



What are you waiting for?

Join the Australian Organ Donor Register online today donatelife.gov.au

 facebook.com/DonateLifeAustralia

 [@DonateLifeToday](https://twitter.com/DonateLifeToday)

 [@DonateLifeToday](https://instagram.com/DonateLifeToday)

WHAT CAN I DO?



WHAT CAN I DO?

Help your community discover the facts about organ and tissue donation.

The DonateLife Tool Kit is a free downloadable resource you can use to help us raise community awareness about organ and tissue donation.

By using the Tool Kit, you can help people in your community understand:

- How and why it's important to register your donation decision on the Australian Organ Donor Register
- Why every Australian family needs to discuss and know each other's donation decisions.

The DonateLife Tool Kit contains a range of information and resources to help you promote organ and tissue donation – in your workplace, your local media, your Facebook and Twitter pages, local schools, hospitals and in your community.

- Tell us what you're doing so we can support and promote your event – email enquiries@donatelife.gov.au with details of your event
- Use our newsletter and/or media release template for your local promotions
- Download our range of posters, postcards, online banners and other creative materials
- Promote organ and tissue donation on your social media pages.

We need your help to encourage more Australians to join the Australian Organ Donor Register online, and to share their decision with family and friends.

While the majority (81%) of Australians view registration of donation decisions as important, less than a third have signed up to the national Register.

Why is registration important?

Registering on the Australian Organ Donor Register (AODR) is important because it leaves your family in no doubt of your decision to save lives as an organ and tissue donor. In 2015, 91% of families agreed to donation proceeding where their loved one was a registered donor. This compares to just 52% of families that agreed to donation where their loved one was not a registered donor and the family had no prior knowledge of their loved one's wishes.

To optimise every potential organ and tissue donation, we need every Australian family to decide and register their donation decision, and to discuss and know each other's donation decisions.

Families of registered donors almost always agree to donation proceeding, and people who register their donation decisions are more likely to initiate family discussion.

In Australia, families play a crucial role in the donation process because they are asked to confirm and agree to the donation decision of their loved one. Families also provide vital health information about their loved one to help facilitate the donation process.

Any day is a good day for all Australians to discover the facts about organ and tissue donation, join the AODR and share their donation decision with family and friends. It's also important that you ask and know their donation decision.

**What are you waiting for?
Register your decision online today to save lives!**

WHAT CAN I DO?



Why is organ and tissue donation important?

Organ and tissue donors save and transform the lives of people who are usually very ill or dying because an organ is failing. They may suffer from inherited conditions, through to illness, accidents and genetic defects.

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

While in any one month there are around 1,500 people on transplant waiting lists, the opportunity for organ donation is rare. Each year only around 1% – less than 1,000 – of all hospital deaths are in the specific circumstances where organ donation is possible, with the patient dying in an Intensive Care Unit or Emergency Department on a ventilator.

It is important however to know that many more people can become tissue donors as the circumstances required are less restricted and can occur up to 24 hours after death, regardless of where death occurred.

Get your community chatting

Every Australian family needs to know the donation decisions of their loved ones.

This is because, in Australia, the family of every potential donor is always asked to confirm the donation decision of their loved one before organ and/or tissue donation can proceed.

Families that have discussed and know each other's donation decision are much more likely to uphold that decision.

Having the chat with your family will help you be prepared, should you ever be asked to confirm a loved one's donation decision.

It's a chat that could one day save lives.

It's important to register your donation decision on the Australian Organ Donor Register, and encourage your loved ones to do so.

What we want people to know

All Australians are being urged to join the Australian Organ Donor Register (AODR) online to help end the wait for those in need of a life-saving transplant.

With around 1,500 Australians on transplant waiting lists today, we need to optimise every donation opportunity to save more lives.

Registering on the AODR is important because it leaves your family in no doubt of your decision to save lives as an organ and tissue donor.

Nine in 10 families uphold the decision of a registered donor – it provides comfort to families in knowing what their loved one wanted.

This compares to just 52% of families agreeing to donation where the potential donor had not registered or discussed their donation wishes.

The AODR is the only national register to record your decision to become an organ and tissue donor.

Only around 1% of all hospitals deaths are in the specific circumstances where organ donation is possible (around 1,000 deaths in 2015). Many more can become eye and tissue donors as tissues can be donated up to 24 hours after death, regardless of where death occurred.

Don't wait. If you are willing to save lives as an organ and tissue donor, join the AODR online today, and discuss your decision with your family and friends. To find out how to register online visit donatelife.gov.au

WHAT CAN I DO?



How do I register?

You can register online, or update your existing AODR record, via your myGov Medicare online account – or on the Express Plus Medicare mobile app – no paperwork needed!

