

Organ and Tissue Donation Project



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Leaders for Geelong Project Group Members



From left: Helen Long, Matthew Le Maitre, Barbara Hayes, Steve Grayson, Daniel Clair

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Acknowledgements

The project group thanks all individuals and organisations that provided assistance and support to the project, including but not limited to:

Kathryn Coumans Nurse Donation Specialist - Barwon Health

The group would like to extend its sincere thanks to Kathryn. During the course of this project, Kathryn has become a sixth member of the project group and we feel extremely fortunate that Kathryn has taken such a personal interest in partnering with the project group to implement our promotional strategy.

Jimmy Elkington, National Projects Coordinator - Cotton On Foundation

The group would like to take this opportunity to thank Jimmy for firstly taking the time to listen to our idea of promoting Organ and Tissue Donation and secondly for allowing us to leverage off Run Geelong. Without Jimmy doing these two things, this may have been a report about a 'potential' promotional strategy rather than a report about an implemented promotional strategy.

David Cornford, Communications Advisor and Dr Helen Opdam, State Medical Director - Donate Life Victoria

The group would like to thank David, Helen and everyone at DonateLife Victoria, who provided their support for our promotional strategy, providing information, statistics and advice throughout the process.

Rosemary White, Program Development Manager and Rebecca Casson, Executive Director - Committee for Geelong

The group would like to thank Rosemary and Rebecca for their support promoting the Run Geelong event to the Committee for Geelong membership.

Anne Mennen, Operations Manager and Jennielyn Capungcol, Personal Assistant - Monash Heart Monash Health

The group would like to thank Anne and Jennielyn for entrusting us with their precious 'Monash Heart' costume. This was the first time that they had ever loaned the costume to an external organisation, and its presence at Run Geelong enabled our volunteers to approach many more people to promote Organ and Tissue Donation.

Volunteers, Department of Medicine, Deakin University and Matthew Finders Girls Secondary College

To assist with the promotion of Organ and Tissue Donation at Run Geelong, the group enlisted the help of six medical students from Deakin University and six students from Matthew Flinders Girls Secondary College. The group would like to thank all of these volunteers for their enthusiasm and commitment.

Executive Summary

Introduction

Australia has a world class reputation for successful transplant outcomes. However it has one of the lowest organ donation rates in the developed world.

A project group of Leaders for Geelong (LfG) participants developed a promotional strategy, in partnership with Run Geelong and supported by DonateLife Victoria, to raise the awareness of organ and tissue donation within the City of Geelong community. DonateLife Victoria aims to build partnerships and exposure to key stakeholders across Victoria to address the low donation rates. More active engagement and awareness in the community is needed to increase Australia's consent rate.

Background:

In 2012, 354 organ donors gave 1,052 transplant recipients a new chance in life. Around 1600 people are on Australian organ transplant waiting lists at any one time. On average, people on the transplant list must wait between six months and four years. In 2012, the Australian population had 15.6 deceased donors per million people. In Australia, less than 60% of families of potential donors give consent for organ donation to proceed. The most important thing that helps a family's decision is to know the wishes of their loved one. If you want to donate life, it is important to discuss it today.

Organ and tissue donation facts in Australia:

- Australia is a world leader for successful transplant outcomes.
- Around 1600 people are on the organ transplant waiting lists.
- The number of organ donors and transplant recipients in 2012 was the highest since national records began.
- The percentage of 18-30 year olds registered as donors is particularly low in Victoria.
- Australians are willing to become organ (78%) and tissue (75%) donors.
- 1% of people actually die in hospital in the specific circumstances where organ donation is possible and tissue donor is less limited.
- 61% of families give consent for organ and tissue donation to proceed.
- 47% do not know or are not sure of the donation wishes of their loved ones.
- 96% of people who are aware of their family members' wishes indicate that they would uphold those wishes.

DonateLife Victoria

Community organisations, advocates and volunteers together with DonateLife Network staff play an important role in normalising the subject of organ and tissue donation and having the conversation every family needs to have. By giving time to the story, DonateLife are encouraging Australians to:

- Discover - Make an informed decision about whether to become an organ and tissue donor.
- Decide - Register the informed decision on the Australian Organ Donor register
- Discuss - Make sure you know your family's wishes and they know yours. Discuss the donation decision with your next of kin and know each other's wishes.

Project objective

The objective of this project was to design and implement a unique promotional strategy, in partnership with DonateLife Victoria, to increase both the number of registered organ donors within the Geelong region and the number of people who discuss their donor wishes with their family.

It was anticipated that the project would achieve the following main benefits:

- Increase awareness of organ and tissue donation within Geelong
- Increase the number of registered donors within Geelong;
- Increase the proportion of registered donors who have discussed their donor wishes with their next of kin.

Project methodology

This project consisted of two distinct phases:

- *Phase 1* - defining our promotional strategy; *and*
- *Phase 2* - implementing our promotional strategy

Results

The effectiveness of the Run Geelong promotional strategy was evaluated in terms of its success in:

- increasing awareness of organ and tissue donation in Geelong/Barwon region; and
- increasing the number of registered donors within Geelong/Barwon region

In terms of increasing awareness of organ and tissue donation, the effectiveness of Run Geelong was firstly measured by the amount of organ and tissue donation registration forms and promotional products distributed to people. This indicates that at least 3,000 people from the Geelong/Barwon region were engaged in a conversation about organ and tissue donation.

