



Advocating in Your Community

Thank you for your interest to help educate our communities regarding the need and impact of organ and tissue donation.

The two most impactful ways you can help your community understand the power of the gift of life is by sharing a donation story and knowing how to answer the questions that are most frequently asked by the public.

These two things alone can dispel myths and fears surrounding donation that may be hindering a person from registering their choice to be an organ and tissue donor.

If you are not ready to share your own donation story or do not have a personal connection to donation, you can use one of the videos found in the resource section of this packet or a Story of Hope from our website at <http://www.lcnw.org/stories/>.

The goal of public education is to help our communities in making an informed decision regarding organ and tissue donation based on accurate facts versus commonly held fears, and to start donation conversations within our communities.

Attached to this letter you can find suggestions of what you can do in your communities along with resources to support you in your efforts.

If you have questions or need further assistance, please contact me by:

Phone: 425-201-6612 or Email: meghan.farragher@lcnw.org

LifeCenter Northwest greatly appreciates your passion and dedication to inspire others to save and heal lives through organ and tissue donation.

Thank you,

Meghan Farragher

Community Relations Program Manager

LifeCenter Northwest

Resource content:

- 1.** LifeCenter Northwest fact sheet. Who are we and what is our mission?
- 2.** Check Your Vocabulary
- 3.** Suggestions and Outlines for a Donation Story
- 4.** Frequently Asked Questions in Our Communities
- 5.** Fast Facts
- 6.** Registration Flyer
- 7.** Additional Donation Resources
- 8.** Online Videos and Swag Resource
- 9.** Suggestions of What You Can Do





LifeCenter Northwest is the non-profit organ procurement organization serving Alaska, Montana, North Idaho, and Washington, as well as an American Association of Tissue Banks accredited tissue recovery organization. LifeCenter Northwest works collaboratively with more than 200 hospitals to save lives through organ and tissue donation and serves the largest geographic area of all the 56 federally designated organ procurement organizations nationwide.

For more information or to register to be an organ, eye and tissue donor, go to www.lcnw.org.

Mission	Working together to save lives through organ and tissue donation
Established	January 1997
Employees	Approximately 250
Service Area	LifeCenter Northwest serves around 10 million people throughout Alaska, Montana, North Idaho and Washington.
Websites and Social Media	www.lcnw.org www.facebook.com/lifecenternorthwest www.twitter.com/LifeCenterNW Instagram: LifeCenterNW

Donation Facts

- One donor can save the lives of up to eight people through organ donation, and help many more through tissue and cornea donation
- Just over 100,000 people in the United States are waiting for a life-saving organ transplant, including more than 2,300 in our service area
- It is estimated that across the nation, 22 people die each day waiting for a life-saving organ transplant
- Every 10 minutes another person is added to the transplant waiting list
- It is estimated that one in 20 Americans will need some type of tissue transplant in their lifetime

LIFECENTER NORTHWEST SERVICES

Donor Family Care:

- Consists of highly trained, professional staff specializing in traumatic grief support.
- Provide on-site support for donor families throughout the entire donation process.
- Act as a conduit for donor family member and recipient communication.
- Facilitate a comprehensive, 18-month minimum, aftercare program specialized for each family.

Organ Recovery Services:

- On-site response to referral calls from hospitals.
- Evaluation of patient's medical suitability for donation.
- Management of patient care in close collaboration with hospital staff
- Work with United Network for Organ Sharing (UNOS) and transplant centers for organ placement
- Surgical recovery and transportation of organs.

Tissue Recovery Services:

- Response to tissue donor referrals
- Evaluation of patient's medical suitability for donation.
- Surgical recovery and transportation of tissue.

Hospital Development:

- Build and advance relationships with partner hospitals.
- Assist with hospital compliance regarding donation to federal and state laws.
- Responsible for ongoing hospital staff education on donation processes, laws, and programs.

