



## The DonateLife State Medical Directors' Committee

### Communiqué 26 August 2010

The fourth meeting of the DonateLife State Medical Directors' Committee was held on Thursday 26 August 2010.

DonateLife is an Australia wide network of organ and tissue donation agencies and hospital based staff dedicated to organ and tissue donation. Under the leadership of the Organ and Tissue Authority, State Medical Directors (SMDs) in every state and territory are responsible for delivery of the national reform program in their respective jurisdictions.

The DonateLife State Medical Directors' Committee has been established by the acting Chief Executive Officer (CEO) of the Organ and Tissue Authority as a governance committee to consider and make recommendations to the Authority in respect of the strategic priorities, clinical and data governance, planning and leadership of the DonateLife Network, and the implementation at a state-based level of the World's Best Practice Approach National Reform Package on Organ and Tissue Donation for Transplantation.

The DonateLife State Medical Directors' Committee comprises the a/g CEO (Chair), the National Medical Director (NMD) and the SMDs of each State and Territory, including:

Ms Liz Cain (A/g CEO)  
Dr Gerry O'Callaghan (NMD)  
Dr Jonathan Gillis (NSW)  
Dr Imogen Mitchell (ACT)  
Dr Helen Opdam (Vic)  
Dr Phillip Sargent (Qld)  
Dr Dianne Stephens (NT)  
Dr Sally Tideman (SA)  
Dr Andrew Turner (TAS)  
Dr Kevin Yuen (WA)

The fourth meeting was attended by all SMDs and by senior officials from the State and Territory Health Departments as well as the Department of Health and Ageing. The NMD was an apology at this meeting. The addition of officials from all health departments ensures that the efforts of the DonateLife staff reflect state and Australian government policies and processes, that legislative and funding implications are well understood by relevant departments and to promote a nationally consistent and coordinated approach to increasing organ donor rates in Australia.

#### **Progress with the National Reform Agenda**

The DonateLife SMD Committee reviewed progress against the nine Measures which comprise the Australian Government's reform agenda. The Committee focussed heavily on the National Advertising Campaign evaluation, improvements to current reporting requirements and the progress of various workshops.



## **Measure 1: A new national approach and system – a national Authority and network of organ and tissue donation agencies**

The intent of Measure 1 is to increase organ and tissue donation rates in Australia by establishing for the first time in Australia, a nationally coordinated approach to organ retrieval based on world's best practice models.

The Organ and Tissue Authority has been established as a new, independent authority to provide national leadership to the organ and tissue sector and to drive, implement and monitor national reform initiatives and programs. In addition, Organ and Tissue Agencies have been established in each State and Territory, headed by a State or Territory Medical Director and funded by the Authority to coordinate, oversee, lead and report to the Authority on actions taken in each state and territory under the reform program.

### ***Data***

The Committee noted the discussion paper presented by the Authority in respect of the current activities and data management to assist with the planning and execution of future activities related to the National Hospital Death Audit. The Committee agreed to the addition of two new measures to the minimum data set - the total number of hospital deaths and the number of discussions with which subset about organ donation that are initiated by families to the minimum data set.

The Committee agreed that the Authority will work with each jurisdiction to better understand the type of data each of the State Medical Directors collects to enable them to have effective oversight of their jurisdiction. The Committee noted that a better understanding of this will inform the A/g CEO of what information would, in turn, benefit fulfilling the national responsibilities of that role.

## **Measure 2: Specialist hospital staff and systems dedicated to organ donation**

The intent of Measure 2 is to increase organ and tissue donation rates in Australia by providing funding for selected public and private hospitals to employ trained, medical specialists dedicated to organ donation. Since 1 January 2009 the Authority has made available funding to each State and Territory Government, with the effect that 160 doctors and nurses in 76 key hospitals throughout Australia now work as specialist organ and tissue donation clinicians, leading improved clinical staff education and awareness to increase organ and tissue donation rates in hospitals. The State Medical Directors and their DonateLife staff in each jurisdiction work closely with these hospital based staff to implement the hospital based reforms, monitoring and guiding the performance of each hospital.

### ***Reporting requirements***

The Committee advised the Authority on opportunities for improving the current reporting requirements. The A/g CEO agreed to several changes which will improve these requirements such as the duplication of effort for Annual Report information and 4th quarter reporting. The A/g CEO agreed that information required for the Annual Report will come from the 4<sup>th</sup> quarter report with the necessary additional elements such as biography updates be advised separately.

### ***Business Management Plans***

The Committee agreed to the compilation of the Business Management Plans into an aggregated plan for circulation to the membership, acknowledging that these are internal working documents that are for the information of the membership only and are not for broader circulation. They will be marked 'Commercial in Confidence' prior to circulation.