Measuring an increase in organ donor registrations involved liaising with the Australian Organ Donor Register (the Register) to comparing the number of registered donors from the Geelong/Barwon region before and after Run Geelong. Unfortunately, the Register has been unable to provide this comparison due to technical issues beyond its control. However they remain committed to undertaking and providing this analysis and this report will be duly updated with the outcome of this analysis upon its receipt.

Exit Strategy

The exit strategy for this initiative consists of two planks:

1. Repeat implementation of the Run Geelong promotional strategy. Kathryn Coumans, in her role as Donation Nurse Specialist at Barwon Health, will be taking on responsibility for implementing the promotional strategy at Run Geelong in 2014 and into the future.
2. Implementation of the promotional strategy at other Cotton On Foundation fun runs around Australia. The successful implementation of this strategy, in partnership with Run Geelong, represents a strategic model for DonateLife to implement in other regional areas throughout Australia in partnership with the Cotton On Foundation. To facilitate this, a hand over meeting and letter of agreement between Donate Life and the Cotton On Foundation has been organised.

Introduction

The Organ and Tissue Donation project group was formed following a workshop in December 2012. At this workshop, Steve Grayson suggested a project about organ and tissue donation. Whilst Steve provided no detail about what this project would entail, it was sufficient for the four other project group members to be enthusiastic about its potential.

This report details how the project group further developed this idea, with assistance from DonateLife Victoria and the Cotton On Foundation, to deliver a unique strategy promoting Organ and Tissue donation at Run Geelong in November 2013. The aim was to scope out a unique Geelong centric communication process that enables DonateLife to build partnerships and exposure to key stakeholders. As an outcome, DonateLife Victoria has partnered with the Cotton On Foundation, organiser of Run Geelong Geelong's annual major event, to gain exposure to over 12,000 participants to create awareness of organ and tissue donation. This unique promotional strategy provides a platform for repeat implementation year on year and can be delivered nationally throughout Australia.

Background

Organ and Tissue Authority

This is the federal organisation responsible for establishing and administering a nationally coordinated approach to organ and tissue donation for transplantation, in partnership with states, territories, clinicians, consumers and the community. It also includes the allocation of funds to non-government organisations to provide essential services aligned to its purpose. The authority was established on 1 January 2009 under the *Australian Organ and Tissue Donation and Transplantation Authority Act 2008* ("the Act") as part of the Australian Government's new national reform package: A World's Best Practice Approach to Organ and Tissue Donation for Transplantation. This reform package was designed to address the fact that the number of organ and tissue donations in Australia is low by global standards and provides an unprecedented opportunity to transform and save more Australian lives

The Authority's vision is "to implement a world's best practice approach to organ and tissue donation for transplantation, and to work in concert with state and territory governments to improve access by Australians to life-saving and life-transforming transplants". Their mission is "to deliver a highly effective national organ and tissue donation system with the support of Australian governments, the clinical profession and the community".

The Authority has many initiatives through which to achieve their mission, however a key initiative in terms of this project is their DonateLife network throughout Australia, in particular their Victorian branch. The DonateLife Network comprises Organ and Tissue Donation Agencies (OTDAs) and Hospital Based staff in 74 hospitals across Australia to work specifically on organ and tissue donation. For this project, there has been extensive consultation with and support received from DonateLife Victoria.

Organ and Tissue Donation in Australia

In 2013, 354 organ donors gave 1,052 transplant recipients a new chance in life. At any time, there are approximately 1600 people on Australian organ transplant waiting lists, and these people must wait between six months and four years to receive an organ. Australia is a world leader in terms of successful transplant outcomes recognising the significant clinical progress that has been achieved within Australia and the considerable skill of our medical clinicians. However, whilst Australia is recognised as a world leader in transplantation medicine, the number of organ and tissue donations in Australia is low by global standards. Australia needs more active engagement and awareness within the community to increase Australia's consent rate.

There are three criteria for a person, who has died, to donate their solid organs (such as heart, lung, kidneys etc) for the benefit of others:

- A person has to have been declared brain dead and is being artificially ventilated in hospital. Brain death is when blood circulation to the brain ceases, the brain stops functioning and there is no possibility of recovery. Organ donation may also be possible after a person's heart has stopped beating, referred to as cardiac death, however this is less common. Accordingly, less than 2% of people who die in hospital will be eligible to donate their solid organs. It is, therefore very important to identify all potential donors and support their families to make informed decisions about organ and tissue donation.
- Solid organs must be medically suitable for organ or tissue donation. In some cases, a person may pass away in the circumstances described above, however due to medical reasons; it is not viable to use their organs and tissues for transplantation.
- At the time of death, the person's next of kin must authorise the donation of the person's organs and tissues.

The first and second criteria do not apply in donating other types of tissues (such as bone, eye corneas, skin) as these tissues can be donated up to 24 hours after death regardless of where death occurred. The third criterion is still relevant in cases the tissue is donated following a death.