Community Relations:

- Ensure donation wishes are granted by maintaining the donor registry for Montana and Washington, a confidential database of donation wishes to be carried out at the time of death.
- Support the Department of Licensing and Motor Vehicle Division by providing staff training and donation registry information for WA and MT.
- Work with Driver Education Instructors in providing donation education materials to high school students and parents before they are asked about donation when they get their driver's license.
- Provide the public a direct line to donation professionals who can answer questions.
- Work as a resource to the media to accurately report donation stories.

Donor Registry Information

LifeCenter Northwest manages the organ, eye, and tissue donor registry for Montana and Washington at www.lcnw.org. It is a confidential database of donation wishes to be carried out at the time of death.

How to register as a donor in Montana and Washington

- Register online at www.lcnw.org
- Call toll-free at 1-877-275-5269 and request a brochure to fill out and return.
- Say YES to organ, eye, and tissue donation when you apply for or renew your driver's license/ID card. Residents who already have a heart on their driver's license are automatically added to the donor registry.



How to register as a donor in Alaska

- Register online at alaskadonorregistry.org
- Call toll-free at 1-800-719-5433 and request a brochure to fill out and return.
- Say YES to organ, eye, and tissue donation when you renew your driver's license.

Residents who already have a heart on their driver's license are automatically added to the Alaska Donor Registry.

How to register as a donor in Idaho

- Register online at www.yesidaho.org
- Call the Idaho Donor Registry toll-free at 1-866-937-4324
- Say YES to organ, eye, and tissue donation when you renew your driver's license.

Residents who already have the word DONOR on their driver's license are automatically added to the Idaho Donor Registry.

Contact LifeCenter Northwest

General: Info@LCNW.org

Media: media@LCNW.org

Toll Free – 877-275-5269

For more information on donation, please visit: www.lcnw.org



Check your vocabulary

Language plays an important role in the misconceptions and fears about organ, eye, and tissue donation. When talking about donation, it is important to consider how the general public may perceive certain language. Avoiding certain terminology that may cause concern will help further understanding about donation, and will also improve overall acceptance of the donation process. Please be cautious of the following terminology when you discuss donation in your community.

Please use:

“Recover” organs

Instead of “Harvesting”

“Harvest” is a word that has long been used by the medical community. However, the word “harvest” is often associated with crops, crows, and combines. It can be quite unpalatable, especially to donor families when associated with their loved ones’ organs. The word “recovery” helps people understand that removal of a loved one’s organs and tissues for transplant is a respectable surgical procedure.

“Deceased Donor” or “Deceased Donation”

Instead of “Cadaver” or “Cadaveric”

In the past, the term donor did not require any specificity. Today as more people choose to become living donors, there is a need to distinguish between living and deceased donors. Reportedly, the term cadaveric depersonalizes the fact that a gift was offered to someone upon an individual’s death. The word cadaver is defined as “dead bodies intended for dissection.” This does not display the honor and respect we give to all individuals who have courageously chosen to give the gift of life.

“Ventilated Support”

Instead of “Life Support”

There are two ways to determine death: cardiac death (when the heart stops functioning) and brain death (when the brain stops functioning). The term “life support” proves to be a confusing term when used in conjunction with brain death. When death occurs, there is no support that can make the individual live again. The terms “mechanical” or “ventilated support” are appropriate for the support given to a deceased person in the event of organ, eye, and tissue donation.

Story format suggestions

Donor Family

- Describe the person in your family who was a donor. Paint us a picture of who they were to you.
- Describe the circumstances of his or her death.
- How did you know donation was right for your loved one?
- What is the legacy your loved one left through donation? What does donation now mean to you?

Transplant Recipient

- Describe your life before you became ill.
- Choose a moment when your illness truly impaired your life. What was your life like then compared to before you were sick?
- How did it feel to wait for a transplant? How did your emotions vary throughout the wait?
- Think about when you received the call for your transplant. What did you do right after the call? What were your thoughts and emotions?
- Describe your life now, after the transplant? What does donation now mean to you?

