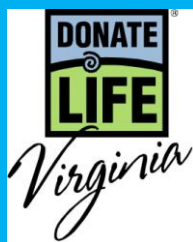


The Donation Advocate Newsletter

Fall 2010

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Volunteer Spotlight



Patricia Hudson

Patricia is a dedicated and hardworking DMV Ambassador. Her dedication was demonstrated when she took time off of work to share her personal transplant story with the DMV employees. It was Patricia's first time sharing her story publicly and she did a wonderful job of effectively telling her journey. She really had an impact on the staff and they were able to see firsthand the importance of asking the question "Are You an Organ Donor?" With her leadership at the Eastern Henrico DMV, we are sure to see an increase in the number of people who say yes!!!

On August 1, 2010, National Minority Awareness Day was celebrated with song and praise in support of organ, eye and tissue donation. During both Sunday services, the congregation of historic First Baptist Church, Norfolk, VA learned about the importance of making an informed decision about donation. Kershundra Clinton (in the white dress), heart recipient, spoke from the pulpit to share her personal story and encourage everyone to make an informed decision and share that decision with their family. Nancy Hurst provided a display with all of the needed donation materials.



Kala Dawson volunteering at the concert with his family



Over the past few months, LifeNet Health has expanded its community programming. Nancy Hurst and a group of volunteers have attended 5 concerts at the Virginia Beach Amphitheater. The concert goers were excited to see us there and were ready show us the heart on their driver's license. If they were already a registered donor, they could join the fun and step right in and spin the Donate Life Wheel to win a prize. If someone was not a registered donor, they could sign up at the display. We were able to reach hundreds of people and we all had a great time.

Joseph Andrew (Andy) Nuckolls

First Annual Memorial Golf Tournament

On September 11, 2010, golfers descended on the Belmont Golf Course in Richmond, VA to participate in the First Annual Joseph Andrew (Andy) Nuckolls Memorial Golf Tournament. Andy's parents, MaryAnn and Bill Nuckolls, hosted the event in memory of their son, on his second Angel Date (4/14/81 to 9/11/08).



MaryAnn and Bill Nuckolls

The tournament, featuring a shot gun start at 8 am, was well attended. Many of Andy's friends as well as local business representatives and political dignitaries came out to support the memorial. Two teams from LifeNet Health made a good showing in the tournament. Our team consisting of Gordon Berkstresser, Bud Brame, David Jachimiak and Mike Plew found themselves in a three-way tie for the winning score, which ultimately put them in third place overall. Our second team, consisting of Tim Jankiewicz, Debe Jankiewicz, Andrew Mullins and Eric Edwards also placed well.



Andrew Mullins putting as his team looks on.

Proceeds from the event benefit LifeNet Health Foundation. Many thanks go out to the Nuckolls family for their generosity!

Summertime Happenings in Winchester

On July 28, 2010 Regional Coordinator of Hospital Development and Community Education Christopher Calloway led a presentation on organ and tissue donation to 28 graduating nursing students from Lord Fairfax Community College in Middletown, Virginia. The students will be going to work in physicians' offices, hospitals and long term care facilities throughout Northwest Virginia. LifeNet Health partners with area colleges and nursing schools to help educate students who will be on the frontlines of the patient referral process. It is our hope that in reaching out early to new nurses, we will not only increase awareness, and dispel myths but also educate potential ambassadors and nurse champions.

On Friday August 13th Camp Winchester Medical, an intensive summer camp sponsored by Winchester Medical Center for high achieving teens in grades 6-9 participated in a presentation on organ and tissue donation. The day before the students learned about the function of the cardiovascular system and served the dissection of a pigs heart. The students asked great questions and many expressed interest in signing up on the donor registry. They took information home for their parents and agreed to discuss what they had learned regarding organ and tissue donation with their families and friends.

Teaching Our Future Nurses about Organ Donation

Throughout the end of July, **Lynn Taylor** of Hospital Development and **Patti Dean** of Community Education led the organ, eye and tissue donation portion of the Nursing Explorers Camps at five Bon Secours hospitals around the Richmond area to have a hands-on "pre-med" experience.

Double-lung recipient and LifeNet Health volunteer, **Chris Nalley**, helped out by sharing his personal story as a transplant patient. The kids were especially fascinated with many of the little facts Chris shared, such as what his scar looks like and how many pills he now takes each day. Tissue Recovery Specialist, **Blue Holm**, also contributed to the success of the camps. After the campers donned their gloves, Blue led them in an inspection of donated pig organs. Most of the campers were willing and happy to step up close and touch the hearts, livers and kidneys. The photo shows Blue and the campers examining a liver.