Organ and tissue donation facts and statistics:

- In 2012, there were 15.6 solid organ donors per million people in Australia
- 61% of families give consent for organ and tissue donation to proceed. The most important thing that helps a family's decision is knowing the wishes of their loved one.
- 47% of Australians do not know or are not sure of the donation wishes of their loved ones.
- In Australia the family will always be asked to confirm the donation wishes of the deceased before donation can proceed.
- Children cannot be registered by their parents, but that does not prevent them from being donors as the family can approve donation.
- The number of organ donors and transplant recipients in 2012 was the highest since national records began.
- Australians are willing to become organ (78%) and tissue (75%) donors.
- 96% of people who are aware of their family members' wishes indicate that they would uphold those wishes.

Organ and Tissue Donation in Geelong

In Geelong people are able to donate their head of femur (leg bone) for use in reconstructive surgeries, and corneas and sclera from the eyes tissues.

Project outline and methodology

Project objective

The objective of this project was to design and implement a unique promotional strategy, with the support of DonateLife Victoria, to increase both the number of registered organ donors within the Geelong region and the number of people who discuss their donor wishes with their family.

The project must adhere to the following principles:

- Add value to the Geelong community;
- Align with DonateLife Victoria's strategic direction and initiatives;
- Further develop and extend the leadership skills of the project team;
- Provide a framework and platform for repeat implementation year on year within the Geelong region
- Provide a framework for potential replication in other regions within Victoria and Australia;

It was anticipated that the project would achieve the following three main benefits:

- Increase awareness of organ and tissue donation within Geelong
- Increase the number of registered donors within Geelong;
- Increase the proportion of registered donors who have discussed their donor wishes with their next of kin.

Project methodology

This project had two distinct phases associated with it which can best be described by their outputs:

Phase 1 - defining our promotional strategy

This phase of the project was characterised by the following activities:

- researching organ and tissue donation within Geelong, Victoria and Australia;
- making contact with key stakeholders;
- generating a number of promotional ideas;
- workshopping these ideas with key stakeholders;
- determining the feasibility of promotional strategies; and
- confirming the promotional strategy that would be implemented.

Phase 2 - implementing our promotional strategy.

- This phase of the project was characterised by the following activities:
- Managing and consolidating relationship with stakeholder;
- Marketing and public relations;
- Promotional collateral for the day;
- Logistics and organisational for the event; and
- Organisation of volunteers.

Key stakeholders

DonateLife Victoria

DonateLife Victoria, (formerly LifeGift), coordinates organ donation in Victoria and Tasmania and works with the Donor Tissue Bank of Victoria and Lions Eye Bank to seek consent from organ donor families for potential tissue donation. The team works with hospitals and hospital-based organ and tissue donation medical specialists and nurses across Victoria, to provide professional donation services and encourage best practice to increase donation performance.

DonateLife Victoria also helps raise community awareness and understanding about organ and tissue donation to encourage all Victorian families to discuss donation, know each other's wishes and register their decision. DonateLife Victoria's promotional message centres on the following three key messages:

- **Discover** - make an informed decision about whether to become an organ and tissue donor.
- **Decide** - register the informed decision on the Australian Organ Donor register
- **Discuss** - make sure you know your family's wishes and they know yours. Discuss the donation decision with your next of kin and know each others wishes.

An initial meeting was held with LfG project team and Donate Life Victoria in Geelong. The team from DonateLife Victoria briefed the project team on their key strategies and issues.

- Promoting organ donation in 18-30 year olds
- Facilitating the discussion with the next of kin about the wishes of the donor

DonateLife Geelong Volunteers

The LfG Project team invited Nurse Donation Specialist Kathryn Coumans from Barwon Health to join the team as an advisor. Kathryn contributed knowledge and a congruent to DonateLife Victoria. Geelong DonateLife trained volunteers contributed their time to participate in the promotional event.

DonateLife Community Champions

DonateLife Victoria's Communications Adviser, David Cornford, assisted the LfG project team. An induction session was facilitated by David in Geelong for newly recruited youth volunteers from local secondary college Matthew Flinders, and the medical students from Deakin University to assist at the Run Geelong event. All media communications and training was guided and delivered under the guidance of DonateLife Victoria.

Community Champions program (Specialist services volunteer activity)

- Support DonateLife Victoria to increase donation by achieving awareness goals
- Engage and guide, not teach and preach
- Sensitive issues, myths and facts
- Duty of Care
- Your role as a "Community Champion".
- Reward and recognition

Committee for Geelong/Leaders for Geelong

The Committee for Geelong (CfG) is the region's leading non-political strategy group. Its members are a network of leaders from key organisations in the local community and business sectors that are committed to developing Geelong's social, economic, cultural and environmental quality of life.

The CfG has established the Leaders for Geelong program with the aim of building individual leadership capacity and skills of emerging leaders within the Geelong community. The program endows participants with a broader understanding of the challenges and opportunities for the Geelong community. The intention is that graduates of this program will, over time, assume leadership positions in the Geelong community.

The project team with the assistance of CfG developed a communication strategy. As part of that strategy the CfG agreed to advertise the Run Geelong event on behalf of the project team in their newsletter.

Cotton On Foundation - Run Geelong

Run Geelong was established in 2009 when the Cotton On Foundation partnered with Geelong's Barwon Health Foundation to redevelop the Geelong Hospital Children's Ward. Since then, Run Geelong has become the major fun run within the Geelong region. Since 2009, the Cotton On Foundation has held Run Geelong each year in November and expanded the concept to Ballarat in 2012 and Wollongong and Newcastle in 2013. The Cotton On Foundation now refers to this initiative as 'Run Australia' planning to run at least one event in every Australian state or territory, attracting 100,000 participants across Australia and generating over \$3,000,000 per year to improve health facilities for young people in regional Australia.

