



Pennsylvania Organ and Tissue Donation Awareness Program

2016-17 Annual Report to the General Assembly

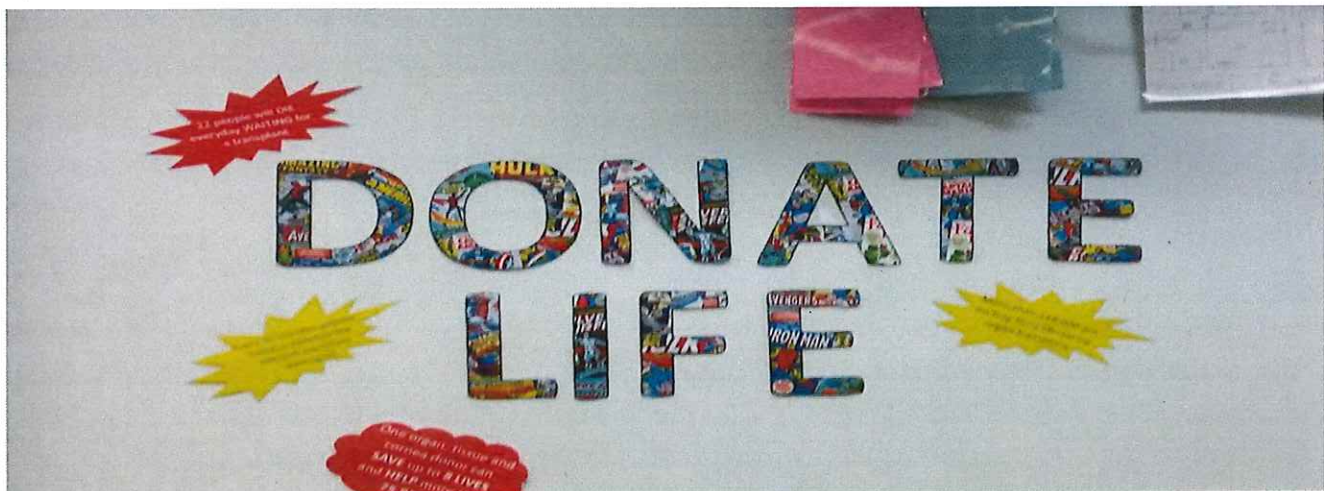
In keeping with provisions of Pennsylvania Act 102 of 1994 that established the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund, Organ Donation Advisory Committee (ODAC) and Pennsylvania's Organ and Tissue Donation Awareness Program, this annual report provides information for the period of July 1, 2016 to June 30, 2017 for:

- Departments of Education, Health and Transportation;
- Pennsylvania's two organ procurement organizations – the Center for Organ Recovery & Education (CORE) and Gift of Life Donor Program (GOL); and
- Donate Life Pennsylvania.

Department of Education

The Department of Education contracts with the Lancaster-Lebanon Intermediate Unit 13 (IU13) to administer the **Organ and Tissue Donation Awareness (OTDA) Project**. The OTDA Project seeks to help secondary students pre-think critical issues that surround organ and tissue donation. Each teen can then make an informed decision about donor designation when obtaining their driver's license and communicate their wishes to family members. On September 15, 2016, a new OTDA Coordinator joined IU13 and promptly convened a meeting with the planning committee, which consists of representatives from the Departments of Education and Health, CORE, GOL and secondary schools, to maintain program continuity. Accomplishments in 2016-17 include:

- Approximately 700 **OTDA Classroom Toolkits** were distributed in 2016-17. Aligned with the Pennsylvania Academic Standards, this interdisciplinary teaching tool is easy to use and completely reproducible for immediate use in the secondary education setting. The toolkit is under revision with the hope to create a fully electronic option in 2017-18 that will make it easier for teachers and students to access while also saving on printing and distribution expenses.
- The **OTDA Institute for Educators** was held May 11-12, 2017 in State College. More than 60 educators and school representatives attended sessions on diverse organ and tissue donation and transplantation topics. Forty-two attendees completed evaluations, giving high marks (5 = Excellent) to the eight presenters (4.68 to 4.97); organization of the institute (4.88); enhanced professional growth (4.74); and enhanced content knowledge in OTDA (4.70).