UPDATES

Use the data from the fact sheet whenever you are talking to the public about organ &

New Data Fact Sheet

Transplant and Donation Facts and Statistics

- ✓ **Donation and transplantation save lives.** There is a critical shortage of organs in Virginia and nationwide. Three Virginians die each week waiting for a life-saving organ transplant that doesn't come in time.
- ✓ **One donor can save as many as 9 lives through organ donation (heart, pancreas, small intestine, 2 kidneys, 2 lungs, and split liver), enhance more than 50 lives through tissue donation and restore sight to two people through eye donation.**
- ✓ **To be an organ, eye and tissue donor, the most important thing you can do in Virginia is document your wish at DonateLifeVirginia.org or at a DMV office.**
- ✓ **DonateLifeVirginia.org is the website in Virginia where you can sign up online to be an organ, eye, and tissue donor.** The process is free, simple and secure. It only takes a few minutes to sign up online.
- ✓ **DonateLifeVirginia.org works in partnership with the DMV's organ donor program.** If you sign up to be an organ, eye and tissue donor at the DMV then your information will be transferred to DonateLifeVirginia.org. (Everyone who signed up as a donor at the DMV in the past is already in the DonateLifeVirginia.org database.)
- ✓ **Your designation at DonateLifeVirginia.org or your driver's license is a legal document and your wish will be honored.** Family permission is no longer required in Virginia, except in the case of a minor.
- ✓ **More than 108,000 people are currently awaiting an organ transplant in the U.S.; more than 2,700 of those are in Virginia.**
- ✓ **On average, eighteen men, women and children die each day waiting for a lifesaving organ transplant in the U.S.**
- ✓ **On average, there are 28,000 transplants in the U.S. each year and approximately 700 of those are in Virginia.**
- ✓ **Organ, eye and tissue donation is supported by all major religions in the U.S.**
- ✓ **LifeNet Health, the federally-designated Organ Procurement Organization for most of Virginia, coordinates the recovery and placement of organs in Virginia, teaches the public about donation, and handles a bereavement program for donor families.**
- ✓ **LifeNet Health has a volunteer team of more than 300 people in Virginia that help educate the public about donation.** Donor families and transplant recipients participate in speaking engagements, health fairs, and events.
- ✓ **To learn more about organ and tissue donation or to volunteer, call LifeNet Health at 1-800-847-7831 and visit DonateLifeVirginia.org.**

Registry Improvements for ~~Save7lives.org~~ [DonateLifeVirginia.org](http://www.DonateLifeVirginia.org)

A more improved registry is here!!! This registry is more interactive and will link to Donate Life Virginia's [facebook](#) page and has more features. Also, the registry name has change from www.save7lives.org to www.DonateLifeVirginia.org. The old domain name will still link to the new registry site.

On Thursday, September 9th [Save7lives.org](http://www.DonateLifeVirginia.org) officially switched over to www.DonateLifeVirginia.org and the message was immediately spread all across Virginia. The Virginia Department of Motor Vehicles in its continued partnership with Donate Life Virginia agreed to host the registry kickoff and serve as a launching point for the official announcement. 35 DMVs around the state flew the Donate Life flag in recognition of the new site. In addition, there were nearly 30 locations that hosted tables where LifeNet Health volunteers and Donate Life Virginia representatives had the opportunity to answer questions for DMV customers, along with some fun giveaways. At the main DMV HQ in Richmond, a press conference and kick-off flag raising ceremony was held. First Lady Maureen McDonnell came out to speak and share how organ donation has personally touched her life and the lives of her family in the Governor's mansion. Her sister, who came out for the flag raising as well, recently received a life saving double lung transplant. DMV Commissioner Richard Holcomb spoke to the continued dedication of DMV staff to increase organ, eye and tissue donor signups around the Commonwealth. Cindy Harris, long time LifeNet Health volunteer, took the day to drive up from VA Beach and share her story and that of her son Paul, who was an organ donor. Nyasha Sprow, donor sister, recipient sister and current reigning Miss Virginia preteen 2010 was present to share her personal story and spread the message and importance of donation to teens around the state. President of Donate Life Virginia, Cindy Speas and Lisa Schaffner from UNOS spoke on the new and exciting updates on www.DonateLifeVirginia.org

There is a great deal of thanks due to all the DMV Ambassadors and volunteers who helped take part in these massive statewide kick off events. This was the largest coordination of awareness events that Donate Life has held, and it all went off perfectly. The successfulness of the day is no doubt due to your continued hard work and dedication. Thank you to all involved!

