



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.

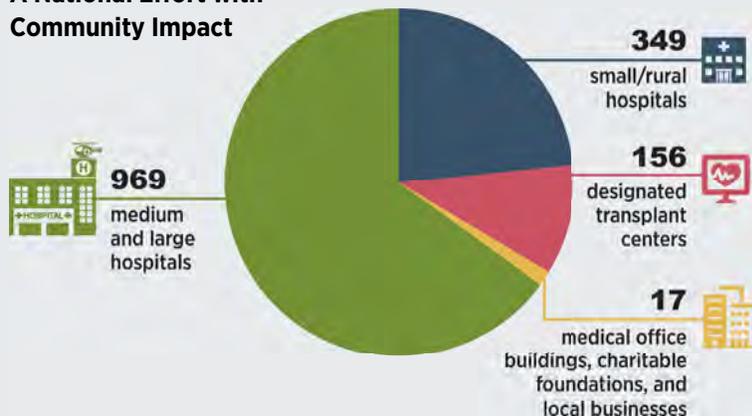
We invite your workplace to join this dynamic collaboration!

- 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. To enroll or ask questions about enrolling in the Hospital Campaign, contact donation@hrsa.gov. (Hospitals that have participated in past campaigns do not need to re-enroll.)
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.

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.



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.

The screenshot shows the 'Healthcare Workplaces for Organ Donation 2020 Campaign Scorecard'. It features a header with the 'Let life bloom.' logo and instructions: 'Plan activities, register donors, and let life bloom! Use this scorecard to track activities and new donor registrations. Each activity and new registration will earn your organization points toward recognition from the Health Resources and Services Administration and national partners. Participants can earn bronze, silver, gold, or platinum recognition. Return the completed scorecard to your donation organization partner (OPO, DLA, or eye or tissue bank).'

Below the instructions are four star icons representing recognition levels: 1,000 Points = Platinum Level, 750 Points = Gold Level, 500 Points = Silver Level, and 200 Points = Bronze Level.

The form includes fields for: Healthcare Organization Name, City/State/Zip, Healthcare Organization Contact Name, Email, Reporting Donation Organization Name, Donation Organization Contact Name, Email, TOTAL POINTS, and TOTAL DONOR REGISTRATIONS.

At the bottom left is the HRSA logo and the text 'HRHS #095-0773 EXP. 03/31/2020'. At the bottom right is the HRSA logo.

EXAMPLE ACTIVITIES

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.