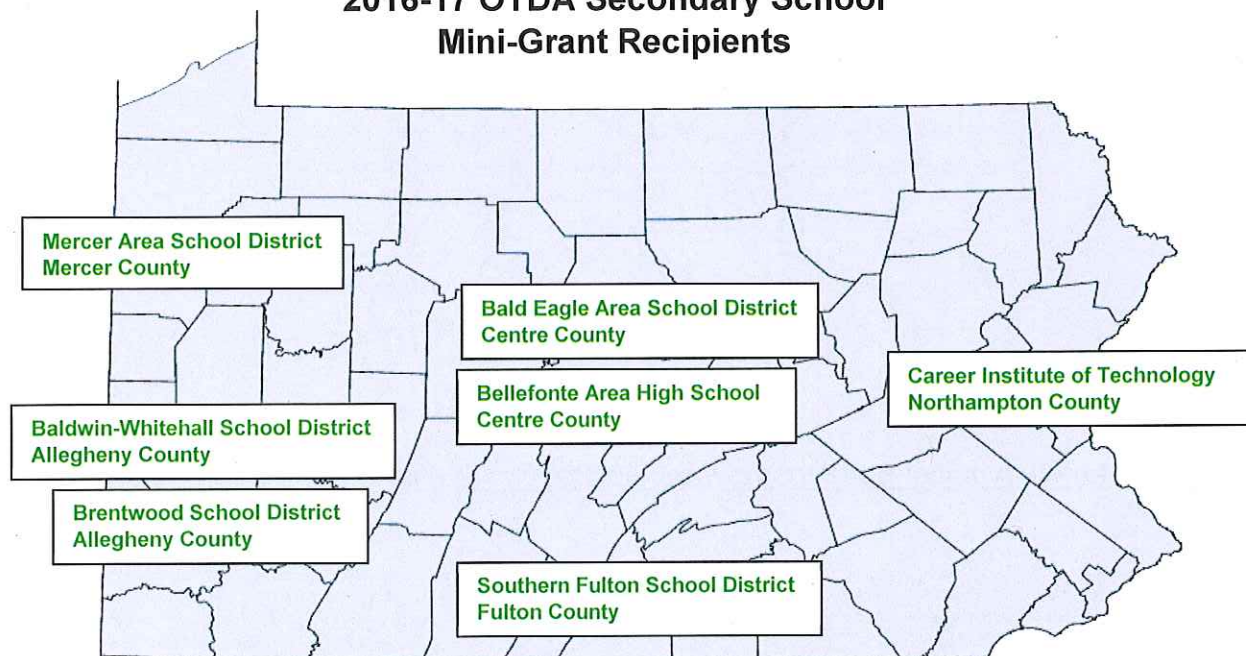
On April 21, 2017, Mercer Area School District hosted an OTDA Symposium with the theme, "Be a Super Hero." Educators and students from Grove City, Mercer, Reynolds and Sharon schools in Mercer County attended. Mercer students made superhero-themed materials, such as the example above, that included information on organ and tissue donation.

- The popular **OTDA Student Camps** continued in 2016-17. Two days of student camps were held at CORE headquarters in Pittsburgh in March 2017 with more than 200 students and teachers participating. Each day included donor/recipient stories, organ

donation process overview, live cadaver demonstration via Skype with St. Louis University, medical transplant specialists, cornea transplant information and social media communication. In May 2017, 30 students and teachers participated in a camp at GOL in Philadelphia, which consisted of similar presentations. Although the evaluations were very positive, the May date proved to be difficult for students to attend due to end-of-year activities; thus, future camps will be held earlier in the school year. The student camps not only offer inventive content and demonstrations, but reveal diverse, advanced career choices in the science, technology, engineering, and mathematics (STEM) realm of which students might not have been aware.

- In the 2016-17 school year, the Department of Education awarded seven **OTDA mini-grants** totaling nearly \$20,000 for projects submitted by secondary school educators. Projects integrate organ, eye and tissue donation topics across the curriculum. Students share learning experiences with family, friends and the broader community to spread donation awareness. Resources for educators, including an OTDA curriculum framework and information on the mini-grant program, are readily available at <http://www.iu13.org/educators/instruction/improvement/state-initiatives/otda>.
- Fifteen mini-grant applications were received in June 2017 for the 2017-18 school year. Information on the funded proposals will be included in the next annual report.

2016-17 OTDA Secondary School Mini-Grant Recipients



"I have been teaching for 39 years and this year has been the best because we were able to do so many activities that made a big impact on our students, thanks to the Organ and Tissue Donation Awareness grant."

