

APRIL IS
NATIONAL



MONTH

SPEAKERS GUIDE



CONTACT

COLLEEN SULLIVAN

Director of Public Affairs & Donor Family Services
csullivan@core.org
(412) 963-3550

NICOLE BATES

Exec. Admin. Assistant, Community Outreach
nbates@core.org
(412) 963-3550

NICOLE LAZARO

Public Affairs Coordinator (PA)
nlazaro@core.org
(412) 963-3550

MICHELLE CHRISTENSON

Donor Family Support Coordinator
mchristenson@core.org
(412) 963-3550

JILL McGRAIL

Donor Family Services Coordinator
jmcgrail@core.org
(412) 963-3550

AJ GARDENER

Equity, Inclusion, and Diversity Coordinator
agardener@core.org
(412) 963-3550

SARA McMAHAN

Public Affairs Coordinator (PA)
smcmahan@core.org
(412) 963-3550

SIDNEY HARPER

Multicultural Outreach Coordinator
sharper@core.org
(412) 963-3550

KATELYNN METZ

Marketing/Communications
kmetz@core.org
(412) 963-3550

CHERYL KING

Public Affairs Coordinator (WV)
cking@core.org
(412) 963-3550

CHELSIE SOBECKI

Donor Family Advocate/Support Coordinator
csobecki@core.org
(412) 963-3550

LIVE SPEAKER TRAINING



ABOUT NATIONAL DONATE LIFE MONTH



National Donate Life Month (NDLM) was established by Donate Life America and its partnering organizations in 2003. Observed in April each year, National Donate Life Month helps raise awareness about donation, encourage Americans to register as organ, eye and tissue donors and to honor those that have saved lives through the gift of donation.

DONORS ARE SUPERSTARS!

Did you know that April is one of the best times of the year to stargaze?

This April, we invite you to look up to the night sky and the billions of stars that make up the universe. Stars remind us that even in the darkest night, there is light.

Your decision to be an organ, eye and tissue donor gives hope and light to the 100,000 people on the national transplant waiting list who are waiting for a second chance at life. That's why donors are superstars.

This National Donate Life Month, join us in helping save and heal lives: register your decision to be an organ, eye and tissue donor, learn more about living donation, and champion the Donate Life cause.

This National Donate Life Month, we ask you to be a part of this interconnected life-sustaining community by registering as an organ, eye and tissue donor; becoming educated about living donation; and championing the Donate Life cause.

**“Not only do we live among the stars,
the stars live within us.”**

-Neil deGrasse Tyson

WATCH TRAINING VIDEO



NUMBERS TO REMEMBER



500

the approximate number of people awaiting transplantation in West Virginia



7,000

the approximate number of people awaiting transplantation in Pennsylvania



more than
100,000

the number of people awaiting an organ transplant nationally



250,000

the number of people in need of tissue and cornea transplants



17

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



every
10 minutes

someone new is added to the national transplant waiting list



8

the number of lives one individual can save as an organ donor



75

the number of lives one individual can heal through tissue donation

LIVE SPEAKER TRAINING



USING THE RIGHT WORDS

Language is very powerful; it can perpetuate misconceptions or offer a space for awareness. Help CORE 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 unanimously supported and used by the American Society of Transplantation (AST) and American Society of Transplant Surgeons (ASTS), and has been adopted by the American Journal of Transplantation.

To show respect and sensitivity to those who give the gift of life and their loved ones, we request that only appropriate terms be used when referring to organ, tissue and cornea donation.

APPROPRIATE TERMS | INAPPROPRIATE TERMS

"Recover" organs	"Harvest" organs
"Recovery" of organs	"Harvesting" of organs
"Donation" of organs	"To harvest" organs
"Deceased" donation	"Cadaver" donation
"Deceased" donor	"Cadaveric" donor
"Mechanical" support or "Ventilated" support	"Life" support
Organs, tissue and corneas	"Body parts"
"Brain Death"	"Coma"
"Enhanced" risk	"High" risk

WATCH TRAINING VIDEO



MYTH

FACT

MY BODY WILL BE MUTILATED AND DISFIGURED IF I WOULD 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 OLD TO BECOME AN ORGAN DONOR.

