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DEPUTATION – MR. BRUCE CUTHBERT
YORK REGION GIFT OF LIFE ASSOCIATION
WITH RESPECT TO ORGAN AND TISSUE DONATION DRIVE

The Committee of the Whole recommends that the deputation of Mr. Bruce Cuthbert, York Region Gift of Life Association, and Communication C6, be received and referred to staff for a report to the Council meeting of October 30, 2012, on how to proceed with the request of the deputant.

memorandum

DATE: October 26, 2012

TO: Honourable Maurizio Bevilacqua, Mayor
Members of Council

FROM: Tim Simmonds, Executive Director

RE: **Deputation Item 41, Report 39, Communication C6
Committee of the Whole, October 16, 2012
Mr. Bruce Cuthbert, York Region Gift of Life Association with respect to
Organ and Tissue Donation Drive**

C	<u>13</u>
Item #	<u>41</u>
Report No.	<u>39</u>
<u>Council - OCTOBER 30/12</u>	

At the Committee of the Whole meeting of October 16, 2012, Mr. Bruce Cuthbert of the York Region Gift of Life Association made a deputation requesting the participation of the City of Vaughan in the "*York Region Municipal Organ Drive Challenge*" to increase donor registration rates in the Vaughan community. The Challenge has been extended to all York Region municipalities and will be conducted between November 1, 2012 and January 31, 2013.

The deputant has requested that Council pass a motion agreeing to participate in the Challenge, and that the Mayor and Members of Council act as champions in the community to increase awareness and donor registration rates. In addition, the request has been made that the City promotes the Challenge through its various communications channels.

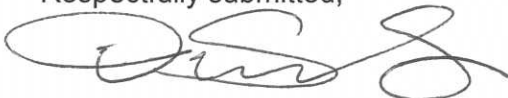
The York Region Gift of Life Association's "*York Region Municipal Organ Drive Challenge*" is directly related to the Province's organ donor agency - Trillium Gift of Life Network. The TGLN was created to help save and enhance lives by maximizing organ and tissue donations for transplantation.

Following the deputation, the communication was received and referred to staff for a report to the Council meeting of October 30, 2012, on how to proceed with the request of the deputant.

It is recommended that Council endorse and participate in the organ donor challenge and that the Corporate Communications Department work with the York Region Gift of Life Association to raise awareness in the community and promote staff participation.

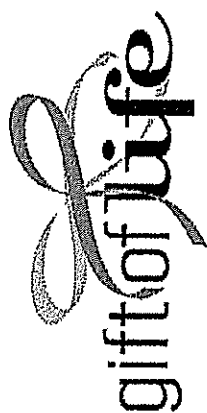
Vaughan's participation can be promoted on the City's website, through the corporate social media accounts, Council and corporate e-newsletters, Vaughan TV, internal email, and other appropriate communications vehicles.

Respectfully submitted,



Tim Simmonds
Executive Director

- c. Clayton D. Harris, City Manager
Ted Hallas, Manager of Corporate Communications



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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