d much rather be. Some customers may be in a hurry, certain DMV transactions can be complicated, and maybe one of your colleagues called in sick. All of these factors can lead to difficult situations for them to handle on a daily basis.

What we are asking them to do is take time from their already busy day to pay attention to our cause. We need to find ways of doing this that are helpful, unobtrusive and not too time consuming for them.

CORE believes that the relationships you are building with the DMV staff is a key step toward increasing donation rates in our state.



DONOR DESIGNATION

USEFUL TIPS

- Try to schedule your visits, especially your first time, on a day/time that is less busy. Typically, Mondays and Fridays are the busiest DMV days. You may want to ask for suggestions about this.
- If you visit and the lines are long and the staff is very busy, please wait your turn in the line (even if a DMV staff member says you don’t need to) because we risk angering other waiting customers if we go to the head of the line.
- Have the questions you want to ask ready in your head and make sure you have all your materials in hand when you visit.
- If you are a transplant recipient or donor family member, please feel free to share that information during your visit. That’s an important part of why you are an Ambassador and just saying that you are a heart recipient or that your family member was a kidney donor (for example) is a very powerful, moving statement. If you are an Ambassador without a personal connection to donation or transplantation, you may want to consider taking an organ, tissue or cornea recipient, donor family member, living donor, etc. on one of your DMV office visits. Introduce them and let them share their story, if time permits. Or, you could offer to bring one of these special guests during your next visit.
- Remain positive and upbeat in your conversations. Convey support and empathy if they tell you they are having a bad/hard day. If they seem too busy to speak with you, ask if there is a better time to visit or maybe there is someone else in the office who they’d like you to speak with.
- Ask what you can do to make things easier for them. Maybe you can restock the donation brochures or hang a new poster to replace the old one on the wall? Make sure you have their permission to do these things and that you have appropriate supplies (e.g. tape, tacks, etc.) to be able to handle these tasks on your own, without having to borrow any items.
- Be responsive. If you are asked a question about donation and you feel confident answering it, please do so. Or, if you’re not sure of the correct answer, tell him/her that you will look into it and get them an answer. Make sure you follow up and provide the requested information in a timely manner. If the contact is willing to share his/her e-mail, that might be a good way to respond.
- Do not seek approval for special events or activities within the DMV. We must only offer these if we have prior approval from the Director of Regional Office Operations. If you or someone within your local DMV has a suggestion please let them know that you will share it with your CORE Outreach Coordinator and get back to them on the opportunity. It is a privilege to make visits to our DMV offices and we in no way want to jeopardize our ability to make sure educational materials are available to the public.

SHARING DONATION INFO

Am I too old to be a donor? How much does donation cost? Will doctors try to save my life if they know I am a donor? What do I need to do to be a donor?

Those of you who have been donation volunteers and advocates for years know that people often have questions about organ, eye and tissue donation. Some folks have fears or concerns, as well. As a DMV Ambassador, you can expect to be asked for donation information and providing accurate, sensitive answers is an important part of your role.

So that you know what to expect and how to respond to some of the most frequently asked questions, in the next three sections of the manual we are providing:

- **FACTS ABOUT DONATION**

- **COMMON MYTHS AND MISCONCEPTIONS**

Of course, if there are questions you are not sure how to answer, please jot down the person’s name and contact information (phone number, e-mail address) and tell them that you will get back to them. In addition to the content in this manual, you may also find helpful information online at www.core.org or www.donatelife.net.