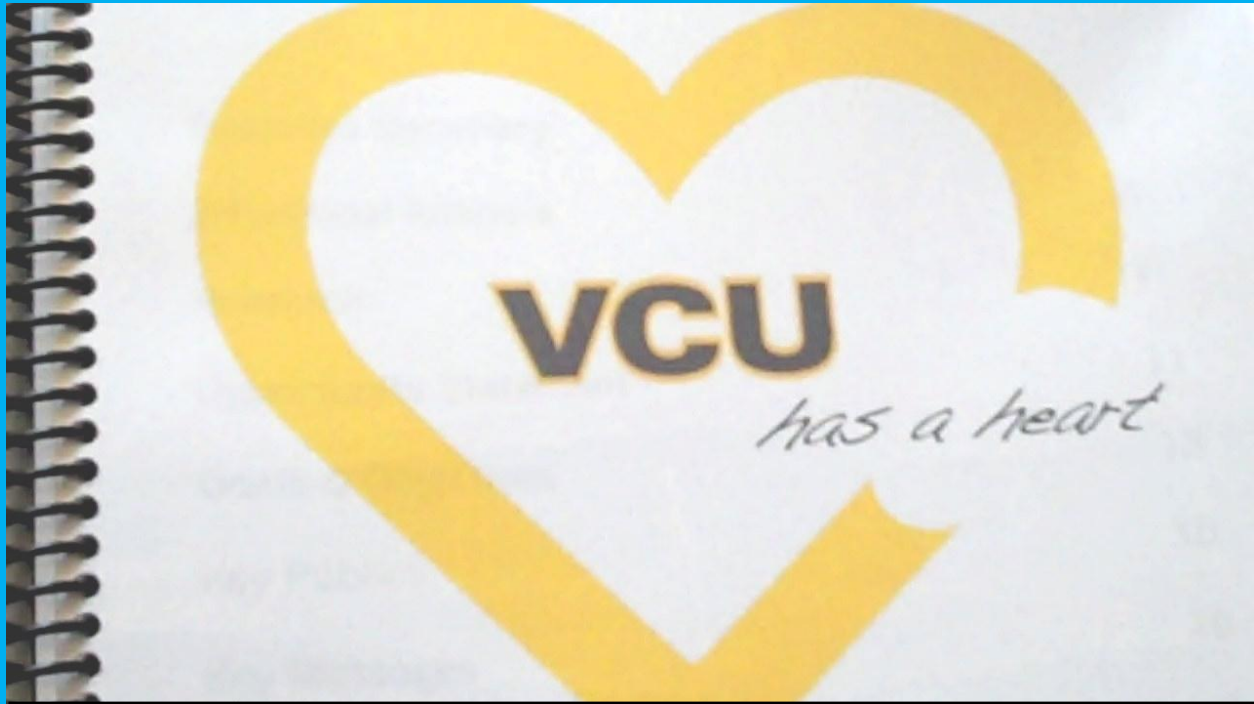
Winchester Medical Center Make Plans for a Tree of Life Memorial

Thanks to a generous donation from the Winchester Medical Foundation, Winchester Medical Center has commissioned Sanford Worfel Studios of Brunswick, NJ to design a custom sculptured "Tree of Life" memorial. The tree will be mounted on a wall outside of the new ICU which is currently under construction. It will have bronze and gold leaves that will contain the name of all patients who were organ and tissue donors over the past 10 years and the date of their gift.

It is our sincere hope that this beautiful work of art will serve as a lasting tribute to donors, their families and the incredible gifts they gave as well help to raise awareness about the importance of organ and tissue donation. Winchester Medical Center and LifeNet Health's Donor Family Services will host a Donor Sabbath ceremony in November 2010 where the sculpture will be unveiled and dedicated.

Invitations will be going out in October to all donor families and volunteers. If you are in the Northwest region of Virginia or Southeast West Virginia and would be interested in attending the Donor Sabbath ceremony and or volunteering in efforts to spread awareness regarding organ and tissue donation, please contact Christopher Calloway, Regional Coordinator of Hospital development and Community Education at 540-494-2114.

Summer College Campaign



Virginia Commonwealth University Public Relations students put together a comprehensive campaign for LifeNet Health's Community Education Department. The students received an initial training followed by weekly visits from Community Education Coordinator **Kia Potts**. The first visit also included donor family mom **Jo Anne Cockey's** personal story about organ & tissue donation. The students were divided into two groups one that targeted the VCU College Campus and the other targeted the Richmond Community. From extensive research, the students came up with many strategies for increasing organ and tissue donation awareness. Some of their ideas included: placing literature about organ & tissue donation throughout the student health clinics, partnering with the VCU Theatre to develop a production on organ & tissue

Korean Students Visit LifeNet Health



Korean students finished off their United States OPO tour by paying a visit to LifeNet Health. They were sent to America by the Korean government to learn how the organ donation process works in America.