

Oklahoma Organ Donor Education and Awareness Program

Annual Report 2017

Contact the Center for the Advancement of Wellness, 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 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 (§63-2220.2) and was designed to help educate Oklahomans about organ, eye and tissue donation. The law provides for the program to be funded by voluntary contributions from Oklahomans, and it established an advisory council to oversee expenditure of the funds as well as instructing the State Department of Education to develop and implement a curriculum in public schools on donation and transplantation.

Currently in the United States, there are 116,257 candidates on the national organ transplant waiting list, and about 691 of them are Oklahomans. To help ease the shortage of organs, eyes and tissues for transplantation in Oklahoma, the law established the Oklahoma Organ Donor Education and Awareness Program Revolving Fund, which is administered by the Oklahoma State Department of Health. All monies from the ODEAP Revolving Fund are budgeted and expended to promote and encourage organ, eye and tissue donor education and awareness in Oklahoma. The monies contributed to the fund are voluntary donations from Oklahomans made at the time they receive a driver license or state identification card, complete a vehicle title transaction, or purchase a license plate. The law requires that tag agents and Oklahoma Department of Public Safety employees issuing licenses must ask each applicant if they would like to be an organ, eye or tissue donor, and if they would like to donate to the ODEAP Revolving Fund.

There are also provisions for deposit into the ODEAP Revolving Fund 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 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 (§63-1-103a.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 Oklahoma State Department of Health in advancing the health of all Oklahomans. The jurisdictional areas of the Council include all issues that arise

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 such other 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. The Advancement of Wellness Advisory Council replaced the previous ODEAP Advisory Council.

Advisory Council

The following individuals were members of the Advancement of Wellness Advisory Council in 2016:

- Jeff Orłowski (Chair)
LifeShare Transplant Donor Services of Oklahoma
Representative for Organ Donation / Appointed by the Governor
- John Woods
Tobacco Settlement Endowment Trust
Appointed by the Oklahoma State Board of Health
- Michelle Williamson
City of Woodward
Mayor of a Rural Certified Healthy Community / Appointed by the Speaker of the House
- Amanda Storck
YMCA of Greater Oklahoma City
Vice President of an Urban Certified Healthy Business / Appointed by the Speaker of the House
- Zen Gee
Zen Gee Counseling

Owner of a Rural Certified Healthy Business / Pending Re-appointment by the President Pro Tempore

- Fred Frich
City of Lawton
Mayor of an Urban Certified Healthy Community / Appointed by the President Pro Tempore
- Vacancy
Representative for Breast and Cervical Cancer / Appointed by the Governor

In 2016, there were two resignations from the Council - Christy Southard with Susan G. Komen Tulsa representing breast and cervical cancer (position currently vacant pending an appointment by the Governor) and Cindy Rosenthal, former mayor of the City of Norman, representing an Urban Certified Healthy Community (replaced by Fred Frich). In addition, the Council is awaiting the re-appointment of a president or chief operating officer of a business designated as Certified Healthy in a rural setting by the President Pro Tempore.

Activities and Accomplishments in 2016

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 initiatives. Members consider very seriously their role as stewards of the 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 2016." The four-page, multi-color broadsheet was inserted in daily and weekly newspapers throughout the state, reaching more than 650,000 households. This funding also included social media advertising resulting in 1,471,549 media impressions. The insert also serves as a useful stand-alone educational tool throughout the year.

Future Council Activities

The Council remains committed to supporting programs and materials that will reach 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 license or state identification card as part of an online donor registry established by LifeShare Transplant Donor

Services of Oklahoma (www.lifeshareoklahoma.org). In Oklahoma, 58% of the population or 1,649,580 adults have the little red heart on their license or identification card. 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 2016 Statistics at a Glance

Organ Donors:	216 (180 deceased donors and 36 living donors)
Corneas Recovered for Transplant and Research:	109
Organs Transplanted:	485
Lives Saved:	443

ODEAP Revolving Fund

Through their voluntary contributions from January 1, 2016 to December 31, 2016, Oklahomans donated \$65,564 to the Oklahoma Organ Donor Education and Awareness Program Revolving Fund. This includes monies contributed to the fund from donations made at the time a resident received a driver license or state identification card, completed a vehicle title transaction, or purchased a license plate.

ODEAP Revolving Fund Summary January 1, 2016 to December 31, 2016

Cash Balance (1/1/2016):	\$254,515.11
Net Revenue:	\$65,564.00
Total Cash:	\$320,079.11
Total Expenses:	\$130,000.00
Cash Balance (12/31/2016):	\$190,079.11

Advancement of Wellness Advisory Council Recommendations

The Advancement of Wellness Advisory Council has reviewed the Oklahoma Organ Donor Education and Awareness Program Annual Report 2017 and has indicated two recommendations. The Council recommends that 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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