Transplant Recipient Family Member

- Describe the life of your family member before he/she became ill.
- Choose a moment when he/she was truly impaired and impacted by their illness. What was his/her life like then? How did it affect the family?
- How did it feel to wait for him/her to get the transplant? How did your emotions change throughout the wait?
- Think about when he/she received the call for the transplant. What were your thoughts and emotions?
- Describe your family's life now after the transplant? What does donation mean to you now?

Living Donor

- What motivated you to donate a kidney?
- Do you know the person who received your kidney? If so, do you know what their life was like just prior to the transplant?
- What was it like for you when you found out you were able to be a living donor? What were some of your thoughts and emotions?
- How do you feel about having donated? What does donation now mean to you?

Frequently Asked Questions

1. Who can be an organ, eye and tissue donor?

All individuals can register their intent to be a donor. Please do not rule yourself out for age or any medical issue or condition. A medical assessment will take place at the time of death to determine whether donation is a possibility.

2. How do I become a registered organ, eye, and tissue donor?

There are a few different ways to register:

- Say “yes” to donation when receiving or renewing your driver’s license.
- **Alaska residents** can register online at www.alaskadonorregistry.org or call Life Alaska Donor Services at 1-800-719-LIFE (5433) and request a brochure to fill out.
- **Idaho residents** can register online at www.yesidaho.org or call the Idaho Donor Registry toll-free at 1-866-937-4324 and request a brochure to fill out.
- **Montana and Washington residents** can register online at www.lcnw.org or call LifeCenter Northwest toll-free at 1-877-275-5269 and request a brochure to fill out and return.

3. Is there any cost to the family for donation?

There is no cost to the donor’s family for organ, eye and tissue donation. **All costs related to donation are paid by the donation agency.** Expenses related to saving the individual’s life and funeral expenses remain the responsibility of the donor’s family.

4. What if an individual registered to be a donor, but their family is opposed to donation?

Being a registered donor means you have given first person authorization for donation and transplantation. No one can override your registration and donation choice. LifeCenter Northwest works closely with donor families to support them through the donation process and to honor the gift of life that is being given. We suggest that people talk to their families about their donation choice in advance as it can be helpful to their family to know their wishes about being a donor.

5. Will being a registered donor affect the medical care I receive at the hospital?

No! Hospital and emergency personnel are only concerned with saving your life. They do not have access to the confidential donor registry database to even check for donor registration, nor do they make *any* determination as to whether someone is able to donate. The local organ recovery organizations’ medical team will assess for donation suitability *only* after all lifesaving measures and treatment has been given.

6. Can organs, eyes and tissue be given to different ethnic groups or individuals of the opposite sex?

Transplantation can exceed these boundaries; however, transplant success rates increase when organs are matched between members of similar ethnic backgrounds. Currently, ethnic minorities are in desperate need of more organ, eye and tissue donors, as they represent nearly 60% of the national organ transplant waiting list, but only 30% of actual donors.

7. Are organs bought and sold on the black market?

According to the Uniform Anatomical Gift Act of 1984, human organs, eyes, or tissue cannot be bought or sold in the U.S. Violators are subject to fines and imprisonment. All organ, eye and tissue recovery agencies are strictly regulated by the United Network for Organ Sharing (UNOS).

8. Are there religious objections to donation?

Most major religions support donation as a humanitarian act of giving. Transplantation is consistent with the life-preserving traditions of these faiths.

9. What is the legal age of registration?

The legal age to register to be an organ, eye and tissue donor varies from state to state:

Washington:

- At the age of 15 ½, you can register yourself to be a donor. This designation will continue for you even when you turn 18 years old.
- Prior to turning 15 ½, your parent/guardian can register you to be a donor. When you turn 18 years old, you must register for yourself.
- Before you turn the age of 18, a parent/guardian can revoke consent *only* at the time of donation.

