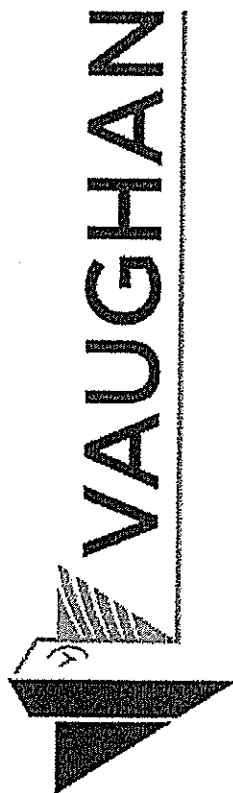


YORK REGION



York Region Municipal Organ Drive Challenge

This Season Give the Gift of Life

<u>C 6</u>
COMMUNICATION
CW - <u>Oct 16/12</u>
ITEM - <u>Dep 5)</u>

York Region Gift of Life Association

Who Are We?

- A volunteer group comprised of organ and tissue transplant recipients, donors, donor family members and people waiting for transplants
- Our goal is to spread awareness of the need for organ and tissue donation and to increase the number of registered donors in York Region
- We are a grassroots group very active in the communities through out the Region proactively engaging the public

The Need

- One donor can save 8 lives and enhance up to 75 other
- There are currently 1500 people on the waiting list for transplants in Ontario
- One person dies every 36 hours in Canada waiting for a transplant
- There are tremendous health and social costs
- The need for organ donation affects family and friends of the patient not just the patient
- There is great personal satisfaction in knowing that people's lives are saved/improved through organ and tissue donation by a loved one.

Statistically Speaking

- Canada has one of the lowest donor rates in the developed world
- Some countries such as Spain have an 80% rate while the U.S. and Britain are above 40%
- Ontario has one of the lowest donor rates in Canada at 22%
- York Region has one of the lowest rates in Ontario at under 19%
- 88% of Canadians say they support organ donation

York Region

Municipality	Number of Eligible Cardholders	Registered Donors	Percentage Registered	Ranking in Ontario
Vaughan	159,976*	13,173	8%	177
Richmond Hill	165,771	18,648	11%	174
Newmarket	69,670	18,087	26%	86
East Gwillimbury	7,381	2,265	31%	50
Georgina	39,546	9,745	25%	100
Markham	225,577	21,407	9%	175
Stouffville	27,005	6,055	22%	138
King City	5,543**	1,225	22%	
Aurora	43,852	10,582	24%	107

WHY Are Rates Low?

- Awareness is the first step in registration
 - Most people are not aware of the need for organ and tissue donation until it touches them
 - Previously the method of registration was laborious
 - New tools allow for online registration at www.beadonor.ca and gift of 8 pages
 - Other methods include attending a service Ontario centre or by mailing the gift of life consent form
 - Signed donor cards are not registered with the Ministry of Health and Long Term Care's database

WHY Are Rates Low?

There are many misconceptions about organ donation

- All major religions support organ donation or an individuals choice
- Everyone has the potential to be an organ and/or tissue donor regardless of age or health
- Only when a life cannot be saved does donation become an option
- If the back of your health card does not say donor you are not a registered donor
- Donation should not impact funeral arrangements
- You can change or withdraw your consent at any time
- Your donation decision will only be disclosed for the purpose of sharing your decision with your family.....talk to them

The Challenge

- A friendly challenge between all of the municipalities in York Region to increase donor registration rates in their communities by the largest percentage between November 1, 2012 and January 31, 2013.
- YRGOLA is delegating/deputation to all municipalities to encourage their participation and has spoken to representatives of each town.
- YRGOLA will work with the mayors and councils, who are requested to act as champions in the communities they represent to increase awareness and donor registration rates
- In a non partisan effort, MPs and MPPs have pledged their support and agreed to work with each other and mayors and councils to increase registration rates amongst their constituents.
- The Trillium Gift of Life Network will track and monitor progress on a monthly basis and is partnering with YRGOLA for the Challenge.

How Can You Help....Suggestions

- Pass a motion agreeing to participate in the Challenge.
- Act as champions in the community working with YRGOLA and provincial and federal counterparts as well as business and other community leaders.
- Deploy user-friendly and easy-to-set-up personalized campaign pages at beadonor.ca
- Adding a link to BeADonor.ca on website and promote the Challenge
- Promoting through town's social media, staff and communications
- Adding a "gift of life" component to upcoming town activities
- Encourage local contacts/businesses through tools supplied by YRGOLA and Trillium Gift of Life to register their consent and/or set up workplace campaigns in their place of business.
- Advertisements in local papers, bulletin boards, press releases
- Encourage registration when the opportunity arises
- Support and promote YRGOLA events in your community

Magnifico, Rose

From: Aurora Clicks <BruceCuthbert@rogers.com>
Sent: Thursday, October 11, 2012 10:54 AM
To: Magnifico, Rose; Ciafardoni, Joy
Cc: Bevilacqua, Maurizio
Subject: YRGOLA Presentation
Attachments: YRGOLAVaughanPRESENTATION.ppt

Good Morning Rose and Joy

Attached please find a copy of our presentation for Tuesday. I have also copied the Mayor Bevilacqua so he has a copy. We are looking forward to the presentation. Please do not hesitate to contact me if you have any questions.

Thanks
Bruce

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