A look at what makes the Run Australia events so unique:

- 100% of the entry goes directly towards each town's specific cause
- The local community gets behind the cause and takes full ownership for their hospital or program's redevelopment.
- In 2012 Run Geelong attracted over 11,592 participants who rose over \$500,000 to help complete the redevelopment of the Geelong Hospital Children's Ward.
- The inaugural Run Ballarat took place in 2012 breaking all records with over 4,200 people from the local community taking part to raise funds for the redevelopment of the Ballarat Base Hospital Children's Ward.

The project team's key principle was to partner with a high profile community event such as Run Geelong. Run Geelong's National Projects Coordinator Jimmy Elkington agreed that the LfG project principles were of value and aligned with the Run Geelong message.

Barwon Health

Barwon Health was formed in 1998 and is one of the largest and most comprehensive regional health services in Australia, providing care at all stages of life and circumstance. Health services available through Barwon Health cover the full spectrum from primary care, community services, aged care, rehabilitation, mental health, emergency and acute care. With the exception of neurosurgery and transplantation, virtually all other specialties are available through the Geelong Hospital.

Barwon Health was informed that project team, with support from DonateLife, would participate at the Run Geelong event. The project team acknowledged and considered the key message from Barwon Health for the Run Geelong event.

Defining our promotional strategy

Starting out

The project group firstly undertook research into Organ and Tissue Donation within Geelong, Victoria and across Australia. A summary of this research has already been detailed within the introduction of this report. This research revealed that DonateLife Victoria would be a key stakeholder that we needed to establish a relationship with that organisation.

The project group contacted Kathryn Coumans from Barwon Health. Kathryn is the Donation Nurse Specialist and is responsible for implementing the DonateLife's Clinical Framework within Barwon Health. This includes identifying potential donors to facilitate organ and tissue donors, educating hospital staff and the wider Geelong community about organ and tissue donation. Kathryn welcomed our contact and accepted an invitation to meet to further discuss what might be possible, together with her colleagues from DonateLife Victoria in Melbourne.

At this meeting, DonateLife Victoria advised they were receptive to our objective of designing and implementing a promotional strategy, ensuring that it aligned with their strategic direction and messaging. DonateLife also advised that their preferred target age group was 18 to 25 year olds.

Developing options

To determine potential promotional strategies, the following guidelines were used when brainstorming promotional ideas:

- Be a dedicated event which would really have some impact, but be manageable to implement;
- Be an event that would reach people that did not have any connection to organ and tissue donation;
- Be an event that would make a difference;
- Be achievable with our budget set for \$2,000; and
- Allow us to have some fun along the way.

To evaluate our ideas, seven scoring criteria were developed, with each being scored out of ten for a total scored out of 70. The seven scoring criteria were:

- Potential to directly benefit the Geelong community
- Potential to raise awareness of organ donation
- Potential to increase the number of donor registrations
- Potential to demonstrate having the 'courageous' conversation
- Potential to be delivered by the project team by the end of the year
- X-factor/degree of passion for this idea
- Potential to be replicated elsewhere

The ideas that scored the highest according to the above criteria, and which were accordingly agreed by the group to discuss with DonateLife Victoria are listed in the following table:

Concept	Advantages	Potential barriers
Organ Donation day at local Geelong Football/Netball league	<ul style="list-style-type: none"> ▪ Captures the 18 - 25 year old target cohort ▪ Potential to distribute promotional material to attendees ▪ Potential to register people on the spot ▪ Potential to promote organ and tissue donation individuals and their next of kin 	<ul style="list-style-type: none"> ▪ Dependent on support of Geelong Football League
Promotion of Organ and Tissue Donation within the Learner Driver's logbook	<ul style="list-style-type: none"> ▪ Captures the 18 - 25 year old target cohort 	<ul style="list-style-type: none"> ▪ Dependent on negotiation with VicRoads - potentially difficult to achieve ▪ Does not facilitate a direct discussion with the person about organ and tissue donation
Partner with Falls Festival:	<ul style="list-style-type: none"> ▪ Potential to reach a large audience ▪ Potential to distribute promotional material to attendees ▪ Potential to register people on the spot ▪ Captures the 18 - 25 year old target cohort 	<ul style="list-style-type: none"> ▪ Dependent on support from Falls Festival
Hold a short film competition for young people	<ul style="list-style-type: none"> ▪ Could market to schools and universities thereby capturing the 18 - 25 year old target cohort ▪ Could then use the short film for advertisement within Geelong 	<ul style="list-style-type: none"> ▪ Requires participants to have access to filming equipment which may exclude limit involvement

Pitching our ideas

The project group consulted DonateLife Victoria about our potential promotional strategies to ensure they aligned to their strategic direction and messaging. The key outcome of this meeting was that some of our proposed promotional strategies did not comply with DonateLife Victoria's following principles for promotional activities:

- *Informed donor registrations* – DonateLife Victoria advised that an event must ensure that people are well informed about organ and tissue donation, particularly if they choose to register. An event that involves promoting and registering organ and tissue donation to people under the influence of alcohol or drugs, such as our partnering with the Falls Festival, would not comply with this principle.
- *Organ and tissue donation message should not compete or contradict with other promotions*– DonateLife Victoria considered that our idea of promoting organ and tissue donation with the Learner Drivers logbook would conflict with their message of road safety and therefore was not feasible.