The Committee noted the final draft of the role and responsibility/deliverables and measures documents.

### ***Activity Template***

The Committee made comment on the final draft of the DonateLife Activity Template and advised the Authority that jurisdictions wished to make use of an Authority developed tool to collect the data. The secretariat will circulate the agreed DonateLife Activity Template with a collection tool within the next fortnight.

### ***Change Management***

The A/g CEO noted that change management should be included on an agenda for early discussion with the permanent CEO, noting the significant effort that SMDs are making to achieve change management not only within the hospital system but also within each of the OTDAs themselves. The A/g CEO committed to continuing to support SMDs in their efforts, including through clear and consistent work practices that reinforce the leadership role of SMDs within their OTDAs. Of note was the agreement of the membership to a meeting between the members, the Advisory Council and Agency Managers on a day either before or after the forum (once a year) to inform the forward plan for the next 12 months.

### ***SMD Meetings***

The A/g CEO confirmed that SMDs have the option of inviting agency managers to observe the SMD/jurisdictional representative meetings, at their own cost.

The A/g CEO agreed to provide as much lead time as possible for information dissemination, especially with the papers ahead of each meeting, noting that quality should not be compromised. The Committee was also reminded of the timeliness of their responses to requests for information, as this can impact on the timeliness of the drafting of papers.

### **Measure 3: New funding for hospitals**

The intent of Measure 3 is to increase organ and tissue donation rates in Australia by providing new funding to public and private hospitals to address the additional staffing, bed and other infrastructure costs associated with organ and tissue donation. The Authority has been providing States and Territories with this additional funding, based on the activities within hospitals, since July 2009.

Discussion of this measure was held over to the next meeting.

## **Measure 4: Coordinated, Ongoing Professional Awareness and Education**

The intent of Measure 4 is to increase organ and tissue donation rates in Australia through an ongoing, nationally consistent and targeted program of recognised professional development and training, coordinated by the Authority.

### ***ADAPT***

The Committee discussed the progress of the ADAPT workshops and training skills workshops.

The Committee agreed that oversight of Nursing ADAPT needs to include a strong role by the senior nurses and education officers in each jurisdiction, noting that we need to learn from the experience to date in a number of critical work areas for the national reforms and put in place clear, accountable governance structures and responsibilities. The Committee agreed that Medical and Nursing ADAPT need to have the same core objectives so that they are not teaching different things.

### ***New Committee***

The A/g CEO flagged that she is considering establishing a broadly based committee as a technical clinical group to advise on some elements of the Authority's work, such as the TSANZ protocols and raised the option of using such a group to provide structured advice and oversight of both Medical and Nursing Adapt in the future. The A/g CEO will advise further on this option as work progresses.

### ***PowerPoint Presentations***

The Committee noted the status of the PowerPoint Presentations. The overarching Authority Presentation will be considered with all presentations at the September meeting.

### ***Schools Education***

The Committee considered the paper drafted by Dr Phil Sargent on schools curricula and donation education and agreed that each jurisdiction will commence similar discussions with their Education Departments and will also provide comments on Dr Sargent's proposals in the paper.

## **Measure 5: National Community Awareness and Education Program**

The intent of Measure 5 is to increase organ and tissue donation rates in Australia through an ongoing, coordinated and evidence based national community awareness and education program which will increase knowledge about organ and tissue donation and transplantation and build public confidence in Australia's new donation system. The program includes phased advertising campaign activity together with other community awareness and education initiatives.

The key aim of the National Community Awareness and Education Program is to increase Australia's low family consent rate from 58% to 75% by 30 June 2012.

### ***National Advertising Campaign***

The Committee noted the progress of campaign evaluation, research and planning by the Authority. The Committee discussed the need to include in future research the overarching

DonateLife 'Discover, Decide, Discuss' key message along with specific campaign messages. The OK campaign is recognised as promoting the specific 'Discuss' message during the first phase of campaign activity.

The A/g CEO noted that the Victorian Secretary of the Department of Health had expressed interest in the evaluation results of the campaign and that an out-of-session paper would be developed for AHMAC to inform all jurisdictions. The paper will be circulated for comment by SMDs and jurisdictional representatives.

The Director of Marketing and Communications at the Authority presented a summary of the results of the recent National Advertising Campaign. Results highlighted that the campaign achieved a significant initial increase of 10% in family discussion, 8% increase of people who claim to know family members' wishes and 10% increase in awareness that family consent is sought. The Committee noted that while there is high awareness in the Australian community, the Authority will now track people's actual 'willingness' to donate.