- Rodney Leese, Teacher, Southern Fulton Jr/Sr High School

Department of Health

The Department of Health oversees administration of the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund, which consists of private, voluntary contributions. In state fiscal year (SFY) 2016-17, 97 percent of the Trust Fund revenue came from \$1 donations added by PennDOT customers at the time they obtain/renew their driver's licenses and vehicle registrations. As noted in the 2015-16 Annual Legislative Report, Trust Fund sustainability is gravely challenged by declining revenues. The Organ Donation Advisory Committee has made promotion of the Trust Fund - its work and accomplishments - and diversification of revenue sources priorities.

**GOVERNOR ROBERT P. CASEY MEMORIAL ORGAN AND TISSUE
DONATION AWARENESS TRUST FUND
July 1, 2016 - June 30, 2017**

Beginning Balance	\$1,404,891
 <i>Revenue – Pennsylvanians may contribute \$1 at the time of application or renewal of a driver's license and \$1 at the time of vehicle registration; by designating all or some of their state income tax refund to the Trust Fund; and through direct tax-deductible donations to the Trust Fund in care of the Department of Health:</i>	
Driver's License Applicants	\$259,562
Vehicle Registrations.....	\$494,437
State Income Tax Contributions	\$10,876
Private Donations.....	\$2,042
Interest/Investment Income.....	<u>\$10,195</u>
Total Revenue	\$777,113
 Total Funds Available	 \$2,182,004
 Expenditures	
Department of Education.....	(\$288,338)
Department of Health (broken out by category below).....	(\$741,000)
- Statewide Education and Information Campaign.....	(\$617,406)
- Voluntary Benefit Program Reimbursements.....	(\$11,170)
- Personnel/Operating.....	(\$110,344)
- Advisory Committee (travel and meeting expenses).....	(\$2,080)
Department of Transportation.....	<u>\$0</u>
Total Expenditures	(\$1,029,338)
 Ending Balance	 <u>\$1,152,666</u>

Source: Pa. Department of Health

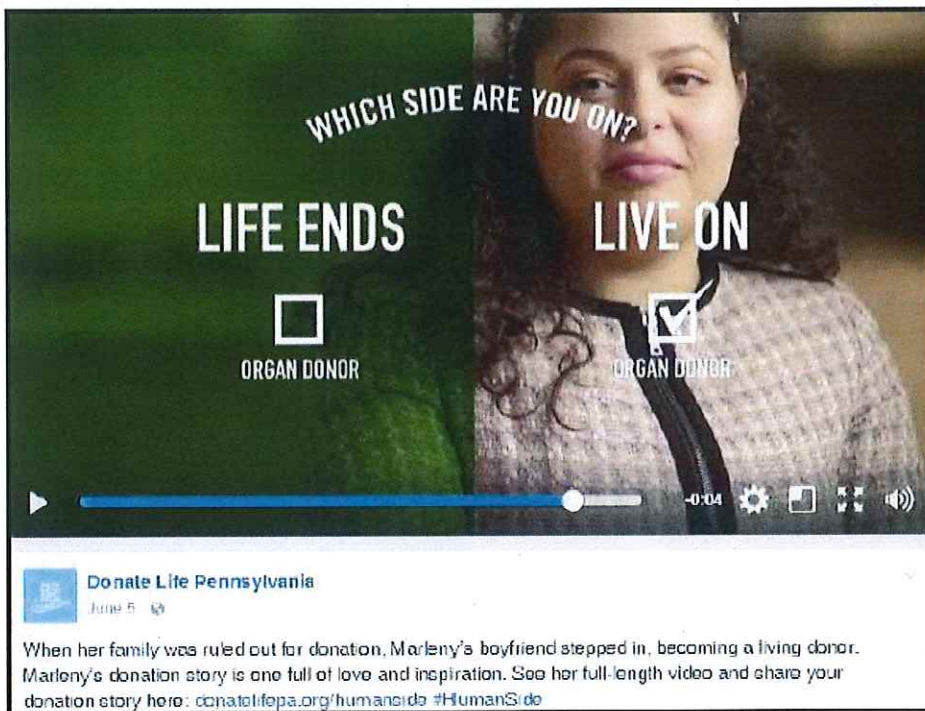
- In 2016-17, approximately 65 people received support from the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund for hotel reimbursement of lodging expenses associated with living donor procedures and grief counseling for family members of deceased donors.
- As part of licensure and complaint surveys, the Department of Health's Bureau of Facility Licensure and Certification, Division of Acute and Ambulatory Care, assesses Pennsylvania acute care hospitals' compliance with provisions of the Uniform Anatomical Gift Act. With the passage of Health Care Facilities Act Omnibus Amendments in July