Montana

- At the age of 15, you can register yourself to be a donor. This designation will continue for you even when you turn 18 years old.
- Prior to turning 15, your parent/guardian can register you to be a donor. This designation will continue for you even when you turn 18 years old.
- Before you turn the age of 18, a parent/guardian can revoke consent *only* at the time of donation.

Fast Facts

- Anyone has the potential to be a donor regardless of age, ethnicity, or medical history.
- Most major religions in the United States support organ, eye and tissue donation, and see it as the final act of love and generosity toward others.
- If you are sick or injured and admitted to the hospital, the number one priority is to save your life. Organ, eye and tissue donation can only be considered after death is declared.
- People on the waiting list for an organ are categorized by the severity of illness, time spent waiting, blood type, and other important medical information, not financial or celebrity status.
- An open casket funeral is possible for organ, eye and tissue donors. Through the entire donation process, the body is treated with care, respect and dignity.
- There is no cost to the donor or their family for organ, eye or tissue donation.
- One organ donor can save up to eight lives and heal the lives of many more through tissue and eye donation.

You have the power to Donate Life.

It's about living,
It's about Life.

Organ, eye and tissue transplants offer patients a new chance at healthy, productive and normal lives. In addition, the donation process helps bring comfort to families grieving the loss of a loved one.

Transplantation is one of the most remarkable success stories in the history of medicine. It provides hope to thousands of people with organ failure. Transplanted tissue offers hundreds of thousands of people active and renewed lives. But transplantation requires the commitment of organ, eye and tissue donors. Unfortunately, the need for donors is much greater than the number of people who actually donate.



Michael Johnson, Donor
Anchorage, AK

Register to be an organ,
eye and tissue donor.



Don't rule yourself out for age or medical reasons.

There is no conflict between saving your life and donation.

There is no cost to you or your family for donation.

To register, please complete and mail this enrollment form to:

**LifeCenter Northwest
3650 131st Ave. SE, Suite 200
Bellevue, WA 98006**

Full Name _____
(First) (Middle) (Last)

Number & Street Address _____

City _____ **State** _____ **Zip Code** _____

Birth Date _____ **Gender** **Male** **Female**

Phone _____
(For any questions regarding your donor registration)

License or State ID Number _____
(Required if licensed)

Upon my death, I wish to donate all my organs and tissues for transplant.

OR

**Upon my death, I wish to donate only the following
organs and tissues** _____

Signature of Donor Registrant **Date**

Parent/Guardian Signature **Date**
(required if under age 15 in MT or 15 1/2 in WA)

To become a registered donor online,
please visit our website:

www.lcnw.org

Donation Resources

ORGAN DONATION

LifeCenter Northwest

Serving AK, MT, North ID, WA
3650 131st Ave. SE., Ste. 200
Bellevue, WA 98006
(877)-275-5269
www.lcnw.org

Donate Life America

www.donatelife.net
www.donavidahoy.com

United Network for Organ Sharing

www.unos.org

U.S. Department of Health and Human Services

www.organdonor.gov

TISSUE DONATION

LifeCenter Northwest

Serving North ID, MT, WA
Please see address above.

LifeNet Health Northwest

Serving North ID, MT, WA
501 SW 39th St.
Renton, WA 98057
(800)-858-2282
www.lifenethealth.org/lifenet-health-northwest

Lions World Vision Institute

1200 6th Ave., Ste. 300 Seattle,
WA 98101
(800)-847-5786

Life Alaska Donor Services

Serving AK
235 E. 8th Ave., Ste. 100
Anchorage, AK 99501-3656
(800)-719-5433
info@lifealaska.org
www.lifealaska.org

BLOOD DONATION

Bloodworks Northwest

Serving Western WA
921 Terry Ave.
Seattle, WA 98104
(206)-292-6500
feedback@bloodworksnw.org
www.bloodworksnw.org

Inland Northwest Blood Center

Serving Eastern WA & North ID
210 West Cataldo Ave.
Spokane, WA 99201
(800)-423-0151
www.inbcaves.org