You can also register online or download a registration form at donorregister.gov.au

If you previously registered your donation decision as a donor when applying for or renewing a driver's licence, you need to join the AODR to make sure you have a current record of your decision (only people in South Australia can register on the AODR via their driver's licence registry).

Helping all Australians Discover, Decide and Discuss

Some Australians are unsure about whether their religious or cultural background supports organ and tissue donation.

Christianity, Islam, Buddhism, Judaism and Hinduism all support organ and tissue donation. Very few religions do not.

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, the OTA 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, Orthodox and Jewish faith and they are available in Vietnamese, Chinese (traditional), Arabic, Turkish, Italian, Spanish, Greek, and English.

The DonateLife AODR 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 AODR.

To view these resources visit donatelife.gov.au or email us at enquiries@donatelife.gov.au.

SOCIAL MEDIA

Share the message on Facebook

Like and Share the [DonateLifeToday](#) page on Facebook.

You can also motivate people to register their donation decision online by encouraging your friends and family to engage in online discussions, posting pictures from events, and by sharing updates and information. Or you could upload a DonateLife banner to your wall or in the status update and encourage your friends 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 chose Organ Donor. This is another way of sharing your donation decision with your family and friends.'

We encourage you to post on your Facebook page. Your message could be something like:

Knowing that my loved one was a registered donor helped us make the decision to proceed with donation. Discuss your decision with your family. #endthewait #havethechat donatelif.gov.au

OR

Discover the facts about organ and tissue donation, make and register your donation decision on the Australian Organ Donor Register, and 'have the chat' with your loved ones about your donation decision. #endthewait donatelif.gov.au

OR

1500 Australians are waiting for a life-saving transplant. Please register as an organ and tissue donor and help #endthewait donatelif.gov.au

OR

I registered on the AODR and just had the chat with my family that could one day save a life. Share your organ and tissue donation decision with your loved ones. #endthewait @havethechat More information at donatelif.gov.au

You can also encourage your supporters to become DonateLife Facebook fans.

Tag a friend and help spread the word!

You'll find DonateLife's Facebook page at: facebook.com/DonateLifeAustralia

Instagram

Follow [@DonateLifeToday](#) on Instagram

Get involved on Twitter

Follow [@DonateLifeToday](#) on Twitter.

You could also promote using Twitter by tweeting:

I registered my donation decision online on the AODR. What are you waiting for? #endthewait

OR

I registered & had the chat that could save lives! Share your donation decision with your family #endthewait

OR

I'm one of 1,500 Australians waiting for a life-changing transplant. Please join the AODR online and help #endthewait

SOCIAL MEDIA



DonateLife Hashtags

Make sure you include these campaign hashtags when posting or tweeting about your support for DonateLife:

#endthewait

#DonateLife

#organdonation

#havethechat

Hashtags can be used on Facebook, Twitter and Instagram.

Hashtags are like keywords that can be used to organise posts or tweets. They facilitate the searching and grouping of posts that contain the same keywords or phrases.

By including your hashtag in a post or tweet, you are automatically joining the conversation surrounding that tag. Your post will appear in a feed along with all other posts containing the same hashtag.

Below is an example of a tweet using hashtags:



Donate Life Today @DonateLifeToday

Discover, Decide, Discuss: The conversation you have today could one day transform the lives of 10 or more people [#DonateLife](#) [#organdonation](#)

[Details](#)

Chat about it on Snapchat

Send your friends a Snapchat to let them know you've registered your donation decision and encourage them to do the same!

GET INVOLVED



GET INVOLVED

Help promote DonateLife

There are plenty of ways you can show your support and encourage Australians to register their donation decision on the Australian Organ Donor Register and discuss their decision with their loved ones – this might be in your workplace, the local media, on your Facebook and Twitter pages, local schools, hospitals and in your community.

- Use our newsletter and/or media release template for your local publication
- Download one of our posters, online banners or email signature
- Add a Twibbon to your Twitter or Facebook profile.

Your organisation might be interested in joining the DonateLife Corporate Partnership Program, which aims to engage the Australian corporate community to educate employee and customer networks about organ and tissue donation and motivate family discussions.

To be eligible your organisation must meet certain requirements. For more information visit donatelife.gov.au/corporate-partners

Host an 'End the Wait' Event

Hold an event to encourage Australian families to 'have the chat'. This could include:

- Download a poster to display on notice boards in staff rooms, staff changing rooms, restrooms and kitchens.
- Organise a morning tea or lunch to raise awareness and encourage registration and discussion.
- Include information about the AODR in newsletters or the intranet including a link to the AODR.
- Display registration brochures in your staff room or lunch area.
- Encourage colleagues to use the DonateLife email signature images.

