

Resource Sheet

Organ Donor Information Kit

Recognizing the BMV is the first place many Ohioans are approached about the option of placing their name on the Ohio Donor Registry, Ohio's legislators recently mandated that driver training classes provide new drivers with the information needed to make an educated and personal decision about donation. Lifeline of Ohio, with support from the Ohio Transplant Recovery Council, was awarded a grant from the Second Chance Trust Fund to create an educational video and supplemental decision kit.

The video was distributed to all driver training schools and enterprises in the fall of 2002, and the decision kit is expected to be distributed this fall.

"We wanted the decision kit to be more than a brochure," said Brianna Abbott, Lifeline of Ohio community education coordinator. "To make it truly a 'decision kit,' we wanted to provide students with the tools needed to make an educated decision in a clear, concise manner, while appealing to and engaging our target audience of 15-16-year-old high school students."

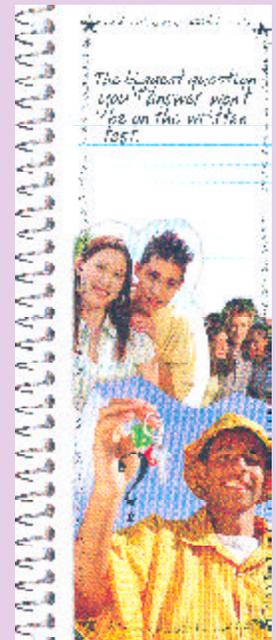
The kit is designed to look like a spiral-bound notebook. It uses bright

colors and is printed on lined notebook paper. Carol Greentree, account supervisor at HMS Success, the consulting firm working on the kit, said students can identify with notebooks because that's how they take notes everyday in class.

"Our experience shows to reach the target group, you must design a piece that is colorful, easy to read, draws the audience's attention and is easy to identify with," Greentree said. "By putting pictures of people their age on the cover, and by designing the kit to look and feel like a notebook, we hope it will draw the driver education students into the piece."

The slim size of the decision kit allows students to slip it in their pocket and take it home to have a discussion with their families. Abbott said the goal of the kit is to provide students and families with information they may need to make a decision about registering with the Ohio Donor Registry based on the facts of donation, and not on the common myths and misrepresentations they see on TV.

"We tried to be all-encompassing when deciding which information needed to be included in the kit,"



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Abbott said. "There are six pull-out cards with information on the basic facts of donation, how each individual can make a difference, myths and misconceptions, common questions, how students can get more information, and what organs and tissues can be donated. After reading it, students should realize they have the ability to make an amazing difference through donation."

To bring the message closer to home for the students, three individuals share their personal stories related to organ and tissue donation in the decision kit. Since her liver transplant, Morgan Matthews, a full-time student at Ohio University, shares that she has returned to school and is looking forward to a healthy future. OSU senior split-end and tissue recipient Drew Carter tells the story of the gift a generous stranger gave to him, allowing him to return to the OSU football team and play the sports he loves. Kathy Trolio shares the story of a hero, her son, Brandon, who gave the gift of life when he died in 2001.

"Younger people sometimes don't understand the need for organ donors and the impact donation has on people's lives," Trolio said. "We have met one of Brandon's recipients and I've seen first-hand the improvement it made in his life and in the lives of his family. I share Brandon's story because I want to help others, and inspire others to donate."

The supplemental handout to go with the organ donation video is completed. It is a lapel pocket-width decision kit which has all the facts about organ and tissue donation that students and parents will need.

25 brochures in each pack.

Total of 525 in each box.

To order free copies for your students, contact:

Valerie Luptak at (614) 466-3250
or e-mail at vluptak@dps.state.oh.us.



Many Thanks!



May 19, 2004

I just wanted to take a moment and share with you some of the latest stats and news regarding the impact that the partnership between drivers education courses and the topic of organ donation is having on registration rates in the Ohio Donor Registry.

Prior to the inclusion of the video or the decision kit registration rates for kids under 18 averaged 53.4 percent. When the video was introduced the average registration rate for kids under 18 increased to 54.9 percent. Since the implementation of both the video and the Decision Kit the average registration rate for kids under 18 has increased yet again to 57.0 percent.

That is an increase of nearly 4 percent! A huge jump when we compare that to those receiving their driver license or id card that are 19 or over and the registration rates has averaged 47 and 48 percent in the same time frame - less than a 1 percent change.

Three weeks ago, the Decision Kit brochure that is distributed in the classes by your instructors was awarded a PRISM award by the Public Relations Society of America Central Ohio Chapter for being an outstanding piece.

I can't begin to express how much I appreciate all of the driving instructors playing a role in the effort to save lives - it truly makes a difference! I thought you might be interested in hearing how much of an impact you have been having.

Best Wishes,
Brianna