Oklahoma Organ Donor Education and Awareness Program

Annual Report 2018

Contact the Center for Chronic Disease Prevention and Health Promotion, Oklahoma State Department of Health, (405) 271-3619, toll free 1-877-662-8887 or Center@health.ok.gov for an electronic copy of this report. This report was developed by Stephanie U'Ren, MA LPC CPS with assistance from LifeShare Transplant Donor Services of Oklahoma.

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Introduction

The Oklahoma Organ Donor Education and Awareness Program (ODEAP) was created with passage of House Bill 1528 during the legislative session in 2000 (63 O.S. §2220.2) and was designed to educate Oklahomans about organ, eye and tissue donation. The law provides for the program to be funded by voluntary contributions from Oklahomans and establish an advisory council to oversee expenditure of the funds as well as instructs the State Department of Education to develop and implement a curriculum in public schools about organ donation and transplantation.

Currently in the United States, there are 114,480 candidates on the National Organ Transplant Waiting List with 705 of them being Oklahomans. To help ease the shortage of organs, eyes and tissues for transplantation in Oklahoma, the law established the ODEAP Revolving Fund, which is administered by the Oklahoma State Department of Health (OSDH). All monies from the Oklahoma ODEAP Revolving Fund are budgeted and expended to promote and encourage organ, eye and tissue donor education and awareness. The monies contributed to the fund are voluntary donations from Oklahomans made at the time they receive a driver's license or state identification card, complete a vehicle title transaction, or purchase a license plate. The law requires tag agents and Oklahoma Department of Public Safety employees issuing licenses to ask each applicant if they would like to be an organ, eye or tissue donor, and if they would like to donate to the Oklahoma ODEAP Revolving Fund.

There are also provisions for deposit into the Oklahoma ODEAP Revolving Fund with any state monies appropriated for implementation of the law, and bequests or grants from individuals, organizations or any other source.

To provide guidance for the ODEAP Revolving Fund expenditures, the law originally created the Oklahoma ODEAP Advisory Council, consisting of 11 members appointed by the Governor and confirmed by the Senate. The members, by law, represented organ, eye and tissue recovery agencies; organ and tissue recipients, donors or donor family members, transplant centers and other Oklahomans who had been active in donor education and awareness.

In 2014, Senate Bill 1792 (63 O.S. §1-103a.1) created the Advancement of Wellness Advisory Council, a seven-member public health advisory council established to assist and advise the Oklahoma State Board of Health and the OSDH in advancing the health of all Oklahomans. The jurisdictional areas of the council are inclusive of all issues arising in the areas of tobacco usage and cessation, organ and tissue donation, the requirements for a city or town in the state to be designated as a Certified Healthy Community, the requirements for a business to be designated

as a Certified Healthy Business and other such areas as designated by the Oklahoma State Board of Health. The Governor appoints a member who is knowledgeable about breast and cervical cancer and a member who is knowledgeable about organ donation. The Speaker of the House of Representatives appoints a member who is the mayor of a city or town designated as Certified Healthy in a rural setting, and a member who is the president or chief operating officer of a business designated as Certified Healthy in an urban setting. The President Pro Tempore of the Senate appoints a member who is the mayor of a city or town designated as Certified Healthy in an urban setting and a member who is the president or chief operating officer of a business designated as Certified Healthy in a rural setting. The Oklahoma State Board of Health appoints the Executive Director of the Tobacco Settlement Endowment Trust to the council. The Advancement of Wellness Advisory Council replaced the previous Oklahoma ODEAP Advisory Council.

