Healthcare Workplaces Save Lives Through National Hospital Campaign

The U.S. Department of Health and Human Services’ Workplace Partnership for Life Hospital Campaign works with hospitals and healthcare organizations to encourage support for organ donation.

More than 1,500 hospitals and healthcare organizations nationwide are working to increase the number of people registered as organ, eye, and tissue donors by participating in the Workplace Partnership for Life Hospital Campaign, a national campaign sponsored by the U.S. Department of Health and Human Services’ (HHS) Health Resources and Services Administration. Since 2011, healthcare workplaces and hospitals enrolled in the campaign have registered nearly half a million people as organ donors by conducting activities that improve awareness about the importance of organ donation and encourage donor registration.

We invite your workplace to join this dynamic collaboration!

- Help save lives by increasing the number of potential organ, eye and tissue donors;
- Cultivate a donation-friendly culture at work;
- Earn national recognition from HHS and the campaign’s national partners;
- Earn regional recognition from donation organizations;
- Meet the Centers for Medicare and Medicaid Services Conditions for Participation by educating staff on donation issues; and
- Share your commitment to health and wellness with your staff, patients, and community members.

“Our hospital challenge has been so successful that the Pennsylvania Association of Community Health Centers and Pennsylvania collegiate organizations have adopted our campaign for their own organ donation awareness campaigns.”

—Mary Marshall, Pennsylvania Donate Life Hospital Challenge

A National Effort with Community Impact

Hospitals of all shapes and sizes participate in the campaign. In addition, hospitals and donation organizations have recruited the support of charitable foundations, medical offices, and local businesses in their efforts, creating a campaign that is focused on impacting the community.
How the Hospital Campaign Works

1. **Enroll** your hospital or workplace.
2. Partner with donation organizations in your area for campaign guidance.
3. Use the campaign scorecard to choose from more than 40 education and outreach activities to raise awareness about organ donation and register people as organ, eye, and tissue donors.
4. Earn points toward recognition by tracking your completed activities and how many new donors you signed up.
5. Amplify your work in the community using campaign graphics and drafted web, social media and print content.

**The campaign scorecard** includes a section for write-ins to allow you to create unique activities for your hospital or community to tailor the campaign to your needs.

**Turnkey communications tools**—including posters, table tents, presentation templates, sample press releases and emails, and a PSA template—make implementing the campaign easier for all partners.

**Healthcare Workplaces for Organ Donation**

**Hospital Activity: 20 pts**
Utilize hospital’s internal media to run campaign PSAs, post e-versions of campaign materials, and/or feature short videos on donation and transplantation.

**Community Activity: 25 pts**
Submit a letter to the editor of an area publication, urging donation registration and providing state registry link.

**Example Activities**

**Hospital Activity:**
- Utilize hospital’s internal media to run campaign PSAs, post e-versions of campaign materials, and/or feature short videos on donation and transplantation.

**Community Activity:**
- Submit a letter to the editor of an area publication, urging donation registration and providing state registry link.