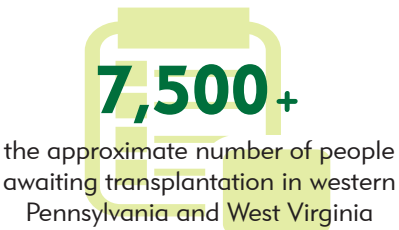
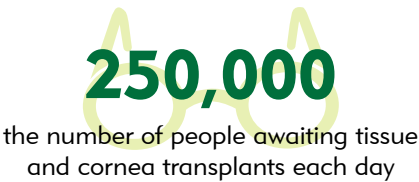
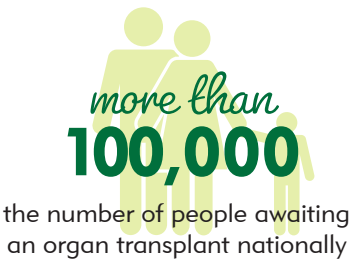
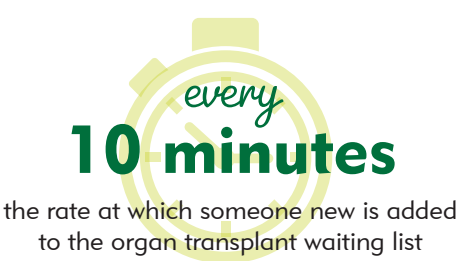
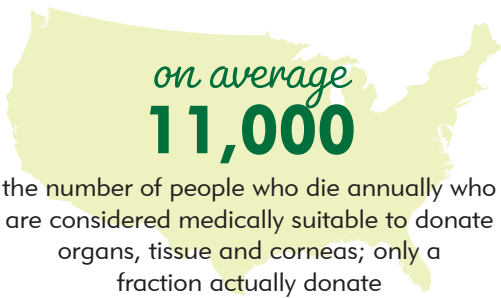
The good news is that most people that you will meet as a DMV Ambassador are positive about donation. They agree that organ donation lets something good come out of a person’s death. And, most people you will talk with as an Ambassador think there should be a registry of donors, although most are not aware it already exists. This is an excellent opportunity to educate people about the DMV and online registry in our state.

Although most people feel positively about donation, some may be reluctant to join the donor registry due to misunderstanding and misinformation about the issues surrounding donation. In this section, we review some of the reasons or myths that may keep people from registering to be a donor so that you are prepared if people ask you about these issues.

In general, it is a good idea to start off your response to anyone’s questions or concerns about donation by acknowledging their feelings, especially if they are expressing a fear. We all know that this is not a topic that most people feel comfortable discussing. Few people like to think about death and organ and tissue donation are not popular dinnertime subjects. Rather than dwelling on the topic of death, we should focus on the fact that organ donation is literally a second chance at life for someone else.

Also keep in mind that while some peoples’ misunderstandings about donation can be addressed by sharing factual information with them, a very small number of people truly don’t want to talk or think about this topic. They may state one of these myths as a way of trying to avoid or end a conversation with you. If someone says something inaccurate about donation, but does not appear interested in speaking with you about it, consider offering them a brochure instead. That way, they can refer to it at their convenience. Regardless of how strongly we feel about donation and how much we want to promote this cause, we need to respect the feelings of those who think differently.

BY THE NUMBERS



FAQs

These are some of the most commonly asked questions asked by both DMV staff and DMV customers. If you are asked a question that you cannot answer, please get the person's contact information and ask your CORE coordinator to follow-up with them.

Who can register to become an organ, tissue and cornea donor?	Anyone! Every Pennsylvanians and West Virginian, age 18 or older, who's gone to a DMV office for a state-issued ID card or driver's license, is eligible to register as a donor. Those who are younger than 18 may designate themselves as donors, however parents/guardians of minors are consulted before donation can occur.
How does someone register as an organ, tissue and cornea donor?	Every Pennsylvanians and West Virginian who's gone to a DMV office for a state-issued ID card or driver's license, is offered the opportunity to register a donor. Those who's like to register but would not like to have the donor designation symbol appear on their ID/license, can register online at www.registerme.org .
If someone puts the donor designation on their ID or driver's license, will their wishes be carried out?	Pennsylvania and West Virginia, along with the majority of states in the U.S., honor, "first person authorization," meaning that if you're an adult and you've designated that you want to be a donor when you die, your wishes will be honored first and foremost and cannot be revoked by anyone else. However it is always good to let your family know your donation decision so they can support and help carry out your wishes.
Can someone sell their organs?	No. The National Organ Transplant Act (Public Law 98-507) makes it illegal to sell human organs and tissues in the United States. Violators are subject to fines and imprisonment. Among the reasons for this rule is the concern of Congress that buying and selling of organs might lead to inequitable access to donor organs with the wealthy having an unfair advantage.
Is the DMV registry associated with living donation?	No. The registry is for deceased donation only. If you wish to donate an organ to someone in need while you're alive, you would make arrangements at the recipients' transplant center. The living donation section of the UNOS website (unos.org) has information and links to living donation websites.
Can someone become an organ donor as well as donate their body to science?	Total body donation and organ/tissue donation are different processes handled by separate organizations. A PA, WV or NY driver's license/ID consent is only for organ, tissue and eye donation. If you wish to donate your entire body, you should directly contact the facility of your choice to make arrangements.

For more frequently asked questions, information and resources, please visit DonateLife.net or CORE.org.