The Committee noted the 18-29 age group has the lowest awareness, however this increased by 35% during the campaign. It was discussed that people in this age group have a fear of talking about death with their family and can often de-rail discussions with the family when a member of their family dies.

The Committee further noted that there has been an increase in all areas of social media such as the number of hits on the DonateLife website, the substantial increase in Facebook members and the number of 'tweets' on Twitter.

A final report of the results will be put together and sent to members on 9 September ahead of the September SMD meeting.

The Committee agreed that all DonateLife Agencies will seek to identify opportunities for use of the existing OK campaign creative executions in liaison with the Authority.

### ***DonateLife Week***

The Committee endorsed the renaming of Australian Organ Donor Awareness Week to DonateLife Week underpinned with a transition plan to recognise the associated risks.

SMDs agreed to talk to their communications officers ahead of the meeting on communications being held in Canberra on 24 September 2010. Communications officers are to come to the meeting with ideas on how we can make DonateLife Week action-oriented.

### **Measure 6: Donor Family Support Service**

The intent of Measure 6 is that through a nationally coordinated approach deceased donor families will be provided with respectful support which is responsive to the needs of each family.

Discussion of this measure was held over to the next meeting.

## **Measure 7: Safe, equitable and transparent national transplantation process**

Under this measure, the Authority, in collaboration with the relevant professional societies, is responsible for maintaining and auditing the implementation of approved national transplantation protocols and standards. This will ensure that the management of transplant waiting lists and the allocation of organs and tissues is effective, equitable and transparent, regardless of where the donor and recipient reside.

Prior to the Authority's establishment, the Transplant Society of Australia and New Zealand were engaged to develop nationally consistent, safe, equitable and transparent process for the management of transplantation waiting lists and the allocation of donated organs across Australia.

### ***TSANZ***

The Committee discussed whether additional actions are needed in relation to items 1 – 7 (identified by TSANZ and documented in the paper) prior to implementation of the TSANZ documents, the governance and appeals issues (including the arrangements in place in each jurisdiction for implementation and oversight), the proposed strategy for addressing the outstanding issues within the TSANZ protocols, the implementation strategy, the processes proposed for developing the protocols and agreed to provide a jurisdictional response to this and other matters discussed under Measure 7 by 6 September 2010.

The draft Australian Health Ministers Advisory Council (AHMAC) paper cannot be prepared in the absence of jurisdictional input. The Committee noted that subsequent to receipt by the Authority of jurisdictional input into these issues, the Authority will proceed to advise AHMAC of the proposed way forward to the resolution of outstanding issues, the implementation plan for the Consensus Statement on Eligibility Criteria and Allocation Protocols and its future development out-of-session.

## **Measure 8 – National Eye and Tissue Donation and Transplantation Network**

The intent of Measure 8 is to increase organ and tissue donation rates in Australia by introducing systems that will deliver a coordinated, accountable, national tissue transplantation service for patients across Australia.

The Committee noted the update on the progress of eye and tissue activities. SMDs agreed to raise eyes and tissues with communications officers prior to the communications meeting on 24 September so this is canvassed and progressed in that context. Members agreed that allocation and eligibility requirements for eyes and tissue should be included in the next iteration of the TSANZ protocols.

### ***Health Outcome International (HOI) recommendations***

The Committee provided advice on strategies to continue progress of the HOI recommendations that fall within the Authority's remit. The A/g CEO advised members that the recommendations in the HOI report that went to the Clinical, Technical and Ethical Principal Committee (CTEPC) that did not fall within the Authority's remit will require jurisdictional policy agreement and funding. The A/g CEO further advised that there was no current budget allocation for those HOI recommendations and that jurisdictional members should bear this in mind when briefing their CTEPC members.

### ***National rationalisation of eye and tissue banks***

The Committee briefly considered and discussed the Queensland paper on the national rationalisation of eye and tissue banks in Australia.

### **Measure 9 - Additional national initiatives, including living donation programs**

The intent of Measure 9 is to increase organ and tissue donation rates in Australia by establishing national protocols to guide initiatives including the practice of 'paired kidney exchange' between living donors and recipients, and living donor liver transplantation.

The two major items in Measure 9 are the Australian Paired Kidney Exchange (AKX) Program and the Donation after Cardiac Death protocol (DCD).

The AKX Program aims to maximise the number of live donor kidney transplants that can be performed in Australia by identifying biologically compatible donor/recipient pairs.

Discussion of this measure was held over to the next meeting.

### **Next meeting**

The Committee agreed that the next meeting will be held in Canberra on 23 September 2010 and that officials be invited to attend.

Subsequent to the August meeting, a decision was taken to postpone the September meeting. The next meeting will now be held in Canberra on 28-29 October 2010 with officials invited to attend.