



Primary and Secondary Research

Primary Research:

We interviewed key stakeholders within the campus and community for their insight into how to best reach our target audience to create interactive and engaging event.

We interviewed three professionals and asked five universal questions about their views on organ donation and how we can make our event successful within the student body.

The five questions were:

1. What are the best ways to generate student participation?
2. Who are the best people to contact?
3. How can we get more students to donate and become aware?
4. How do you feel organ donation affects students?
5. What can we do to enhance our campaign?

Stephanie Lochmiller

Public Relations Coordinator of Nebraska Organ Recovery System

What are the best ways to generate student participation?

- “Food is definitely a draw.”
- “Having a band over the lunch hour should draw a decent crowd outside the Student Center.”
- Participate with Earth Day and the Greek Community to add value and increase attendance.

Who are the best people to contact?

- Promote our event on the Donate Life facebook page.
- Tie in social media elements into the campaign.

How can we get more students to donate and become aware?

- Reach out to professors to gain their support.
- Ask professors if they can offer extra credit to attend the panel.

What can we do to enhance our campaign?

- Use food to encourage students to attend.





Primary Research:

Marcia Adler
Coordinator of Student Health Services

How can we get more students to donate and become aware?

- Build ongoing awareness: Get key messages out in a variety of places.
- Place the message on billboards or on fliers around school, not just a one- day event.
- Have an organ donation sign up event built into different locations on campus. If you sign up to live in the dorms, put it on the form, or when you sign up for a sorority or fraternity, put it on the form.
- Make sure students to talk with their loved ones about their decision.

How do you feel organ donation affects students?

- Provide more specific facts because students have a vague awareness of organ donation unless they know someone needing a transplant.

What can we do to enhance our campaign?

- Use methods that have worked in the past such as signing up in the Student Center or to broaden our range of people we encounter, set up a station in the library, health education building, and/or Arts & Sciences Hall to attract a larger crowd.

Valerie Thompson
Assistant director of cultural programs with Student Organizations and Leadership Programs

What are the best ways to generate student participation?

- Ask professors to make announcements.
- Send letters to all organizations- focus hard on people who would have an interest to attend.
- Use the standing signs in the Student Center.
- Use electronic signs on UNO's website.

Who are the best people to contact?

- Wendy Townley- assistant director of University Relations
- John Keenan- Omaha World Herald community reporter
- UNO Maverick Radio
- UNO's KNVO-FM for more campus and community participation.

Secondary Research:

Chris Klug Foundation/Donor Dudes:

- It is illegal to buy or sell organs in the United States. Matching donors and recipients is a highly complex procedure that requires trained medical professionals and thorough testing.
- Factors such as the severity of illness, time spent waiting, blood type and match potential, determine a person's place on the waiting list.
- A person's income, race, age, income or social status is *never* taken into account during the allocation process.
- Health care providers make every effort to save the life of a patient who enters their hospital.
- Organ eye and tissue recovery happens only after all lifesaving efforts have been exhausted and death has been legally declared.

Donate Life:

- One tissue donor can enhance the lives of up to 60 people.
- Currently, 106,801 people are waiting for an organ transplant in the United States.
- All major religions in the United States support organ, eye and tissue donation and see it as the final act of love and generosity toward others.
- An open casket funeral is possible for organ, eye and tissue donors. Through the entire donation process, the body is treated with care, respect and dignity.
- There is no cost to the donor or their family for organ or tissue donation.
- In order for a person to become an organ donor, blood and oxygen must flow through the organs until the time of recovery to ensure viability.
- This requires that a person die under circumstances that have resulted in an irreparable neurological injury, usually from massive trauma to the brain such as aneurysm, stroke or automobile accident.





Secondary Research:

Health Resources and Services Administration, HRSA:

- Use Facebook to reach college, university and post-secondary campus audiences.
- Social media marketing technologies and platforms can be effective tools for the donation community to help promote donation and increase donor registration in many ways: Promote causes and events and to build long-term relationships.

Nebraska Organ Recovery System, NORS:

- Almost 100,000 people are waiting for an organ transplant in the United States. Without a life-saving transplant, these people will die.
- One organ donor can save up to eight lives, and enhance up to 60 more through tissue donation.
- You can register to be a donor when you get your driver's license. However, until you turn 18, your parents can still override that decision. Upon your 18th birthday, your wishes become first-person consent and your family is no longer able to override your decision to donate.
- Choosing to be a donor will not affect the quality of medical care you receive. The agencies in Nebraska that recover organs and tissues are independent and are not involved in the medical care received prior to death.
- The organs that can be donated are: Heart, lungs, liver, kidneys, pancreas, and small intestine.
- Tissues recovered in Nebraska are bone, tendon, connective tissue, heart valves, and corneas. One tissue donor can enhance the lives of up to 60 people.
- The chance of a transplant being more successful for a minority patient increases if the donor and recipient are from the same ethnic background.