2013, hospitals could achieve deemed status to use accreditation for licensure, which decreases the number of surveys the department will do annually. During SFY 2016-17, three licensure surveys were completed by DOH surveyors. No hospital facility was cited for failure to comply with the federal requirements related to organ procurement.

Donate Life Pennsylvania

Donate Life Pennsylvania (Donate Life PA) is a collaborative initiative between the Departments of Health and Transportation, CORE and GOL. Trust Fund contributions are used to educate Pennsylvanians, build awareness about the importance of organ and tissue donation and increase the number of people who sign up as organ donors on their driver's licenses and state identification cards. Trust Fund money is distributed to the OPOs according to PA Act 102 of 1994 provisions. The OPOs use no funds directly; they subcontract with a marketing agency that uses Trust Funds to design and execute public awareness campaigns under Donate Life PA. A goal of adding 180,000 new organ donor designations was set for the three-year period

of July 1, 2015 through June 30, 2018. As of June 30, 2017, 82 percent of the goal has been reached, with 148,414 new donor designations.



In the fall of 2016, Donate Life PA commissioned a survey of Pennsylvania adults who reported they were not registered organ and tissue donors to shed light on the wide gap between the high percentage of people who say they support organ and tissue donation and the low

percentage of people who have registered as donors. Past polls show that over 90 percent of Pennsylvanians say they support organ and tissue donation, but recent numbers show that only 46 percent of Pennsylvanians are registered. The pollster asked 400 Pennsylvania adults who said they were not registered organ and tissue donors: "If you were sick or injured and needed an organ or tissue transplant, would you accept the donation?" 82 percent of respondents said yes. Next, respondents were asked to explain why they were not registered as organ and tissue donors, but would accept a donated organ or tissue:

- 23 percent of those surveyed said they just had not thought about becoming organ and tissue donors or just hadn't taken the time to register.
- 21 percent said they did not think they were healthy enough or were too old to donate.

- 15 percent said simply being asked to think about organ donation was enough to convince them to register. “You just made me realize what you said! I will be signing up to be a donor,” said a woman from Erie County.
- 10 percent said they believed doctors wouldn’t work to save their life if it was known they were an organ donor, which remains a persistent myth.

The survey results reinforced the need to continually communicate facts to dispel myths and invest in efforts to make registration as easy as possible, particularly through digital and mobile-friendly platforms. Meetings among all Donate Life PA partners, including PennDOT representatives, are focused on ways to ease online registration through mobile devices and analyze donor designation data to better target strategies.



Other significant accomplishments in SFY 2016-17 include:

- “Peers Talking to Peers” college initiative at Temple University and University of Pittsburgh resulted in 122 new donor designations. Lessons learned through post-event debriefings and evaluations will be applied to the development of college outreach kits.
- The “Real Valentines Are More Than Just Hearts” initiative on the Donate Life PA website and social media aligned Valentine’s Day with organ and tissue donation through the creation of digital and printable e-cards shaped like anatomical organs (heart, kidney and liver). Under the “Real Valentines” banner a message read, “The shape of a heart has become the symbol of Valentine’s Day, but true love can mean so much more. This Valentine’s Day, share a unique alternative to the traditional Valentine’s Day card that showcases your decision to pass on the gift of life as a

registered organ & tissue donor.” The initiative reached 52,805 users via social media and can easily be reused each year.

- Personal stories continue to resonate among audiences of varying demographics and deliver real-world experience to educate and provide facts. Real-life vignettes of nine individuals representing donor family members and recipients were captured in video and still imagery for the “Human Side of Donation” campaign. A campaign-specific landing page was created at <http://donatelife.org/humanside/> and videos and still images were featured in paid Facebook ads and YouTube pre-roll. The individuals’ stories were also

pitched to local media to augment attention. In total, 8,961,434 impressions were delivered through Facebook, YouTube and Twitter and \$72,748 in earned media value was secured. The "Human Side of Donation" stories continue to be used in numerous ways.

