

# Annual Report to the General Assembly

## Pennsylvania Organ and Tissue Donation Awareness Program

2019-2020



**pennsylvania**  
DEPARTMENT OF HEALTH

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## Introduction

In keeping with provisions of Act 102 of 1994 that established the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund (Trust Fund), Organ Donation Advisory Committee (ODAC), and Pennsylvania’s Organ and Tissue Donation Awareness Program (OTDA), this annual report provides information for the period of July 1, 2019, to June 30, 2020. As required by Act 90 of 2018, this report provides information on expenditures of the Trust Fund and donor designation rates.

## Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund

The Department of Health (DOH) oversees administration of the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund, which consists of private, voluntary contributions. Promotion of the Trust Fund’s vital work and accomplishments and diversification of revenue sources have become essential to the continued existence of a Pennsylvania organ and tissue donation program aimed at saving lives.

Figure 1: SFY 2019-20 Pennsylvania Budget for Trust Fund

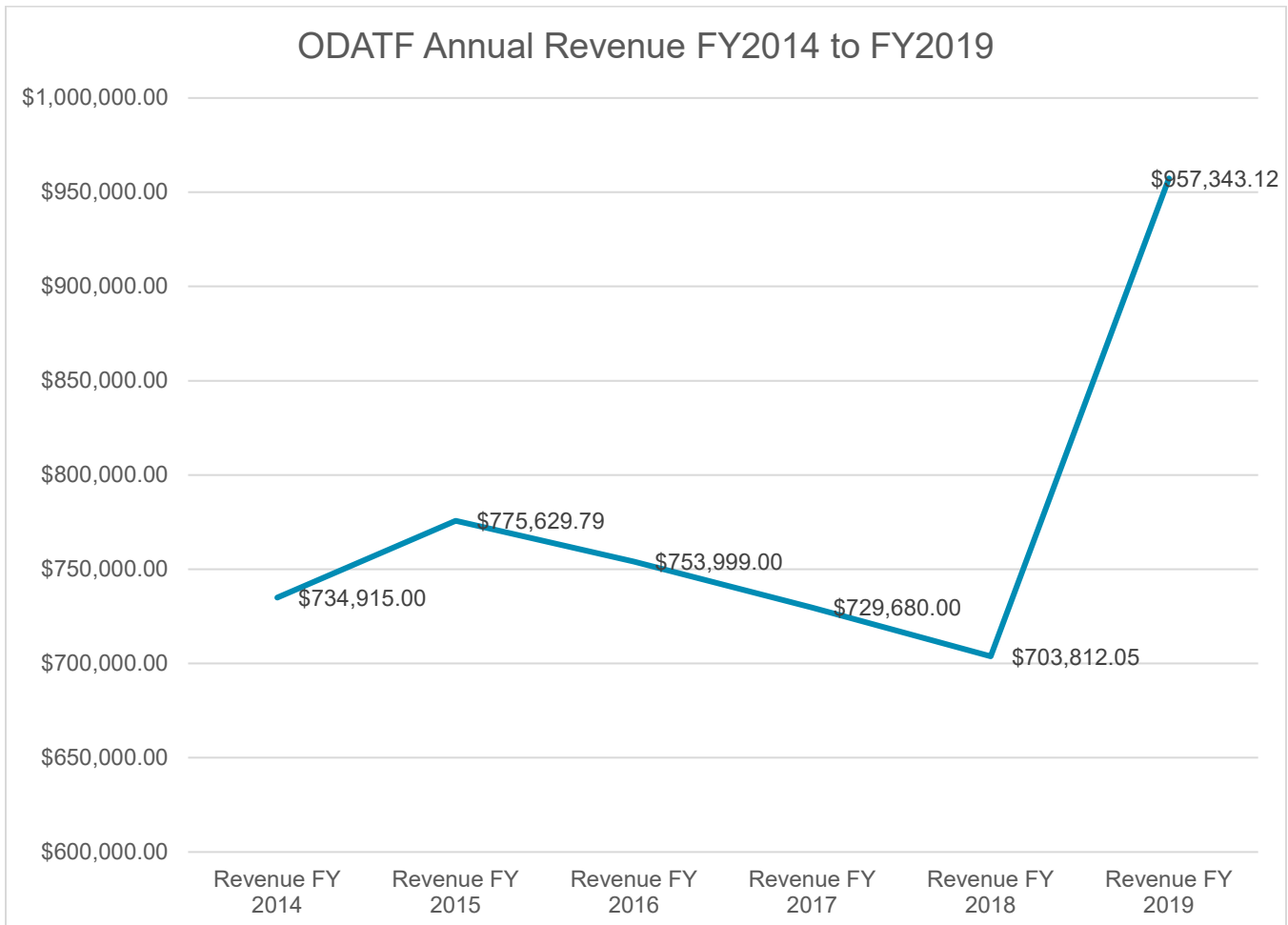
**GOVERNOR ROBERT P. CASEY MEMORIAL ORGAN AND TISSUE DONATION  
AWARENESS TRUST FUND  
July 1, 2019 – June 30, 2020**