United Blood Services

Serving MT
1444 Grand Ave.
Billings, MT 59102
(406)-248-9168
www.unitedbloodservices.org

Blood Bank of Alaska

Serving AK
3010 Airport Way
Fairbanks, AK 99508
(907)-456-5645
www.bloodbankofalaska.org

American Red Cross Blood Services

1-(800)-RED-CROSS
www.redcrossblood.org

LIVING KIDNEY DONATION PROGRAMS

Sacred Heart Medical Center

101 West 8th Ave.
Spokane, WA 99204
509-474-3131

Swedish Medical Center – Swedish Organ Transplant & Liver Center

1124 Columbia St., Ste. 600
Seattle, WA 98104
1-800-996-7426

University of Washington Medical Center – Kidney Care & Transplant Program

1959 NE Pacific St.
Seattle, WA 98195
206-698-3627

Virginia Mason Medical Center

1100 9th Ave.
Seattle, WA 98101
206-341-0925

WHOLE BODY DONATION

University of Washington Medical Center – Willed Body Program

Serving WA
Department of Biological Structure
1959 NE Pacific St.
P.O. Box 357420
Seattle, WA 98195
(206)-543-1860
www.wbp.biostr.washington.edu

Montana State University – Bozeman

Serving MT
937 Highland Blvd., Ste. 5220
Bozeman, MT 59715
(406)-994-6516
www.montana.edu/wwami/mbdp/

Idaho State University – Anatomical Donation Program

Serving Idaho
921 S. 8th Ave.
Mail Stop 8007
Pocatello, ID 83209-8007
(208)-282-4150
www.isu.edu/biology/donations/

University of Idaho & Washington State University – WWAMI Willed Body Program

Serving North ID & Eastern WA
Washington State University
College of Medical Sciences
P.O. Box 643510
Pullman, WA 99164-3510
(509)-368-6600
www.medicine.wsu.edu/give/willed-body-program/

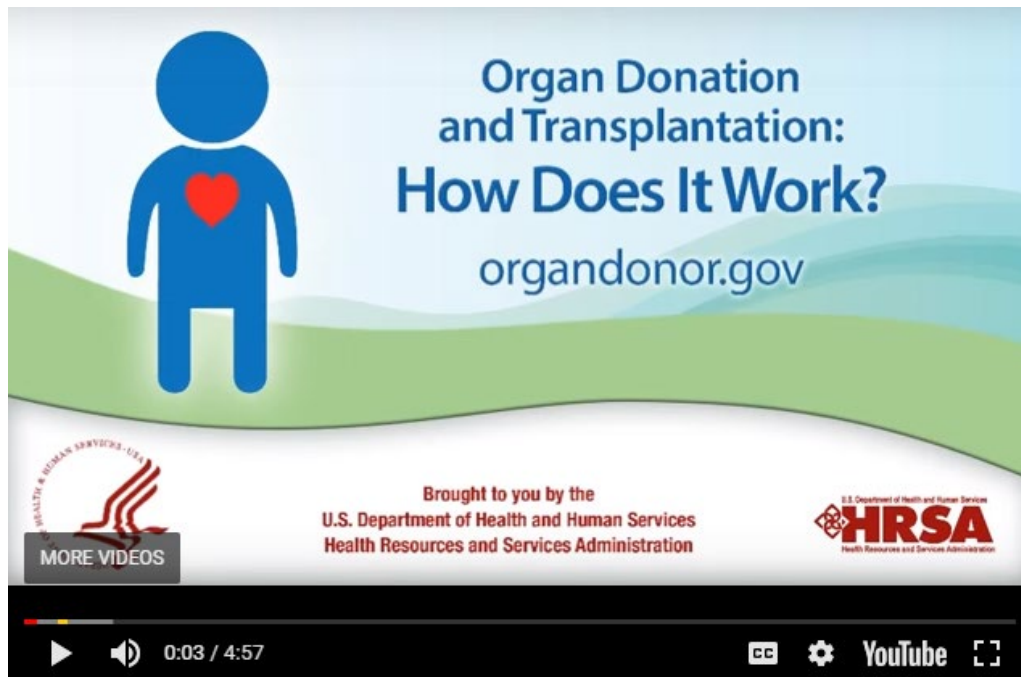
Science Care Anatomical, Inc.