DonateLife Victoria further advised that they had already conducted a promotional strategy around making short films about organ and tissue donation, therefore advised that they did not consider this to be a feasible strategy to pursue.

DonateLife Victoria was supportive of the idea of partnering with the Geelong Football Association to promote organ and tissue donation. They were very enthusiastic to leverage off an existing community event rather than develop a stand-alone event as experience showed that stand alone events tended to attract people that had an existing association with organ and tissue donation, either from receiving a transplant or having a loved one donate their organs. As a result, it was agreed to pursue implementation of a promotional strategy focused on partnering with Geelong Football Association.

Pursuing a partnership with Geelong Football Association

The project group made many attempts to contact with Geelong Football Association to propose an Organ and Tissue Donation Footy Weekend event however were unable to progress discussions beyond an introductory telephone call. The project group tried to use personal contacts and representatives from the Committee for Geelong to establish meaningful contact with the Geelong Football Association; however these strategies ultimately proved unsuccessful. After a number of weeks trying to make contact with the Geelong Football Association, the project group decided that alternative community events needed to be considered.

Enter Run Geelong

In considering alternative community events to partner with, the project group returned to one of our earlier ideas of partnering with Run Geelong. The project group had previously dismissed this option as it did not focus solely on the 18 to 25 cohort, however given the feedback from DonateLife Victoria and our inability to progress our proposed partnership with Geelong Football Association; it was decided to make contact with Run Geelong to determine whether they would be willing to partner with us.

The project group contacted Jimmy Elkington from the Cotton On Foundation who demonstrated an immediate interest and enthusiasm in promoting organ and tissue donation as part of Run Geelong and a willingness to partner with the project group. Following a further discussions with Mr Elkington, the project had secured its community event to partner with to promote organ and tissue donation. It cannot be overstated the willingness and commitment that Mr Elkington and the Cotton On Foundation have exhibited to help us implement our promotional strategy.

Implementing our Run Geelong strategy

Project management and governance

The project group employed a robust project management and governance framework to ensure that the project remained on track. Responsibility for administering this framework was allocated to one person in the project group who developed and coordinated a project schedule, chaired our meetings, and held all other project members accountable for completing their actions and tasks in accordance with the project schedule. This project schedule is attached in Appendix 1.

Formalising our relationship with Run Geelong

It was recognised that formalising our partnership with the Cotton On Foundation would be beneficial to secure the opportunity to implement our promotional strategy and to establish a formal relationship to leverage off in the future as part of our exit strategy. Therefore it was intended that a memorandum of understanding (MOU) document would be drafted to enter into by both parties.

In drafting the memorandum of understanding (MOU), it began to resemble a formal contract, addressing legal, procedural, and financial and risk considerations for both the Committee for Geelong and the Cotton On Foundation. Upon further discussion with the Committee for Geelong and the Cotton On Foundation, it was agreed that the drafted MOU was very detailed and overly onerous for what was essentially an agreement for the project group to leverage off Run Geelong to raise awareness of and promote organ and tissue donation at the Run Geelong event.

It was agreed that a simple Letter of Agreement would be sufficient to formalise the relationship between the Committee for Geelong and the Cotton On Foundation. The letter set out the key responsibilities of each party as a record of the project intent, including the project background, overview, key responsibilities, arrangements and timeline. The letter was duly signed by the Committee for Geelong and the Cotton On Foundation, a copy of which can be viewed in Appendix 2.

As part of the exit strategy, the Project Team intended to pursue an ongoing formal relationship between DonateLife Victoria and Run Geelong and that all further participation and support would be at the discretion of both these parties.

Marketing and public relations

A marketing and public relations strategy was developed to firstly raise awareness of organ and tissue donation within Geelong prior to Run Geelong and secondly to promote participation in the Run Geelong event. It was crucial that the messaging and information aligned with DonateLife Victoria's key messages and media boundaries and they assisted by providing information and data. The marketing and public relations strategy focused on using both mass media and email mediums. The key marketing and public relations activities that were implemented consisted of the following:

Radio interview on BAY FM

The project group organised to record a radio segment on Bay FM's lifestyle based program called the 'Catch Up', hosted by Mark Hyland and Paula Kontelj. This show was targeted towards members of the Geelong community who were interested in health and wellbeing topics, which aligned well with the topic of organ and tissue donation.

The radio segment involved project group member Matthew Le Maitre and Kathryn Coumans having an open discussion with Mark and Paula about organ and tissue donation; with Paula and Mark speaking openly about their feelings about the topic and supporting our message. Kathryn provided several facts and addressed some of the myths around organ and tissue donation, whilst Matthew provided information about Run Geelong and the Leaders for Geelong program.



From left: Matthew Le Maitre, Kathryn Coumans and Bay FM's Mark Hyland

Advertiser newspaper article

The project group also drafted a newspaper article for the Advertiser newspaper. This initiative was another mass media strategy opportunity to promote organ and tissue donation and Run Geelong. This editorial piece was in the Advertiser newspaper on the 14 November 2013 and can be viewed in Appendix 2 of this report.

Marketing email to Committee for Geelong members

The project group additionally sent a marketing email to the Committee for Geelong members. This marketing email was also very important to Jimmy Elkington to promote the Run Geelong event.