No one is ever too old or too young to give the gift of life. 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.

I AM TOO SICK 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. At the time of death, CORE reviews medical and social histories to determine suitability for donation. Although someone may not be able to donate blood, it does not always prevent the individual from donating organs and/or tissue.

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.

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 determine who receives a transplant.

EMTS AND HOSPITAL STAFF MEMBERS DON'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.

LIVE SPEAKER TRAINING



MESSAGING TIPS

DONATION IS A TRIBUTE TO LIFE

Share your personal experiences with donation and transplantation, while keeping in mind that today's life is a tribute to donors and donor families.

CALL TO ACTION

The purpose of telling your story is to inspire others to register as organ, tissue and cornea donors. Our goal is that each person leaves informed of their opportunity to donate and empowered to save and improve the lives of countless donors through the decision to register. Please end all speeches with a call to action by encouraging everyone in the audience to register to be a donor on their driver's license, state ID or online at core.org/register.

DISPEL THE MYTHS

There are many misconceptions about donation, and they are a major barrier to the donation process. Time permitting, the audience should understand the facts on donation. You can read more about those myths and misconceptions on the following page.

DOS

- Keep to the allotted time.
- Use the words "recovery" and "brain death."
- Talk in simple terms.
- Speak about how your transplant or donation experience has positively affected you.
- Speak slowly, and remember to look up and make eye contact with the audience.

DON'TS

- Use the word "harvest." It's harsh on the public ear.
- Say "they're kept on life support." Individuals being evaluated for donation have died. There is no need for life support. They simply are on a ventilator that is providing oxygen.
- Use clinical jargon or try to impress the audience with your knowledge of healthcare terminology.
- Think you must be an expert or professional speaker. You are sharing your story, which no one can do better than you.

WATCH TRAINING VIDEO



Speech Guidelines

TRANSPLANT RECIPIENT

- I. Personal Introduction
- II. Story
 - a. Life Before Transplant
 - b. Realizing the Need for Transplant
 - c. The Wait
 - d. Impact on Family and Friends
 - e. The Transplant
 - f. Life After Transplant
 - g. Reflection on Donor and Donor Family
- III. Questions (if appropriate and with time permitting)

WAITING LIST CANDIDATE

- I. Personal Introduction
- II. Story
 - a. Life Before Need for Transplant
 - b. Realizing the Need for Transplant
 - c. The Wait
 - i. Limitations
 - ii. Fears
 - iii. Reflection on Potential Donor and Donor Family
 - iv. Impact on Family and Friends
- III. Questions (if appropriate and with time permitting)

LIVE SPEAKER TRAINING



DONOR FAMILY

- I. Personal Introduction
 - II. Story
 - a. Reflecting on the Life of Loved One
 - b. Prognosis / Accident
 - c. Hospital – Donation Process
 - d. Impact on Family and Friends
 - e. Honoring Loved One
 - f. Donation / Transplantation Reflection
 - g. Contact With Recipients
 - III. Questions (if appropriate and with time permitting)
-

LIVING DONOR

- I. Personal Introduction
- II. Story
 - a. Life Before Donation
 - b. Deciding to Become a Living Donor
 - c. Testing
 - d. Impact on Family and Friends
 - e. Life After Transplant
 - g. Reflection on Recipient and Recipient Family
- III. Questions (if appropriate and with time permitting)

WATCH TRAINING VIDEO





PITTSBURGH
204 SIGMA DRIVE
PITTSBURGH, PA 15238

CHARLESTON
501 MORRIS STREET
CHARLESTON, WV 25325

WWW.CORE.ORG
800-DONORS-7 (800-366-6777)