DISPELLING MISCONCEPTIONS

MYTH	FACT
If I'm in an accident and they find my license, medical professionals will not try to save my life.	When you go to the hospital for treatment, paramedics, nurses and doctors focus on saving your life — not somebody else's. CORE is only notified after all life-saving efforts have failed.
Maybe I won't really be dead when they recover my organs.	Although it's a popular topic in the tabloids, in reality, no one has ever awoken to discover they're in surgery becoming an organ donor. In fact, people who have agreed to organ donation are given more tests to determine that they're truly dead than are those who haven't agreed to organ donation. Donation doesn't happen until after death has been declared.
My body will be mutilated if I donate.	Doctors maintain the utmost respect for the donor and organs are removed in a routine operation similar to other types of surgeries. Organ and tissue donation will not interfere with traditional funeral arrangements such as an open casket funeral.
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% 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 old or too sick to become an organ donor.	No one is ever too old or too young to give the gift of life. 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. At the time of death, CORE reviews medical and social histories to determine suitability for donation. Every potential donor is evaluated on a case-by-case basis at the time of their death to determine which organs and tissue are suitable for donation.
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.
Wealthy people are the only people who receive transplants.	Financial and celebrity status do not determine who receives a transplant. A national computer network, maintained by the United Network for Organ Sharing (UNOS), matches organs according to height, weight and blood type, followed by medical urgency and then time accrued on the waiting list. Age, race, gender, religious affiliation or financial status are not factors that affect the order in which people receive their transplants.
My family will have to pay for costs related to my donation.	Donors and their families are not responsible for any costs related to donation. All costs are incurred by the organ procurement organization.

ETHNICITY & DONATION

Some diseases of the kidney, heart, lung, pancreas and liver are found more frequently among minorities than in the general population. For this reason, people in minority groups have a particularly high need for organ transplants and account for nearly two-thirds of those on the national transplant waiting list.

For example, African-Americans comprise just 13% of the U.S. population, yet represent 32% of all U.S. patients receiving dialysis due to kidney failure. This is primarily due to the prevalence of hypertension and diabetes — both of which are leading causes of kidney disease — in the African-American community.

Compounding this problem is the fact that the number of African-Americans who are in need of transplantation is significantly disproportionate to the number who are registered organ donors.

Although organs are not matched according to race/ethnicity, and people of different races frequently match one another, all individuals waiting for an organ transplant will have a better chance of receiving one if there are large numbers of donors from their racial/ethnic background. This is because compatible blood types and tissue markers — critical qualities for donor/recipient matching — are more likely to be found among the same ethnicity.

A greater diversity of donors may increase access to transplantation for everyone.

AFRICAN-AMERICAN

- 13% of the population.
- 30% of those waiting for an organ transplant.
- 33% of patients awaiting kidney transplant.
- 22% of all transplant recipients.
- 16% of deceased donors.

HISPANIC/LATINO

- 17% of the population.
- 19% of those waiting for an organ transplant.
- 16% of all those who received transplants.
- 14% of deceased donors.

ASIAN, NATIVE HAWAIIAN & PACIFIC ISLANDER

- 8% of the population.
- 9% of those waiting for an organ transplant.
- Five times more likely to need an organ transplant..
- 3% of deceased donors.

Source: OPTN

TRAINING SCENARIOS

Because you may encounter a variety of situations during your DMV office visits, we thought it would be helpful to review some possible scenarios in an effort to determine the best way(s) to respond should these issues arise. At the training sessions, we will discuss these scenarios and brainstorm different ways of handling them. Please feel free to jot down notes about different responses that you believe would work well in these situations.

1. You have just traveled a half hour to get to one of your assigned DMV offices which is furthest from your home. After waiting in line for 20 minutes, a Service Representative tells you that the Manager is too busy to talk with you right now. What should you do?
2. On your visit to your DMV office, you find the Donate Life poster/rack card display in a location where it's difficult to see. What should you do?
3. On your visit to your DMV office, you notice that they have an old donation poster on the wall. It's looking very worn, with tears around the edges. What should you do?
4. During one of your DMV office visits, you've been waiting in line to speak with the Manager and you've noticed that a Service Representative is not asking customers if they wish to be a donor when they are getting or renewing their licenses. What should you do?
5. During one of your DMV office visits, you've been waiting in line and overhear the Service Representative say to the customer ahead of you "You don't want to be a donor, do you?" What do you do?



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501 Morris Street
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www.core.org
1-800-DONORS-7