



Coalition for Life Quarterly

NATIONAL PUBLIC SERVICE

ANNOUNCEMENTS

HIGHLIGHT LOCAL RECIPIENTS

April marks the annual observance of National Donate Life Month, a coast-to-coast campaign designed to encourage more people to commit to becoming organ and tissue donors.

A very special aspect of this year's Donate Life Month is that two of the national spokespeople for the Coalition on Donation's public service ad campaign are Oregonians. Featured on television, radio and print ads are heart recipient Tracy Hoyle and cornea recipient John Malkow. In the public service announcements, Tracy and John retell their personal stories about transplantation to inspire the nation to become donors. Tracy's story is made more inspiring by the fact that she received her new heart at age 29 and is only the third woman known to have a baby within a year of having a heart transplant. Equally compelling is John's story of how after 31 years of blindness, his cornea transplant enabled him to see his grown daughters for the first time.

Additionally, Oregon Donor Program, Oregon's public education entity, is capitalizing on the campaign locally in many ways. Travelers along SW 4th Street in downtown Portland will be greeted by eye-catching Oregon Donor Program street light banners featuring its new tri-color logo. Movie patrons in Eugene and Portland will be treated to Donate Life cinema slides before feature presentations at selected independent theaters. Additionally, commuters in Salem and Eugene will see Oregon Donor Program ads on the back of select transit buses. And hip coffeehouses from Klamath Falls, OR to Ridgefield, WA are dressing up their to-go lattes with exclusive Donate Life coffee sleeves. Coinciding with Donate Life Month, Oregon Donor Program's Web site, located at www.ordonorprogram.org, has been redesigned. Added Web features include resource sections for students and teachers, on-line contributor opportunities and a weekly contest to win a Donate Life T-shirt.

Oregon Donor Program encourages everyone to participate in Donate Life Month by talking to their family and friends about the critical need for donors.



Heart recipient Tracy Hoyle and her son Trent, who was born less than a year after Tracy received her heart, are featured in national public service announcements in honor of National Donate Life Month.

Issue #1

1

April 2004

EDITOR'S CORNER

Welcome to the inaugural issue of *Coalition for Life Quarterly*, the newsletter from Pacific Northwest Transplant Bank (PNTB), Community Tissue Services (CTS) and Lions Eye Bank of Oregon (LEBO). This newsletter is designed to inform you about organ and tissue donation programs, events and successes; and to tighten the connections between these three organizations, our community and hospital partners.

The newsletter is produced and distributed by PNTB on behalf of the three organizations. We want it to reflect your interests, so please suggest content you would like to see by contacting PNTB Hospital Services Coordinator Lisa Miller, millerli@ohsu.edu or 503-494-5560. Also contact Lisa to add or change a subscription.



Oregon Donor Program's most recent "Threads of Life" quilt panel, unveiled April 9 at Legacy Good Samaritan Hospital.

NEXT ISSUE:

An update on the roll out of Idaho's Donor Registry.

Recipient Statistics:

2003 Summary & 2004 to Date

In 2003 PNTB, CTS and LEBO were able to save or improve 4,686 people's lives in our service area (Oregon, southwest Washington and the Boise, Idaho area).

In 2004 to date, 1,123 people have been helped by transplantation in our service area.

2003 RECIPIENT STATISTICS:

Organ recipients: 263 total

132 kidney (R, L, or enbloc*)
10 kidney-pancreas
8 pancreas
29 heart
69 liver
15 lung (R, L, or enbloc*)

Tissue:

3,369 grafts were distributed
in our service area

(Although these may not have all been transplanted yet,
we have included them in the total number of people helped
above.)

Eye recipients: 1,054 total

78 sclera
976 cornea

*Enbloc refers to both kidneys or lungs being recovered and transplanted together.

JAN-MAR 2004 RECIPIENT STATISTICS:

Organ recipients: 40 total

21 kidney (R, L, or enbloc)
1 kidney-pancreas
3 heart
13 liver
2 lung (R, L, or enbloc)

Tissue

810 grafts were distributed in our
service area

Eye recipients: 273 total

16 sclera
257 cornea

Remember that all deaths must be reported to the Donor Referral Line, 800-344-8916, prior to making a request for donation. PNTB, CTS and LEBO staff are also trained as designated requestors and are available to assist you.

LEBO & CTS:

Coordinators together at last

Community Tissue Services and Lions Eye Bank of Oregon have just begun a trial period in which Tissue Bank coordinators and Eye Bank coordinators are housed together in the same office to improve and streamline their referral screening efforts. When a hospital staff member calls with a referral, they can reach a coordinator directly, regardless of the time of day, and quickly obtain a decision regarding the referral's suitability for both tissue and eye donation. By streamlining the decision process, LEBO and CTS are making donor screening easier on the hospital staff and contributing to their goal of making it easier for donation to be a compassionate option for every family.

These changes were called for not only to streamline operations, but because last year, for the first time in 10 years, there was a decrease in the number of corneas provided for transplant. In 2003 transplants declined to 976, down from a record high of 1,086 in 2002. This caused a negative impact on sight restorative efforts and was an unfortunate step backward. As Chris Stoeger, technical director of LEBO, explains, "By improving our coordinators' accessibility to the hospitals, we hope to increase the tissues and eyes available for transplant, and make donation the best experience it can be for everyone involved."

FREQUENTLY ASKED QUESTIONS FROM HOSPITAL STAFF:

- Q: *Why do I have to call the donor referral line when I know a patient won't be a potential donor?*
- A: The need for organs and tissues changes daily; therefore the potential for donation needs to be evaluated on an individual basis.
- Q: *What do I do if I can't find a designated requestor in my hospital?*
- A: Contact the local donation agencies via the donor referral line. The requestor will offer the option of donation to the family of your patient.
- Q: *Can the unit secretary call in the referral?*
- A: Yes, as long as patient information is available for him/her to provide to donor referral line staff.

Q: *Why do families have to be asked questions about their loved one's medical history and lifestyle over the phone?*

A: Recovery agencies must evaluate the medical and social histories of all potential donors. As part of that evaluation, the Food and Drug Administration (FDA) requires that a series of questions be asked about the donor. The questions are very personal, but are necessary to ensure that tissue can be safely recovered and transplanted into recipients. Due to the sensitive nature of the questions, please find a private location for the families to have this conversation with the donation agencies.

WAITING LIST:

428 people in our service area, and 84,223 people nationwide, are waiting for an organ. (As of April 15, 2004.)

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