Below are some tips to help get you started:

- Email the details of your event to enquiries@donatelife.gov.au for promotion on the DonateLife website and social media pages.
- When promoting the event on social media, use the hashtags **#havethechat** and **#DonateLife**, and include the donatelife.gov.au link to help people access more information about organ and tissue donation. E.g. Our [organisation] is hosting a community talk to encourage local residents to **#havethechat** about organ and tissue donation [add information about event].
- Magenta is the colour of organ and tissue donation in Australia so we encourage you to colour your event in a sea of magenta.

GET INVOLVED



Generate publicity

You can help raise awareness in your community:

- Ring your local radio station to share your story about organ and tissue donation.
- Post a blog about why you decided to support organ and tissue donation.
- Brief local media contacts on organ and tissue donation and what is happening in your community.
- Contact your local newspaper to organise a photo opportunity to promote your event.
- Write a letter to the editor of your local paper encouraging your community to have the chat about organ and tissue donation decisions.
- Write an opinion piece for a newspaper or newsletter about the importance of organ and tissue donation and family discussion of donation decisions.

Promote organ and tissue donation in your community

- Ask employees, members and volunteers to use and display DonateLife materials within their own communities (schools, sporting groups, universities, libraries etc.).
- Invite local libraries and councils to stage their own DonateLife displays and provide them with access to DonateLife materials.
- Hold your own public education display/s at major community hubs within your area.
- Add a DonateLife banner to your Twitter or Facebook page.
- Share information about your religion's or culture's position in support of organ and tissue donation. You can find information about religious and cultural support for organ and tissue donation here.

Promote organ and tissue donation in your school

DonateLife School Education resources are available for Year 8 and 9 teachers to introduce organ and tissue donation and transplantation into classrooms around Australia.

The resource for Year 8 students, **'The Gift of Life'**, introduces students to a range of issues relating to organ and tissue donation and transplantation.

The resources for Year 9 students, **'Have the Conversation'**, present students with different perspectives about organ and tissue donation and ethical issues relating to transplantation.

Both sets of learning activities are aligned to the Australian Curriculum in the areas of English and Science; they are also relevant to the learning areas of Civics and Citizenship and Health and Physical Education.

The resources are available online and can be accessed by teachers either from the DonateLife website (donatelife.gov.au/school-education) or through the Education Service Australia Scootle national portal.

Support DonateLife Week

DonateLife Week is the national awareness week to promote organ and tissue donation in Australia. In 2017 DonateLife Week will be held from Sunday 30 July – Sunday 6 August.

DonateLife Week is a key part of the Australian Government's national reform programme to increase organ and tissue donation and transplantation outcomes and is led by the Organ and Tissue Authority.

During DonateLife Week, events are held across Australia to encourage all Australians to:

- **Discover** the facts about organ and tissue donation;
- **Decide** and register an informed decision on the Australian Organ Donor Register; and,
- **Discuss** their decision with their loved ones.

To find out about DonateLife Week 2017 visit donatelife.gov.au

RESOURCES

The below text could be used 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.

What are you waiting for? Join the Australian Organ Donor Register online today and save lives.

Australians are being urged to join the Australian Organ Donor Register (the Register) online and to discuss their donation decision with loved ones.

"[Your Organisation] is proud to support greater awareness of the importance of and ways to register donation decisions on the national Register.

[Your organisation] will be [insert details of any activities your organisation may be involved in including date, venue and booking details] to promote the importance of registering your donation decision on the national Register and the need to share your donation decision with family and friends.

[Organisation spokesperson] said, "Joining the national Register is important because it leaves your family in no doubt of your decision to save lives as an organ and tissue donor."

"With one organ and tissue donor able to transform the lives of 10 or more people, all Australians are urged to join the Register online and have a chat with our loved ones. These two simple steps could one day save lives," said [Organisation spokesperson].

Organ donation is a unique gift. Only around 1% of all hospital deaths are in the specific circumstances where organ donation is possible (around 1,000 deaths in 2015). Many more can become eye and tissue donors as tissues can be donated up to 24 hours after death, regardless of where death occurred.

"Even if you have previously made a decision about organ and tissue donation, any day is a great opportunity to remind your family about your donation decision, and to ask and know their decision.

"Last year, 1,448 Australian lives were transformed through the generosity of 503 deceased organ donors and their families who agreed to donation proceeding"

Don't wait. Join the Australian Organ Donor Register online today, and discuss your decision with your family and friends.