Pennsylvania Organ Procurement Organizations (OPOs)

July 1, 2016 through June 30, 2017

CENTER FOR ORGAN RECOVERY & EDUCATION (CORE)

CORE is the non-profit, federally designated OPO serving the western half of Pennsylvania, West Virginia and Chemung County, New York.

Pennsylvania Counties Served:

Allegheny, Armstrong, Beaver, Bedford, Blair, Bradford, Butler, Cambria, Cameron, Clarion, Clearfield, Crawford, Elk, Erie, Fayette, Forest, Franklin, Fulton, Greene, Huntingdon, Indiana, Jefferson, Lawrence, McKean, Mercer, Potter, Somerset, Venango, Warren, Washington and Westmoreland

Pennsylvania Population Served: 4.2 million

Pennsylvania Organ Transplant Centers Served:

Allegheny General Hospital, Children's Hospital of Pittsburgh UPMC, University of Pittsburgh Medical Center Presbyterian and Veterans Administration Pittsburgh Healthcare System

Pennsylvania Tissue Procurement Providers Within CORE's Service Area:

Center for Organ Recovery & Education (CORE)

Pennsylvania Eye Procurement Providers Within CORE's Service Area:

Center for Organ Recovery & Education (CORE) and Lions Eye Bank of Northwestern Pennsylvania

ORGAN DONATION

Total number of referrals.....4,980
 Total number of potential donors.....379
 Total number of donors recovered.....215
 Total number of organs recovered.....847
 Total number of organs transplanted.....591
 Total number of organs provided for research.....140

TISSUE DONATION

Total number of referrals.....21,819
 Total number of potential donors.....9,867
 Total number of donors recovered789
 Total number of tissue grafts produced.....10,951
 Total number of tissues provided for research.....1,538

EYE DONATION

Total number of referrals.....21,819
 Total number of potential donors.....6,500
 Total number of donors recovered.....563
 Total number of eye tissue procured.....924
 Total number of eye tissue transplanted.....745
 Total number of eye tissue provided for research.....57

Source: OPO records.

GIFT OF LIFE DONOR PROGRAM (GOL)

GOL is the non-profit, federally designated OPO serving the eastern half of Pennsylvania, southern New Jersey and Delaware.

Pennsylvania Counties Served:

Adams, Berks, Bucks, Carbon, Centre, Chester, Clinton, Columbia, Cumberland, Dauphin, Delaware, Juniata, Lackawanna, Lancaster, Lebanon, Lehigh, Luzerne, Lycoming, Mifflin, Monroe, Montgomery, Montour, Northampton, Northumberland, Perry, Philadelphia, Pike, Schuylkill, Snyder, Sullivan, Susquehanna, Tioga, Union, Wayne, Wyoming and York

Pennsylvania Population Served: 8.6 million

Pennsylvania Organ Transplant Centers Served:

Albert Einstein Medical Center, Hahnemann University Hospital, Children's Hospital of Philadelphia, Geisinger Medical Center, The Hospital of the University of Pennsylvania, Pinnacle Healthsystem Harrisburg Hospital, St. Christopher's Hospital for Children, Temple University Hospital, Penn State Milton S. Hershey Medical Center, The Lankenau Hospital, Lehigh Valley Hospital, Crozer Chester Medical Center and Thomas Jefferson University Hospital

Pennsylvania Tissue Procurement Providers Within GOL's Service Area:

Gift of Life Donor Program, Community Tissue Services, CryoLife, Inc., LifeNet Transplant Services, Musculoskeletal Transplant Foundation and National Disease Research Interchange

Pennsylvania Eye Procurement Providers Within GOL's Service Area:

Gift of Life Donor Program, Lions Eye Bank of Delaware Valley and SightLife

ORGAN DONATION

Total number of referrals.....3,895
 Total number of potential donors.....813
 Total number of donors recovered.....451
 Total number of organs recovered.....1,547
 Total number of organs transplanted.....1,190
 Total number of organs provided for research.....386

TISSUE DONATION

Total number of referrals.....30,151
 Total number of potential donors.....3,829
 Total number of donors recovered.....1,072
 Total number of tissue grafts produced.....53,600
 Total number of tissue donors for research.....53

EYE DONATION

Total number of referrals.....30,151
 Total number of potential donors.....3,603
 Total number of donors recovered.....1,229
 Total number of eye tissue procured.....2,433
 Total number of eye tissue transplanted.....1,588
 Total number of eye tissue provided for research.....65

Department of Transportation: In SFY 2016-17, a total of 62,194 new organ donor designations were added to driver's licenses and state identification cards, raising Pennsylvania's statewide donor designation rate (DDR) to 47.77 percent. Donate Life Pennsylvania partners have set a goal of surpassing a 50 percent DDR within the next three years. A positive trend is noted: In SFY 2016-17, 23 counties had achieved 50 percent or more compared to 17 counties in SFY 2015-16.