<b>Beginning Balance</b> .....		<b>\$992,243</b>
<b>Revenue:</b>		
Driver's license applicants.....		\$293,082
Vehicle registrations.....		\$638,611
Private donations.....		\$2,379
Redeposit of checks.....		\$0
State income tax contributions.....		\$4,470
Interest/investment income.....		\$18,801
Total revenue.....		<u>\$957,343</u>
<b>Total funds available</b> .....		<b><u>\$1,949,586</u></b>
<b>Expenditures:</b>		
Department of Health.....		(\$505,218)
Statewide education and information campaign.....	(\$490,611)	
Voluntary benefit program reimbursements.....	(\$9,813)	
Personnel/operating.....	(\$2,857)	
Advisory committee.....	<u>(\$1,937)</u>	
Department of Education.....		(\$165,000)
Department of Transportation.....		(\$51,371)
Total expenditures.....		<u>(\$721,589)</u>
<b>Ending balance</b> .....		<b><u>\$1,227,997</u></b>

Source: Pennsylvania Department of Health. 2020<sup>1</sup>

The two major revenue sources to the Trust Fund are \$3 contributions from driver license and motor vehicle applications or renewals and state income tax refunds designated by taxpayers for the Trust Fund.

Figure 2: Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund Annual Revenue Graph Charting State Fiscal Years (FY) 2014 through 2019



Source: <https://www.revenue.pa.gov/GeneralTaxInformation/News%20and%20Statistics/ReportsStats/RevenueReceipts/Pages/default.aspx><sup>2</sup>

Trust Fund expenditures include: Pennsylvania Department of Education (PDE) contract for administering the OTDA Project, a statewide public awareness campaign, voluntary benefits program, DOH administrative costs as the commonwealth agency that oversees the organ donation program, ODAC meeting expenses, and PennDOT expenses incurred for that agency’s role in organ donor designation and providing a mechanism for citizens to make voluntary monetary contributions to the Trust Fund.

The voluntary benefits program provides for hotel reimbursement of lodging expenses associated with living donor procedures and grief counseling for family members of deceased donors. In 2019-20, benefits from the Trust Fund provided support for these services to 38 families.<sup>1</sup>

## Organ and Tissue Donation Awareness Project

The PDE contracts with the Lancaster-Lebanon Intermediate Unit 13 (IU13) to administer the **OTDA Project**, which seeks to help secondary students consider critical issues that surround organ and tissue donation. Each teen can then make an informed decision about donor designation when obtaining a driver's license and discussing the decision with family members. Accomplishments in 2019-2020 include:

- **Site visits:** The visits provided support and materials to schools who planned and implemented events to promote organ donation education. On Oct. 30-31, 2019, the OTDA project coordinator was able to visit western Pa. grantee schools and attend events such as blood drives and health fairs. Teachers continued as many of the scheduled activities as possible before schools shut down due to COVID-19.
- **Grant funding** totaled over \$30,000 to the following 13 schools:  
**First year recipients:** Altoona Area School District, Bethlehem Area Vocational and Technical School, Cedar Crest Middle School, Indiana County Technology Center, Lampeter-Strasburg High School, Twin Valley HOSA, West Middlesex School District, and West York School District.  
**Second year recipients:** Centennial School of Lehigh Valley, Deer Lakes Area School District, and DuBois Area School District.  
**Third year recipients:** Homer-Center School District and Windber Area School District.
- **Promotion opportunities:** The OTDA project coordinator attended the Pennsylvania State Association for Health, Physical Education Recreation and Dance (PSAPHERD), now called Society of Health and Physical Education (Shape PA), at the Spooky Nook Sports Complex. This statewide conference was held Dec. 5-6, 2019. The project coordinator presented alongside partners to inform teachers about the opportunity to apply for the OTDA grant. Over 300 participants attended the conference where OTDA also exhibited and shared information. Due to COVID-19, the project coordinator could not attend the remaining scheduled conferences.
- **OTDA kick-off meetings:** The partner organ procurement organizations (OPOs), hosted the annual kick-off meetings for newly awarded grantee schools. Center for Organ Recovery & Education (CORE) hosted its kick-off meeting for the grantees in western Pa. on Friday, Oct. 4, 2019, and Gift of Life Donor Program (GOL) hosted the eastern Pa. grantees on Thursday, Oct. 10, 2019. The OTDA project coordinator attended the meetings as well and provided supplies to grantees. These full day events included guest speakers, collaborative opportunities, take away materials, lunch and tours of the facilities. These are invaluable meetings for educators.
- **Annual OTDA Conference:** The annual OTDA conference scheduled for May 12-13, 2020, at the Hyatt Hotel in State College was canceled due to COVID-19.
- **Seed grant opportunities:** The OTDA project team agreed that seed grants of up to \$500 could be provided if teachers missed the June due date for the main grant. The

- money is for an activity to introduce organ donation education, and there is a requirement for educators to write for the main grant at the end of the school year.
- **COVID-19:** The virus hindered much of the activities planned for the spring of 2020. Many of the teachers plan heavily around National Donate Life month in April and end of year events that highlight and culminate the yearly OTDA activities. With the sudden virus and the unexpected consequences for the schools, many teachers were burdened with modifying lessons and adapting to a new teaching approach. PDE and the IU13 worked alongside teachers and allowed modifications to the budgets ensuring spend down of the budgets on supplies to be used for the upcoming year. Much needed support and grace was given to the teachers.
- **Excess funding:** Due to the cancellation of the annual OTDA conference, funding was allocated to the following year's state budget line of awarded grants. This will allow more money for future grantees and more support that the IU13 can provide for teachers who need/want additional supplies, fieldtrips and planned classroom activities.<sup>3</sup>

## Donate Life Pennsylvania

Donate Life Pennsylvania (DLPA) is the 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 the provisions of Act 102 of 1994. The OPOs use no funds directly but subcontract with a marketing agency that uses Trust Fund contributions to design and execute public awareness campaigns under DLPA.

The SFY 2019-20 began year two of a three-year plan and offered Tierney the opportunity to expand and optimize processes. Most of the year, the "Differences" creative campaign ran across paid media channels but then experienced setbacks with the onset of COVID-19 in March 2020. Once the pandemic hit, the Tierney team pivoted to develop interim creative more in line with current cultural context. The impact of COVID-19 was felt on paid, earned and social media. In addition, events such as the Casey Trust Fund 25<sup>th</sup> Anniversary Celebration and the College Challenge were canceled due to the pandemic.