Advancement of Wellness Advisory Council

The following individuals were members of the Advancement of Wellness Advisory Council in 2017:

- Mr. Jeff Orlowski (Chair)
  LifeShare Transplant Donor Services of Oklahoma
  Representative for Organ Donation / Appointed by the Governor

- Mr. John Woods
  Tobacco Settlement Endowment Trust
  Appointed by the Oklahoma State Board of Health

- Ms. Michelle Williamson
  City of Woodward
  Mayor of a Rural Certified Healthy Community / Appointed by the Speaker of the House

- Ms. Amanda Storck
  YMCA of Greater Oklahoma City
  Vice President of an Urban Certified Healthy Business / Appointed by the Speaker of the House

- Ms. Zen Gee
  Zen Gee Counseling
  Owner of a Rural Certified Healthy Business / Pending Re-appointment by the President Pro Tempore of the Senate

- Mr. Fred Frich
  City of Lawton
  Mayor of an Urban Certified Healthy Community / Appointed by the President Pro Tempore of the Senate

- Dr. Katie Smith
  OU Physicians
  Representative for Breast and Cervical Cancer / Appointed by the Governor

Activities and Accomplishments in 2017

The Advancement of Wellness Advisory Council devotes time, effort and funds to promote the need for organ, eye and tissue donation as well as the Certified Healthy Oklahoma programs, breast and cervical cancer screenings, and state tobacco control initiatives. Members take very seriously their role as stewards of the Oklahoma ODEAP Revolving Fund.

The Council, in collaboration with LifeShare Transplant Donor Services of Oklahoma, provided funding in the amount of $130,000 to produce and distribute a newspaper insert on Thanksgiving Day to promote organ, eye and tissue donation during November's "Decision Week 2017." The four-page, multi-color broadsheet was inserted in daily and weekly newspapers throughout the state. The funding also included social media and television advertising, which resulted in a total of 13,282,290 media impressions across all mediums. In addition, the newspaper insert serves as a useful stand-alone educational tool throughout the year.

Future Council Activities

The council remains committed to supporting programs and materials reaching the greatest number of Oklahomans with the lifesaving message of organ, eye and tissue donation and transplantation. More than one million licensed Oklahoma drivers and state identification card holders have already indicated their wish to be a donor on their driver's license or state identification card as part of an online donor registry established by LifeShare Transplant Donor Services of Oklahoma (www.lifeshareoklahoma.org). As of September 2018, 60 percent of the Oklahoma population, or 1,739,831 adults, have the little red heart on their license or identification cards, according to the LifeShare Donor Registry. The *Donate Life America Annual Report* lists LifeShare Transplant Donor Services of Oklahoma in the top half of organ procurement organizations nationally in regards to registration rates. While this is an important

step, much work remains to increase the willingness of Oklahomans to be organ, eye and tissue donors.

The council feels strongly that the ODEAP Revolving Fund helps provide the tools needed to educate more Oklahomans than ever about the need for organ, eye and tissue donation. The council pledges to continue to allocate the monies voluntarily contributed by Oklahomans in a responsible and effective manner, with the goal of providing all of the organs, eyes and tissues needed for Oklahoma patients in need.

Oklahoma 2017 Statistics at a Glance
(Source: LifeShare Transplant Donor Services of Oklahoma)

Organ Donors: *Deceased Donors:* *Living Donors:*	233 *183* *50*
Corneas Recovered for Transplant and Research:	72
Organs Transplanted:	579
Lives Saved:	531

Oklahoma ODEAP Revolving Fund

Through their voluntary contributions from January 1, 2017 to December 31, 2017, Oklahomans donated $139,173.67 to the ODEAP Revolving Fund. This includes monies contributed to the fund from donations made at the time a resident received a driver's license or state identification card, completed a vehicle title transaction, or purchased a license plate.

Oklahoma ODEAP Revolving Fund Summary
January 1, 2017 to December 31, 2017

Cash Balance (1/1/2017):	$190,079.11
Net Revenue:	$139,173.67
Total Cash:	$329,252.78
Total Expenses:	$129,858.96
Cash Balance (12/31/2017):	$199,393.82

Advancement of Wellness Advisory Council Recommendations

The Advancement of Wellness Advisory Council has reviewed the Oklahoma Organ Donor Education and Awareness Program Annual Report 2018 and has indicated two recommendations. The council recommends the state of Oklahoma continue to support organ donor education and awareness and to maintain the funds in the Oklahoma Organ Donor Education and Awareness Program Revolving Fund.

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