County Ranking by Percent of Driver Licenses and State Identification Cards with Organ Donor Designation									
Source: Pa. Department of Transportation, July 2017									
Rank	County	Total Licenses & ID Cards	# with Organ Donor Designation	%	Rank	County	Total Licenses & ID Cards	# with Organ Donor Designation	%
1	Centre	95,681	55,499	58.00%	35	Lehigh	276,447	133,336	48.23%
2	Chester	393,054	226,279	57.57%	36	Cambria	106,489	51,356	48.23%
3	Warren	30,741	17,227	56.04%	37	Perry	37,401	18,020	48.18%
4	Cumberland	201,577	109,897	54.52%	38	Washington	171,238	82,416	48.13%
5	York	356,169	192,893	54.16%	39	Mifflin	32,567	15,654	48.07%
6	Butler	153,678	82,447	53.65%	40	Beaver	133,273	64,032	48.05%
7	Montgomery	665,576	354,180	53.21%	41	Venango	40,222	19,293	47.97%
8	Adams	79,939	42,089	52.65%	42	Mercer	86,176	40,892	47.45%
9	Susquehanna	31,041	16,309	52.54%	43	Pike	46,065	21,849	47.43%
10	McKean	31,384	16,461	52.45%	44	Sullivan	4,817	2,279	47.31%
11	Bradford	47,373	24,811	52.37%	45	Westmoreland	282,535	133,245	47.16%
12	Wayne	43,689	22,801	52.19%	46	Columbia	49,076	23,106	47.08%
13	Eric	207,998	108,455	52.14%	47	Lawrence	72,304	33,720	46.64%
14	Lancaster	408,751	213,050	52.12%	48	Potter	13,214	6,154	46.57%
15	Bucks	523,489	271,696	51.90%	49	Somerset	58,680	27,326	46.57%
16	Montour	14,646	7,524	51.37%	50	Delaware	441,603	204,630	46.34%
17	Cameron	3,920	1,992	50.82%	51	Berks	322,943	149,138	46.18%
18	Elk	25,837	13,099	50.70%	52	Jefferson	35,146	16,130	45.89%
19	Union	29,222	14,813	50.69%	53	Schuylkill	111,652	50,663	45.38%
20	Blair	97,671	49,484	50.66%	54	Snyder	29,221	13,189	45.14%
21	Allegheny	960,400	485,954	50.60%	55	Carbon	51,580	23,255	45.09%
22	Lycoming	88,839	44,623	50.23%	56	Indiana	60,953	27,173	44.58%
23	Clinton	26,447	13,223	50.00%	57	Bedford	39,666	17,586	44.34%
24	Lackawanna	164,281	82,130	49.99%	58	Armstrong	57,237	25,354	44.30%
25	Tioga	32,446	16,109	49.65%	59	Juniata	17,652	7,794	44.15%
26	Wyoming	23,054	11,431	49.58%	60	Northumberland	70,676	31,180	44.12%
27	Clearfield	60,164	29,546	49.11%	61	Clarion	28,200	12,361	43.83%
28	Franklin	116,312	56,909	48.93%	62	Monroe	136,161	58,836	43.21%
29	Lebanon	110,910	54,110	48.79%	63	Luzerne	250,703	107,885	43.03%
30	Northampton	258,579	125,983	48.72%	64	Greene	27,506	11,591	42.14%
31	Huntingdon	33,442	16,263	48.63%	65	Fulton	11,885	4,811	40.48%
32	Dauphin	219,317	106,098	48.38%	66	Fayette	112,076	44,890	40.05%
33	Forest	4,282	2,068	48.30%	67	Philadelphia	1,116,126	350,423	31.40%
34	Crawford	66,642	32,179	48.29%		TOTAL	9,938,041	4,747,199	47.77%