Even though COVID-19 was the primary focus toward the end of the fiscal year, strategic partnership efforts were highlighted through the first-ever PA Donor Day, which was held on Jan. 8, 2020. The date was chosen to symbolize the concept that one donor can save up to eight lives. Companies across the commonwealth activated employees to spread the important message of organ and tissue registration and donation. Key successes included:

- Over 16 million earned media impressions in newspapers and on TV and radio stations
- Ninety-six media placements
- More than 2 million impressions from the use of the #PADonorDay hashtag on Twitter



- A steady increase in visitors to DonateLifePA.org, culminating in the most visits on one day (1/8/2020) since 2015
- Twenty-seven engaged partners across Pennsylvania

Figure 3: PA Donor Day Creative Design



Source: Tierney Annual Report<sup>4</sup>

This year also saw a shift in creative strategy. From July 2019 through mid-June 2020, the media team used creative for the “Differences” campaign based on the strategy from the previous year. The “Differences” campaign highlighted the fact that, although everyone has different interests, appetites and skills, there is still one thing people have in common – the ability to get on the right side of organ donation and make a difference for others by becoming a donor.

Figure 4: Differences and Human Side Campaign Creative Donate Life PA Website



Source: Donate Life PA Website<sup>5</sup>

In response to the COVID-19 pandemic and recognizing the need for a refined tone, interim digital creative assets were developed in May and will be used in market through the end of 2020. The assets are also being placed in Department of Motor Vehicle (DMV) centers throughout Pennsylvania as social distance markers and window clings. The creative highlights the insight that COVID-19 has shown consumers that individuals can be part of the solution.