Promoting our message at Run Geelong

A critical component for success at the Run Geelong event was the ability to attract people to our tent at Run Geelong, to engage them in a discussion and inform them about organ and tissue donation. This aligned with DonateLife Victoria's principle of people being informed about organ and tissue donation before registering to be donor. This discussion would also provide an opportunity to emphasise the importance of people advising their next of kin of their wish to donate – a critical step in any person being able to donate their solid organs and tissue. The project team employed the following strategies to engage people on the day of Run Geelong:

Monash Heart Costume

The project team recognised that a costume signifying organ and tissue donation walking around Run Geelong handing out information about organ and tissue donation would be very valuable. The project group identified that Monash Heart, an amalgamation of the former Departments of Cardiology of Monash Medical Centre, Clayton and Dandenong Hospital, had a 'heart costume' that they used to promote their services. Seizing the opportunity, the project group contacted Monash Heart and asked to borrow their "Harry the Heart" costume to use at Run Geelong. In lending their costume, Monash Heart recognised that it was an opportunity to promote their services more widely.



Project group members Steve Grayson (left) and Matthew Le Maitre (in "Harry the Heart" costume)

Promotional products

At events such as Run Geelong, promotional products to give to participants and their family and friends, are crucial to attracting people to your tent and engaging them. The project team considered different options for promotional products to give away, with consideration given to our budget and DonateLife's branding guidelines and timeframes. The project team determined that we would have the following DonateLife branded products to give away on the day:

- Balloons
- Wrist bands
- Water bottles
- Temporary tattoos

These items were part funded by the project team and by DonateLife Victoria and a copy of the budget for products purchased by the project group in Appendix 3.

In addition to the above, Jimmy Elkington provided Run Geelong branded products to give away. These products included:

- Hats
- Water bottles
- Head bands

Organ and tissue donation registration forms and brochures

Given our objective to promote organ and tissue donation, we also had 6,000 organ and tissue registrations forms and information brochures to give away to people.

Logistics for Run Geelong

As for any event, detailed planning is essential to ensure smooth execution and a successful outcome on the day. In planning this event, the following aspects were considered and these serve as a guide for any repeat implementation of this promotional strategy:

- Identify where the event will be held and confirm the exact location of your site within the arena, including vehicle access and security of the site.
- Is electricity to the site is required? In our case, it was decided that we did not require electricity.
- Is water or food required for the volunteers? Given that Run Geelong is a morning event, there was no need to provide food, and water was supplied by the Cotton On Foundation. However, this may need to be a consideration when partnering with other community events.
- Arrange one location to gather and store items that are required for the day (including the tent, table, chairs, banners, and flags) and pre-collection and storage of other smaller items (including promotional pamphlets, registration documentation, wrist bands, balloons, gas bottle to inflate balloons, water bottles).
- Develop a 'running sheet' for the event. This running sheet detailed what needed to be done the day before the event, and outlined a schedule of activities that needed to be completed on the day.
- Prior to the event, each person was given a role that they were responsible for on the day. These roles included appointing a photographer, coordinating the volunteers, organising the promotional products, wearing the 'Harry the Heart' costume, and blowing up balloons.

Allocating one person to be responsible for considering the points prior to the event resulted in a smooth execution of our promotional strategy on the day of Run Geelong. It also ensured that each person was aware of their role and was able to enjoy the day.

Organisation of volunteers

Volunteers were required to support us on the day. DonateLife has several existing volunteers based in the Geelong region, however it was felt that we needed volunteers of a younger demographic considering the nature of the Run Geelong event. Kathryn Coumans, the Donation Nurse Specialist at Barwon Health, volunteered to be responsible for sourcing and training some younger volunteers for Run Geelong. Part of Kathryn's role includes coordinating the volunteers within the Geelong region.

Kathryn approached the Department of Medicine at Deakin University and Matthew Flinders Girls Secondary College for volunteers, both of which agreed to Kathryn request. Due to the expectation that volunteers can engage and educate people about organ and tissue donation, it was felt that the volunteers from Matthew Flinders Girls Secondary College were too young to have these conversations with people, however it was recognised that girls could still play a valued part in our event by handing our information brochures about organ and tissue donation.

The volunteers from Deakin's medical school underwent specific training in organ and tissue donation prior to the Run Geelong event. This training was conducted by DonateLife Victoria and ensured that the medical students were able to inform people about organ and tissue donation and answer any specific questions they might have and address any myths about organ and tissue donation.

Both sets of volunteers were integral to the success of our promotional strategy and were responsible for distributing many hundreds of organ and tissue donation registration forms.

Results

Reflections on Run Geelong

The project team arrived at Steampacket gardens early to set up the tent and organise ourselves for what was a very busy morning. The tasks that needed to be completed included inflating 300 balloons, organise and provide final briefing to the volunteers, take photos to document the day and getting the 'Harry the Heart' costume.

As the first runners were finishing, people started approaching our tent, primarily for our product giveaways, but this provided an opportunity to discuss organ and tissue donation and give them a registration form to go away with. Whilst this was occurring, 'Harry the Heart' was circling the gardens, engaging children whilst our volunteers from Deakin Medical School engaged their parents in a discussion, and volunteers from Matthew Flinders Girls Secondary College handed out organ and tissue donation brochures.

