



DonateLife

Sharing your story about organ and tissue donation

A guide to media engagement
and interviews



Stories about organ donors and their families are incredibly powerful and can inspire the community to think about whether they want to become a donor. These stories can sometimes attract interest from media outlets, including newspapers, radio, podcasts, TV or online news sites.

Sometimes the media will approach families directly to discuss their family member's donation – particularly in cases where there has already been public interest. This can be challenging without support.

In addition, sometimes families of organ donors want to share stories that honour their family member, and choose to share to encourage others to register as donors.

DonateLife is here to support you.

Choosing to share your story

Sharing your organ donation experience publicly is a personal decision, and can be helped by having support from DonateLife. You should never feel obliged to do media interviews unless you and your family feel ready to. It's okay to say no.

We know from talking with families that the time needed before sharing your story is different for everyone. We encourage you to carefully consider if you and other family members are ready before sharing your story in the media. This will help to ensure all family members can be properly supported through the process.

How we can help you

We have communications teams across the country who can help you prepare to speak to the media with practical support and advice. We offer a range of free services to help you with this, including:

- declining requests for interviews if you do not wish to speak to the media, and asking for privacy for your family
- helping to draft a short statement from your family to the media if you wish to provide information but do not want to be interviewed
- helping you prepare for a media interview, especially if there is information you'd like to keep private
- being present with you and your family to provide support during any media interviews
- providing the media with key messages, statistics, and other general supporting information about organ donation for their story.

We can also work with you to share your family member's story on DonateLife platforms such as our website or social media when you are ready.

Confidential system

Australia's organ and tissue donation program is confidential. Legislation and policy in each state or territory prevents health professionals from disclosing information that might publicly identify a donor or transplant recipient.

All Australian state and territory governments agree it is important to maintain the privacy of organ and tissue donors and recipients. To respect the privacy of all parties, we ask you not to share the specific details such as the date of your family member's donation in the media.



SCAN TO FIND



Contact your local DonateLife agency

Scan the QR code to contact your local
DonateLife communications team.

[donatelife.gov.au/ find-your-local-
donatelife-agency](https://donatelife.gov.au/find-your-local-donatelife-agency)