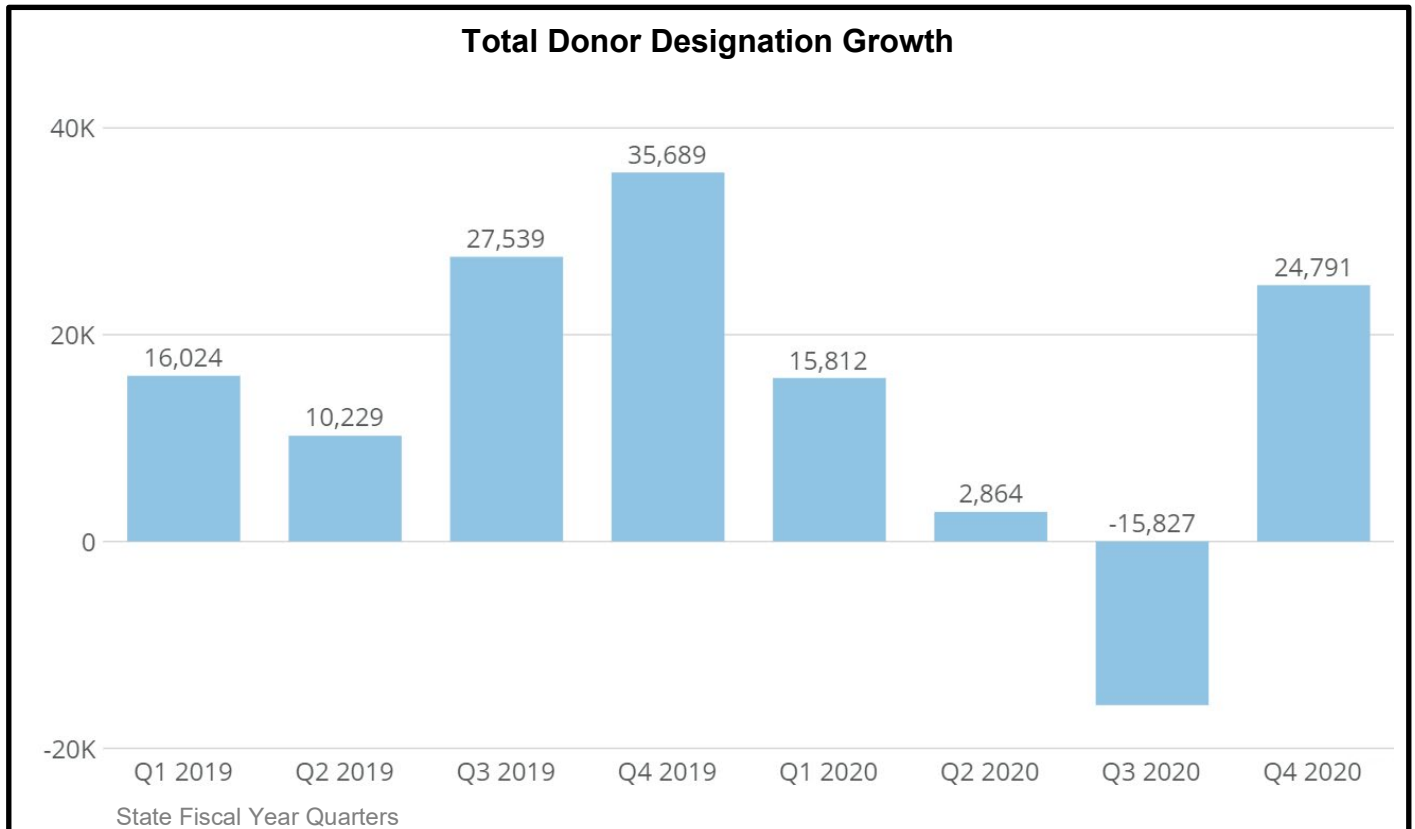
Figure 5: Redesign of creative assets



Source: Tierney Annual Report<sup>4</sup>

SFY 2019-20 had a net increase of 27,640 donor designations and the percentage of Pennsylvanians who are registered as organ donors increased to 49.61 percent. While the pace of new donor growth is lower than last year, the driver population in Pennsylvania decreased by 23,829, explaining the comparatively low net new donors in this fiscal year.

Figure 6: PA Donor Designation Net Additions



Source: Tierney Annual Report<sup>4</sup>

The key performance indicator for Tierney’s efforts is to increase statewide organ and tissue donor designations by 225,000 during the three-year contract. Following is the outline of the starting rate, current rate and goal for designations:

- **Baseline (6/30/2018)**
  - Designations as of 6/30/2018: 4,826,120
  - Designation percentage as of 6/30/2018: 48.5%
- **Current (6/30/2020)**
  - Designations as of 6/30/20: 4,943,203
  - FY 2019-20 new donors: 27,640
  - Designation percentage as of 6/30/2020: 49.61%
- **Goal (6/30/2021)**
  - Designation goal for 6/30/2021: 5,051,120
  - Designation percentage goal: 50.0%<sup>4</sup>



## Organ Procurement Organizations

When the National Organ Transplant Act (NOTA) was signed into law in 1984, it created the national Organ Procurement and Transplantation Network (OPTN) for matching donor organs to waiting recipients. The OPTN both standardized the process through which organs are donated and shared across the country and created the system of federally-designated OPOs throughout the United States and its territories.

OPOs must be certified by the Centers for Medicare and Medicaid Services (CMS) and abide by CMS regulations. By federal law, all OPOs must be members of the OPTN, and all OPOs are members of the Association of Organ Procurement Organizations (AOPO).<sup>6</sup>

Pennsylvania is served by the Center for Organ Recovery & Education and Gift of Life Donor Program. OPOs have two major roles in the service areas:

1. **Increasing the number of registered donors:** OPOs reach out to individuals, families, communities and professionals through education and public awareness campaigns. The goal is to encourage people to legally register as a donor.
2. **Coordinating the donation process:** When donors become available, representatives from the OPO will evaluate the potential donors, check the deceased's state donor registry, discuss donation with family members, contact the OPTN computer system that matches donors and recipients, obtain a match list for that specific donor, and arrange for the recovery and transport of donated organs. These representatives also provide bereavement support for donor families and volunteer opportunities for interested individuals.