Across the course of the morning it became clear from the numerous conversations we had with people that there is general support for organ and tissue donation amongst the Geelong community. Many people advised us that they were already registered donors, however many of them had not discussed their wishes with their next of kin, which is essential for organ and tissue donation. Other people expressed their support for organ and tissue donation, but admitted that they had not registered to be a donor; we ensured that these people walked away with a registration form.



Participants approaching the DonateLife tent at Run Geelong

Feedback from DonateLife Victoria

Following Run Geelong, David Cornford from DonateLife Victoria sent an email to all their volunteers around Victoria, recognising what a success our promotional strategy had been and that it represented a great model for the future promotional of organ and tissue donation. This email from DonateLife Victoria was a great validation of our promotional strategy at Run Geelong and also for future application around Victoria. David Cornford's email can be viewed in appendix 4.

Evaluation of Run Geelong

Where possible, the evaluation of our promotional strategy needed to align to the following anticipated benefits:

- Increase awareness of organ and tissue donation within Geelong
- Increase the number of registered donors within Geelong;
- Increase the proportion of registered donors who have discussed their donor wishes with their next of kin.

Evaluating whether registered donors have had the conversation with their next of kin was considered too difficult given the complexity around surveying donors, therefore the evaluation plan focused on the first two anticipated benefits.

Increase awareness of organ and tissue donation within Geelong

The effectiveness of this strategy to raise awareness of organ and tissue donation can be firstly evaluated by the number of people that we engaged as part of Run Geelong. Whilst it is not possible to be exact about the number of people that we spoke with, a useful indicator that can be used is the volume of promotional products that we distributed at Run Geelong, in particular the organ and tissue donation registrations forms. By the end of Run Geelong, the project group had:

- distributed approximately 3,000 organ and tissue donor registrations forms across the Geelong community;
- given away in excess of 300 DonateLife branded balloons;
- given away 100 DonateLife branded water bottles;
- given away approximately 1600 wrist bands;

This demonstrates that at least 3,000 people from the Geelong/Barwon region were engaged in a conversation about organ and tissue donation.

A secondary measure of raising awareness of organ and tissue donation is analysing the amount of website traffic to DonateLife's website following Run Geelong. It was hypothesised that people who we had engaged with may try to find out more information through DonateLife's website. DonateLife are still in the process of providing specific analysis of their website traffic following Run Geelong to indicate the effectiveness of raising awareness. The project group will update this report with this analysis upon its receipt.

Increase the number of registered donors within Geelong

This anticipated benefit was to be measured by simply analysing the number of registered donors from the Geelong/Barwon region before and after Run Geelong. Whilst it has been confirmed that the Australian Organ Donor Register (the Register) is able to undertake this analysis, circumstances beyond its control means that it is presently unable to provide such analysis. The Register remains committed to undertaking and providing this analysis and this report will be duly updated with the outcome of this analysis upon its receipt.

Exit Strategy

Recommendations for future execution of promotional strategy

As our project developed, our exit strategy grew in clarity. Following the connection with the Cotton On Foundation, it was clear our exit strategy would consist of two planks:

1. Kathryn Coumans, in her role as Donation Nurse Specialist at Barwon Health, will be responsible for implementing the promotional strategy at Run Geelong in 2014 and into the future.
2. Deliver a strategic model to Donate Life, which has the capacity to be locally implemented in other regional areas throughout Australia.

Partnership Agreement

To enable the ongoing success of the Geelong event and create the opportunity to grow across other regional areas, the project group has facilitated a hand over meeting, including a letter of agreement, between DonateLife and the Cotton On Foundation.

The project group remain committed to promoting organ and tissue donation and are willing to provide advice and guidance to Run Geelong and DonateLife Victoria into the future.

Conclusion

The objective of this project was to design and implement a unique promotional strategy, with the support of DonateLife Victoria, to increase both the number of registered organ donors within the Geelong region and the number of people who discuss their donor wishes with their family.

Implementation of the Run Geelong promotional strategy on the 17th November 2013 represents achievement of this objective; however also provides a community engagement strategy template that will be repeated at Run Geelong in 2014 and has the potential to be repeated around Australia through a partnership between the Cotton On Foundation and DonateLife.

Through the successful implementation of the Run Geelong promotional strategy, the Leaders of Geelong project group have been challenged to overcome a number of barriers and as a result have extended our individual leadership capacity.