Serving AK
19301 E. 23rd Ave.
Aurora, CO 80011
(800)-417-3747
www.sciencecare.com

Online Video Resources

How does it work?

<https://youtu.be/HuKx2a5HkIM>



It's your choice video

<https://youtu.be/Sg1VJTpuLdk>



Donate Life Gear for Purchase

Gear Up!

What booth is complete without a little swag? From hats to bags, bracelets to flags, you can find all the [Donate Life merchandise](https://www.donationmerchandise.com/) you need for your event.

<https://www.donationmerchandise.com/>



804-560-7000 Ext 4 | webstores [at] boostbranding.com | Register | Log In | Shopping Cart (0)

DONATE LIFE *Donate Life Public Store*

Brought to you by **BOOST** PROMOTIONAL BRANDING

Search store [input] [button]

CHAT ONLINE [button] [image]

HOME PAGE | APPAREL | FLAGS / LAPEL PINS / WRISTBANDS | ALL PRODUCTS | GO TO MEMBERS STORE

LAPEL PINS



All proceeds from the sales of Donate Life merchandise on this store are directed back into Donate Life America programs. Thank you for all of your support.

The Boost Promotional Branding Online Store is your resource for Donate Life branded promotional items.

Items for individual orders

Flags

<https://www.donationmerchandise.com/>



Donate Life Window Cling and Auto Decal

Window Cling

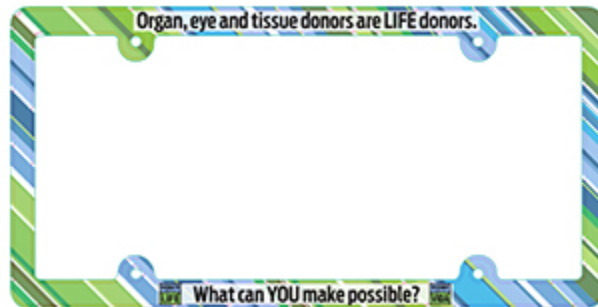
Auto Decal



Items available for larger quantity orders

www.donationpromotions.com

License Plate Holder (minimum order of 100)



Removeable Bumper Stickers (minimum order of 250)



Suggestions of what you can do

- Advocate on social media. Use the frequently asked questions along with your personal sentiments of donation and tag LifeCenter Northwest.
- Share your donation story with LifeCenter Northwest at www.lcnw.org/stories to help us share more stories of lives touched by donation in the Northwest.
- Set up an informational table and share your story or show a donation video at your workplace, a civic group where you are a member, or place of worship. Take pictures of your event and email them to info@lcnw.org with your name and description of your event so we can share with the donation community.
- Add a signature line to your emails letting people know you are registered as an organ and tissue donor with a link to www.lcnw.org to learn more.
- Like us on LifeCenter Northwest Facebook to be notified of national observances supporting donation that you can share with your family and friends.
- Wear a green donor awareness bracelet or lapel pin to help start a donation conversation.
- Ask your place of work if you can have a “Blue and Green Day” during April to celebrate Donate Life Month where staff can dress and decorate in green and blue and display educational donation materials (see attachments). Take pictures and share on social media, tag LifeCenter Northwest.
- To like and tag LifeCenter Northwest you can use the following:
Facebook [LifeCenter Northwest](https://www.facebook.com/lifecenternorthwest/)
(hyperlink is <https://www.facebook.com/lifecenternorthwest/>)

Twitter @LifeCenter

Instagram @lifecenterNW