For more information visit donatelife.gov.au



Engage the media

You can adapt the below media release template for your local workplace, sporting or community organisation and issue to local media to generate awareness about organ and tissue donation.

[Organisation name] urges [location] families to have the chat that saves lives

[Organisation] is urging [location] residents to join the Australian Organ Donor Register (AODR) online to help end the wait for those in need of a life-saving transplant.

To help encourage more Australians to join the Australian Organ Donor Register online to help save lives [organisation] will be [insert details of any activities your organisation may be involved in including date, venue and booking details].

“Registering on the AODR is important because it leaves your family in no doubt of your decision to save lives as an organ and tissue donor,” said [spokesperson]

“With around 1,500 Australians on transplant waiting lists today, we need to optimise every donation opportunity to save more lives – we can all do this by joining the Register online and sharing our decision with family and friends.”

In Australia, the family will always be asked to confirm the donation decision of their loved one before donation for transplantation can proceed. Families that have discussed and know each other’s donation decisions are much more likely to support donation proceeding.

“We urge all Australians to discover the facts about organ and tissue donation, and to make and register your donation decision on the Australian Organ Donor Register and let your family and friends know your decision.”

For more information, visit donatelife.gov.au or [organisation name and contact details]

Send an email to your loved ones

Here’s a draft email that you can adapt and personalise to send to your family and friends to let them know that you have made a decision about becoming an organ and/or tissue donor, and have registered that decision on the AODR. It’s important that you know their decision too so don’t forget to ask them whether they have made a decision.

Hi [mum/dad/brother/sister/uncle/aunt/grandparent/friend]

Just wanted to share something with you that is important to me. I’ve made a decision.

In case you ever need to know, I’ve decided to become an organ and tissue donor if anything should happen to me. I’ve registered my decision on the Australian Organ Donor Register but you also need to know because you could be asked to confirm my decision.

So now you know. But what about you? It’s important I know what you want, because one day I could be asked to confirm your decision.

I think it’s pretty amazing that one organ and tissue donor can save the lives of up to 10 people, and transform the lives of many more.

I found a lot of helpful information at donatelife.gov.au and wanted to share this link with you. What are you waiting for? You too can help end the wait.



The Organ and Tissue Authority

leads implementation of the Australian Government's national reform program to increase organ and tissue donation for transplantation. The Organ and Tissue Authority's aim is to: capacity within the health system to maximise donation rates; and, to build community awareness and stakeholder engagement across Australia to promote organ and tissue donation.

The DonatLife Network

comprises DonatLife staff in 78 hospitals across Australia and in eight specialist organ and tissue donation agencies. The DonatLife Agencies work within the DonatLife Network to lead a nationally consistent and coordinated service within its jurisdiction, including organ donation coordination services, community awareness and education, and donor family support services.

Contact us to discuss how we can support your activities and to learn about other ways you can get involved.

Organ and Tissue Authority

Level 6, 221 London Circuit,
Canberra ACT 2600
PO Box 295 Civic Square ACT 2608
T 02 6198 9800
enquiries@donatlife.gov.au

DonatLife ACT

Canberra Hospital,
Building 6, Level 1, Yamba Drive,
Garran ACT 2605
T 02 6174 5625
F 02 6244 2405
organ.donation@act.gov.au

NSW Organ and Tissue Donation Service

Level 6, 4 Belgrave Street,
Kogarah NSW 2217
T 02 8566 1700
F 02 8566 1755
seslhd-nsworgandonation@health.nsw.gov.au

DonatLife NT

1st Floor, Royal Darwin Hospital
Rocklands Drive,
Tiwi NT 0810
T 08 8922 8349
F 08 8944 8096
donatlife@nt.gov.au

DonatLife QLD

Building 1, Level 4,
Princess Alexandra Hospital
199 Ipswich Road,
Woolloongabba QLD 4102
T 07 3176 2350
F 07 3176 2999
donatlife@health.qld.gov.au

DonatLife SA

Level 6, 45 Grenfell Street,
Adelaide SA 5000
T 08 8207 7117
F 08 8207 7102
donatlifesa@health.sa.gov.au

DonatLife TAS

Hobart Corporate Centre
Level 3, 85 Macquarie Street
Hobart TAS 7000
T 03 6270 2209
F 03 6270 2223
donatlife.tasmania@dhhs.tas.gov.au

DonatLife VIC

Level 2, 19-21 Argyle Place South,
Carlton VIC 3053
T 03 8317 7400
F 03 9349 2730
donatlife@redcrossblood.org.au

DonatLife WA

Suite 3, 311 Wellington Street,
Perth WA 6000
T 08 9222 0222
F 08 9222 0220
donatlife@health.wa.gov.au

donatlife.gov.au

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