Appendices

Appendix 1 – Project schedule

Area of responsibility	Tasks	Sub-tasks	Responsible	Projected completion date	On track?	Actual completion date
Administration and operation of meetings – Daniel Clair	Project meetings	Chair fortnightly meeting		Ongoing	Yes	N/a
		Prepare meeting agendas		Ongoing	Yes	N/a
		Complete minutes		Ongoing	Yes	N/a
Stakeholder engagement and management – Helen Long	MOU	Finalise MOU	Barb Hayes	31-Aug-13	Done	As projected
		Provide MOU to Run Geelong	Helen Long	15-Sep-13	Done	30-Sep-13
		Obtain signed copy of MOU	Helen Long	30-Sep-13	Done	15-Oct-13
Marketing/public relations for Run Geelong – Matt Le Maitre	Bay FM interview	Contact Paula Kontelj	Matt	15-Sep-13	Done	As projected
		Obtain approval from Jimmy	Matt	30-Sep-13	Done	As projected
		Kathryn to determine questions for interview	Kathryn	15-Oct-13	Done	As projected
		Complete pre-recorded interview	Matt	30-Oct-13	Done	As projected
	Geelong advertiser	Run interview on radio	Kathryn/Matt	10-Nov-13	Done	As projected
		Engage chief editor	Matt	30-Aug-13	Done	As projected
		Obtain editorial from DL	Kathryn/Sarah	30-Sep-13	Done	As projected
		Submit editorial to Geelong Adddy	Matt	20-Oct-13	Done	As projected
		Editorial published	Matt	07-Nov-13	Done	As projected
		Contact Carmen	Matt	10-Oct-13	Done	As projected
		Submit editorial 'above' to Carmen	Matt	10-Oct-13	Done	As projected
CFG email distribution	Email sent out to members	Matt	20-Oct-13	Done	As projected	
Logistics for Run Geelong – Steve Grayson	Costume	Determine availability from Monash. HL.	Dan	20/09/2013	Done	20/09/2013
		If available, transportation and storage of costume SG.	Steve	15-Nov-13	Done	As projected
		Who will fill the costume?	Matt	17-Nov-13	Done	As projected
		Any security issues eg does it require an assistant?	N/a	No	N/a	N/a
	Logistics on the day	Does the costume have any give aways on the day?	N/a	No	N/a	N/a
		Tent, table, chairs, flags, banners, specify exact scope/availability.	Steve	17-Nov-13	Done	As projected
		Storage, delivery, and setup and pull down, confirm who ,when , timing access, etc.	Steve	5-Nov-13	Done	As projected
		Is power required?	No	N/a	N/a	N/a
		What other additional promotional/marketing material on the day?.eg water bottles, wrist bands etc. again storage , transportation, etc	Dan	As below	N/a	N/a
		Who will arrange timing, coordination/scheduling between run Geelong and DL people.	Steve	5-Nov-13	Done	As projected
		Is there a need to debrief the team on the day , eg responsibilities, expectations, roles, requirements?	Steve	5-Nov-13	Done	As projected
		Are there any refreshments being provided eg. water, snacks?	Steve	No	N/a	N/a
		Organise photography for the day	Matt	5 November 2013	Done	As projected
		Are we providing the availability of registration on the day in the tent?	No	No	N/a	N/a
Promotional material – Kathryn Coumans/Daniel Clair	Determine budget for promotional activity		Dan	1-Sep-13	Done	As projected
	Determine options for promotional material		Dan	13-Sep-13	Done	As projected
	Preset recommendations to project group		Dan	24/09/2013	Done	As projected
	Arrange agreed promotional material		Dan	8/11/2013	Done	As projected
Evaluation of outcomes – Daniel Clair	Research evaluation options	Speak to Kathryn Coumans and Sarah Walters about options for evaluations	Dan	27-Sep-13	Done	As projected
	Determine research methodology	Discuss options with project group	Dan	31/10/2013	Done	As projected
		Agree options with project group	Dan	8/10/2013	Done	As projected
		Undertake evaluation of promotional strategy	Dan	31-Jan-14	Ongoing	Ongoing
Organisation of volunteers – Kathryn Coumans	Organise volunteers for Run Geelong		Kathryn	15-Oct-13	Done	As projected
	Training		Kathryn	1-Nov-13	Done	As projected
	Prepare outline of report	Commence adopting Breast Cancer project report to meet our needs	Barb/Helen	30-Dec-13	Done	As projected

Giving a gift of life

DANIEL WAIGHT

A TEAM from the Leaders For Geelong program has launched a project to raise awareness of organ and tissue donation.

Team member and local accountant Matthew Le Maitre said his group worked with the Australian Organ and Tissue Authority's Donate Life on the project.

“Initially, what we wanted to do was raise the number of people registered,” he said. “But what came back from Donate Life was (we should aim) to raise the discussion, because ultimately it comes down to the next of kin.”

About 80 per cent of Australians are willing to become organ or tissue donors, yet 47 per cent are unaware of their loved ones' donation wishes.

The Leaders for Geelong program, run by the Committee for Geelong, selects emerging leaders from the region and cultivates skills that equip them for leadership in their professions and the community.

Participants help devise projects that benefit the community.

Appendix 3 – Promtional collateral budget

Final budget			
Promotional collateral	Cost/unit	Units	Total cost
Wristbands	\$0.59	1000	\$590.00
Lollies			\$25.00
Helium cylinder (300 balloons)	\$170.00	1	\$170.00
Total			\$785.00

Appendix 4 – Email from DonateLife Victoria

Subject: CONGRATULATIONS CHAMPIONS ON "RUN GEELONG" YESTERDAY + ARTICLE

Dear Champions!

Just a quick note to say THANK YOU for what was a great effort was delivered at Geelong for the annual "Run Geelong" event yesterday – congratulations to all our staff and champions involved!

With a crowd estimated at 15 000 including runners, walkers and supporters, the team managed to personally handout over 2500 Australian Organ donor Registration forms at the event from our stand, as well as offer materials at the nearby Health Expo, even supported by Shannon from the Biggest Loser (pic attached).

With existing and newly recruited Community Champions backing our staff and Leaders of Geelong project reps, the whole preparation, training and execution has been a great model for the future.

Well done! I attach the article from today's "Geelong Advertiser" for information also.

Best regards,

David Cornford

Communication Adviser