



## Donate Life Texas Hospital Campaign

### Action Ideas

*Working in close partnership with your organ procurement organization, here are some ideas you can implement in your hospital to raise awareness about donation.*

- Add the Donate Life Texas link, [www.donatelifetexas.org](http://www.donatelifetexas.org) (using logo or Web banner) to your hospital's Website.
- Make the Donate Life Texas registry Website available via your employee Intranet.
- Organize donor registry drives with community education and health screening events, local blood and bone marrow drives and at all other public-related events.
- Make presentations during departmental and physician meetings. Sponsor a presentation on donation, inviting donors, recipients, donor family members and transplant professionals to create a program for employees.
- Include a Donate Life Texas pay check stuffer in with pay check stubs quarterly.
- Included articles on donation in your hospital newsletter(s). Work with your OPO to feature stories about employees who are recipients, donor, donor family members or in need of a transplant.
- Post information in the public areas of your hospital (bulletin boards, elevators, etc.) about organ and tissue donation/registry awareness and news from your community about donors and recipients.
- Invite your OPO and local transplant recipients, candidates and donor families to Grand Rounds, departmental or staff meetings.
- Run a Donate Life Texas PSA on your internal cable system.
- Provide donation stickers or pin for ID badges and/or green bracelets to employees who register.
- Schedule monthly employee or community donor designation drives/events.