**CORE** is the non-profit, federally designated OPO serving the western half of Pennsylvania, West Virginia and Chemung County, New York. **Pennsylvania population served:** 4 million

### **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 organ transplant centers served:** Allegheny General Hospital, UPMC Children's Hospital of Pittsburgh, University of Pittsburgh Medical Center Hamot, 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<sup>7</sup>

**GOL** is the non-profit, federally designated OPO serving the eastern half of Pennsylvania, southern New Jersey and Delaware. **Pennsylvania population served:** 11.2 million

**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 organ transplant centers served:**

Albert Einstein Medical Center, Children’s Hospital of Philadelphia, Geisinger Medical Center, The Hospital of the University of Pennsylvania, UPMC Harrisburg Hospital, St. Christopher’s Hospital for Children, Temple University Hospital, Tower Health, 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<sup>8</sup>

Table 1: Pennsylvania Organ Procurement Organizations Donations, FY 2019-20

	CORE	GOL
<b>ORGAN DONATION</b>		
Total number of referrals	5,041	3,776
Total number of potential donors	311	841
Total number of donors recovered	231	492
Total number of organs recovered	845	2,099
Total number of organs transplanted	556	1,317
Total number of organs provided for research	82	304
<b>TISSUE DONATION</b>		
Total number of referrals	21,451	32,270
Total number of potential donors	9,336	4,305
Total number of donors recovered	817	1,037
Total number of tissue grafts produced	10,288	73,425
Total number of tissues provided for research	1,353	28
<b>EYE DONATION</b>		
Total number of referrals	21,451	32,270
Total number of potential donors	6,271	5,780
Total number of donors recovered	666	1,609
Total number of eye tissue procured	711	489
Total number of eye tissue transplanted	593	342
Total number of eye tissue provided for research	95	0

Source: CORE and GOL 2020<sup>9</sup>

## Organ Donor Designation on Driver's Licenses and State Identification Cards

In SFY 2019-20, a net of 27,640 organ donor designations were added to driver's licenses and state identification cards, raising Pennsylvania's statewide donor designation rate (DDR) to 49.61 percent. DLPA partners have set a goal of having a 50 percent DDR by June 30, 2021.<sup>10</sup>

Table 2: County Ranking by Percent of Driver Licenses and State Identification Cards with Organ Donor Designation

COUNTY RANKING BY ORGAN DESIGNATION PERCENTAGE				
COUNTY RANKING	COUNTY	TOTAL DRIVERS	ORGAN DESIGNATION	PERCENTAGE
14	CENTRE	95,784	57,678	60.22%
15	CHESTER	398,807	237,403	59.53%
62	WARREN	30,076	17,515	58.24%
10	BUTLER	156,734	88,727	56.61%
21	CUMBERLAND	206,180	115,884	56.21%
67	YORK	359,936	200,352	55.66%
58	SUSQUEHANNA	30,469	16,710	54.84%
08	BRADFORD	47,103	25,828	54.83%
46	MONTGOMERY	673,025	368,686	54.78%
01	ADAMS	80,409	44,016	54.74%
42	MCKEAN	30,746	16,771	54.55%
25	ERIE	203,613	110,101	54.07%
36	LANCASTER	414,114	223,871	54.06%
47	MONTOUR	14,551	7,802	53.62%
60	UNION	28,951	15,522	53.61%
09	BUCKS	525,632	280,417	53.35%
64	WAYNE	43,426	23,137	53.28%
24	ELK	25,198	13,424	53.27%
18	CLINTON	26,343	14,022	53.23%
02	ALLEGHENY	950,556	505,759	53.21%
59	TIOGA	32,003	17,004	53.13%
07	BLAIR	97,020	51,486	53.07%
41	LYCOMING	88,262	46,344	52.51%
12	CAMERON	3,673	1,925	52.41%
66	WYOMING	22,376	11,619	51.93%
17	CLEARFIELD	59,450	30,783	51.78%
63	WASHINGTON	171,632	88,453	51.54%
35	LACKAWANNA	163,729	83,966	51.28%
11	CAMBRIA	103,883	53,132	51.15%
28	FRANKLIN	116,925	59,721	51.08%
31	HUNTINGDON	33,002	16,832	51.00%
04	BEAVER	131,015	66,579	50.82%
44	MIFFLIN	32,523	16,487	50.69%
38	LEBANON	113,295	57,311	50.59%
50	PERRY	37,393	18,904	50.55%
48	NORTHAMPTON	261,701	132,209	50.52%
19	COLUMBIA	48,651	24,488	50.33%
61	VENANGO	39,024	19,638	50.32%
57	SULLIVAN	4,824	2,424	50.25%
20	CRAWFORD	64,946	32,613	50.22%
53	POTTER	12,964	6,479	49.98%
65	WESTMORELAND	279,908	139,841	49.96%
27	FOREST	4,288	2,139	49.88%
56	SOMERSET	57,693	28,737	49.81%
43	MERCER	83,719	41,560	49.64%

