

**West Virginia Hospital Challenge Campaign Overview**

**How this Campaign Started:**

The Hospital Campaign was launched June 29, 2011 as a special effort of the national Workplace Partnership for Life (WPFL), an initiative of the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA). More than 12,000 companies and organizations are partners in WPFL and are committed to building awareness of the critical need for organ, eye, and tissue donation registrations. This awareness is vital because more than 113,000 people in the United States are waiting for a life-saving organ transplant.

**West Virginia Hospital Association & Donate Life West Virginia Partnership:**

The collaboration between the West Virginia Hospital Association (WVHA) and Donate Life West Virginia (DLWV) for West Virginia Hospital Challenge campaign began two years ago and focuses on hospitals within the state to encourage them to bring awareness to the importance of organ, tissue & cornea donation. DLWV & WVHA is encouraging hospitals to coordinate donor awareness and registry enrollment activities with their staff, patients, and community members. We look forward to providing support and ideas for organizing donor registry enrollment events and education opportunities with your hospital. For the last two years, hospitals in West Virginia who participated in the WVHA *Hospital Challenge* campaign were recognized for their efforts locally and were automatically included in and recognized as a part of the national Hospital Campaign. Donate Life West Virginia representatives will continue to coordinate entry and submission of all activities so credit can be earned both locally and nationally for their efforts. Winning hospitals will receive recognition from DLWV state team and a certificate of recognition from HRSA based on the points system outlined on the scorecard.

**Next Steps to Take:**

The West Virginia Hospital Challenge campaign is designed to cultivate a hospital culture that incorporates educating and registering potential donors as part of the hospital’s standard mission and began on October 1, 2020 in conjunction with the HRSA campaign and end on April 30, 2021.

Here are the critical steps to ensure your hospital will succeed and receive credit for all of the activities you plan throughout this campaign:

* 1. Designate your hospital’s campaign point person. This person should be responsible for submitting paperwork to your Donate Life West Virginia representative, coordinating efforts amongst their peers and relaying campaign information to their hospital.
  2. This campaign encourages you to form a team at your hospital to assist the point person in planning and supporting activities. Consider including members from your clinical (ACR), education, marketing and public relations, community and pastoral care departments.
  3. Register your hospital as a participant in the national campaign by completing the enrollment form in this packet or go online (<http://organdonor.gov/howhelp/phase4pdfs/enrollmentp4.pdf>) and submit it to Akoya (Donate Life West Virginia recommends faxing it rather than hitting the ‘submit’ button). This will also indicate to us that you are joining the local campaign. Any activity through April 2020 will count towards your total point’s value and award level. April is Donate Life Month and is a great time to plan activities to count towards the campaign! Activities can include donor designation tables, e-mails, display materials and media campaigns. Consider using social media and your regular hospital communications (newsletters, e-blasts, wait room televisions) to spread the campaign message to employees and community members. Review the scorecard for more ideas and also point values associated with each opportunity.
  4. Check out additional resources below to gain further information on donation, the process, statistics and join the WPFL Learning Series to hear about best practices and campaign ideas! You can go to: <http://www.akoyaonline.com/wpfl/> for past presentations and ideas. As a registered participant you should receive information on future webinars, but you can also e-mail [wpfl@akoyaonline.com](mailto:wpfl@akoyaonline.com) for additional webinar information.
  5. If you have any questions, please do not hesitate to contact your Donate Life West Virginia representative (contact information below).
  6. Ensure you are receiving credit for all of your activities by tracking your results as you go!
  7. Return your final scorecard to your Donate Life West Virginia representative for processing

**no later than May 8, 2021.**

**Important Dates and Campaign Milestones**

**January:** National Volunteer Blood Donor Month

**February 14, 2021:** National Donor Day

**March 20, 2021:** First Day of Spring

**April:** [National Donate Life Month](http://www.organdonor.gov/materialsresources/materialsntlevents.html)

**April 16, 2021:** National Blue and Green Day

**May 8, 2021:** Scorecards are due to your OPO contact

**November:** National Eye Donor Month

**November 13th – 15th 2020:** National Donor Sabbath

**Data on Organ Donation & Donation Materials**

For the most up-to-date data on organ donation, visit <http://optn.transplant.hrsa.gov/>. For more information on donation log on to [www.donatelifewv.org](http://www.donatelifewv.org). You can also contact your OPO for materials, displays, and pre-written communication materials listed below.

**For More Information in the CORE service area:**

To request materials, for questions on donation or the Donate Life WV Hospital Campaign please contact Christy Conley – [cconley@core.org](mailto:cconley@core.org) (PR/Community Outreach) or your clinical contact Jessica Smith [–jsmith@core.org](mailto:–jsmith@core.org), Kayla Gray – [kgray@core.org](mailto:kgray@core.org) or Jeremy Zeiders - [JZeiders@core.org](mailto:JZeiders@core.org) for clinical training & materials.

**We are also happy to schedule a meeting with your team to discuss plans for the campaign!**