



JANUARY 2017 | A periodic e-bulletin to share results of organ donation and transplantation projects funded by the Division of Transplantation.

Driving Donation Decisions at DMVs | Part 1

In most states, department of motor vehicle (DMV) offices serve as the primary entry point for the state's organ donor registry. This is the first in a two-part series featuring the results of DMV-focused Division of Transplantation grant projects.

DMV staff training and relationships with OPOs improve DMV donor registration rates



Donor registration rates in much of Florida have climbed steadily since 2010, in some counties by more than 20 percent. The upward trend began after **Donate Life Florida** conducted a grant project funded by the Health Resources and Services Administration's (HRSA) Division of Transplantation.

The project showed that driver's license offices given staff training and visited monthly by a donation community liaison had higher donor designation rates than those receiving only point-of-decision materials for customers.

Strategies that work:

- Friendly competition
- Regular feedback on donation rates
- Active, ongoing relationships between OPO and DMV staff
- Visually interesting web-based training



The results convinced **LifeLink of Florida**, one of Florida's four OPOs, that relationships are key.

"I really think the grant in 2010 was the impetus," said Jennifer Krouse, director of public affairs at LifeLink. "We have expanded relationships with our driver's license offices since then. We see measurable differences from where we started to where we are now."

Donate Life Florida attends state meetings of the driver's license offices to:

- provide training
- unveil themes for an annual education campaign held in April
- recognize offices with higher than average donor registration rates

In addition, Donate Life Florida shares a monthly dashboard detailing where every Florida county in the state ranks by registration rates, and many counties also receive office-by-office data. It's a motivating factor that creates friendly competition among offices, according to Krouse. Almost all counties in the LifeLink service area regularly exceed 50 percent registration rates.

Cost-effective web-based training improves registration rates

The **University of Pittsburgh and the Center for Organ Recovery and Education** designed a web-based training module for staff in West Virginia driver's license centers. The training includes facts about organ donation, the registry, and the waiting list, as well as data, photographs, and audio and video recordings of a good way to ask customers if they want to be registered as an organ donor. It also gives staff resources they can share with customers who ask for more information. Staff can give customers a brochure or direct them to the OPO website.

Howard Degenholtz, primary investigator from the University of Pittsburgh, **attributes to the project about 9,600 additional donor registrations over the course of the year-long study. That comes to about \$8 per new donor registration.**

"It's a very cost effective way to increase donor registration rates," Degenholtz said. "An important aspect of web-based training is that once it has been deployed, it can continue to be used without incurring additional cost."

West Virginia offers the training annually to all driver's license center staff as a refresher and to new staff during orientation. You can view a demo of the training [here](#).

Learn more about these projects using the resources below.

Want to know more?

Increasing Enrollment in the Donate Life Florida Organ and Tissue Donor Registry

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Principal Investigator: James R. Rodrigue, Beth Israel Deaconess Medical Center, jrrodrig@bidmc.harvard.edu

Rodrigue JR, Krouse J, Carroll C, McMillen L, Giery K, Fraga Y, Frost T, Edwards E. A Department of Motor Vehicles Intervention Yields Moderate Increases in Donor Designation Rates. *Progress in Transplantation*. 2012. March 22 (1): 18-24.

Instructional Design Approach to Training Department of Motor Vehicle Customer Service Representatives

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Degenholtz HB, Resnick A, Tang Y, Razdan M, Enos M. Effect of Web-Based Training for Department of Motor Vehicle Staff on Donor Designation Rates: Results of a Statewide Randomized Trial. *American Journal of Transplantation* 2015; 15: 1376-1383