COUNTY RANKING	COUNTY	TOTAL DRIVERS	ORGAN DESIGNATION	PERCENTAGE
39	LEHIGH	286,001	140,432	49.10%
37	LAWRENCE	70,636	34,645	49.05%
33	JEFFERSON	34,574	16,872	48.80%
22	DAUPHIN	223,911	108,429	48.43%
52	PIKE	46,646	22,471	48.17%
06	BERKS	328,028	157,895	48.13%
54	SCHUYLKILL	111,163	53,307	47.95%
13	CARBON	51,846	24,570	47.39%
55	SNYDER	29,173	13,824	47.39%
23	DELAWARE	442,486	209,057	47.25%
03	ARMSTRONG	55,738	26,310	47.20%
32	INDIANA	59,877	28,216	47.12%
05	BEDFORD	39,084	18,358	46.97%
34	JUNIATA	17,734	8,292	46.76%
16	CLARION	27,640	12,909	46.70%
49	NORTHUMBERLAND	70,018	32,554	46.49%
30	GREENE	26,882	12,118	45.08%
40	LUZERNE	252,459	113,688	45.03%
29	FULTON	11,738	5,094	43.40%
45	MONROE	138,362	59,946	43.33%
26	FAYETTE	109,504	46,483	42.45%
51	PHILADELPHIA	1,125,585	363,434	32.29%
<b>ALL</b>	<b>TOTALS</b>	<b>9,964,637</b>	<b>4,943,203</b>	<b>49.61%</b>

Source: Pennsylvania Department of Transportation, 2020<sup>10</sup>

## Citations

<sup>1</sup> Pennsylvania Department of Health, 2020.

<sup>2</sup> Pennsylvania Department of Revenue, 2020.

<https://www.revenue.pa.gov/GeneralTaxInformation/News%20and%20Statistics/ReportsStats/RevenueReceipts/Pages/default.aspx>

<sup>3</sup> Pennsylvania Department of Education. Lancaster-Lebanon Intermediate Unit 13. Organ and Tissue Donation Awareness Program, 2020.

<sup>4</sup> Tierney Donate Life PA FY20 Report, July 1, 2019 – June 30, 2020. August 6, 2020.

<sup>5</sup> Donate Life PA Website, 2020. <https://www.donatelifepa.org/>.

<sup>6</sup> US Department of Health and Human Services, <https://www.hhs.gov/>, 2020. Health Resources & Services Administration (HRSA), US Government Information on Organ Donation and Transplantation, <https://www.organdonor.gov/>, 2020 and Association of Organ Procurement Organizations, 2020 <https://www.aopo.org/>.

<sup>7</sup> Center for Organ Recovery and Education, 2020. <https://www.core.org/>.

<sup>8</sup> Gift of Life Donor Program, 2020. <https://www.donors1.org/>.

<sup>9</sup> Center for Organ Recovery and Education and Gift of Life Donor Program State Fiscal Year 2019-20.

<sup>10</sup> Pennsylvania Department of Transportation, 2020.