

Media Talking Points

These talking points are suitable for sharing with anyone who is preparing for a media interview and/or can be given to media personnel. Please update the data using the listed URLs, and include the date the data was updated, prior to sharing this information.

Data points at Statistics (as of 1/24/14):

- More than 121,000 people in the U.S. are waiting for an organ transplant. Hundreds are waiting for a cornea transplant to restore their sight. (<http://optn.transplant.hrsa.gov/data/>)
- Thousands more wait for the chance to live without pain through a bone or soft tissue transplant. (<http://optn.transplant.hrsa.gov/data/>)
- In 2012, 28,053 organ transplants were done nationally, with 646 done in the state of Wisconsin. (<http://optn.transplant.hrsa.gov/data/>)
- Each year, life-saving and life-improving tissue is provided by approximately 30,000 tissue donors. (donatelife.net)
- In 2012, more than 50,000 grafts were made available for transplant by eye banks within the United States. (donatelife.net)
- There are more than 2,200 people in Wisconsin on the wait list for an organ transplant. (Almost 1,900 wait for a kidney) (<http://optn.transplant.hrsa.gov/data/>)
- 8,143 donors and their families in the U.S. donated their loved one's organs in 2012, with 192 in Wisconsin. (<http://optn.transplant.hrsa.gov/data/>)
- According to research, 98 percent of all adults have heard about organ donation and 86 percent have heard of tissue donation. (donatelife.net)
- Over 90 percent of Americans say they support donation, but less than 40 percent know the essential steps to take to be a donor. (donatelife.net)
- To learn more facts about organ donation, or to register as a donor, go to: YesIWillWisconsin.com. (Other states: donatelife.net)
- 19 people die every day because they didn't get the organ they needed to survive (donatelife.net)
- Every 11 minutes another person's name is added to the organ transplant wait list. (donatelife.net)
- One organ donor can save the lives of up to eight people. (donatelife.net)
- Organs that can be transplanted include the: heart, kidneys (2), liver, lungs (2), pancreas and small intestines. (donatelife.net)
- More than 50 lives can be improved through tissue donation. (donatelife.net)
- The best donor/recipient matches in organ donation typically happen with people of the same ethnic group. (donatelife.net)
- Only two to three percent of people die in a manner that allows for organ donation, making it imperative that everyone who is eligible to donate actually donates (donatelife.net)
- There are more than one hundred ten million designated donors in the U.S, or just over 41 percent of the population age 18 and above. (donatelife.net)

Wisconsin Donor Registry

- The Wisconsin Donor Registry opened on March 29, 2010.
- Register on the Wisconsin Donor Registry today at: YesIWillWisconsin.com
- You can also register at the Department of Transportation/Division of Motor Vehicles when you renew your license or ID, but because Wisconsin has an eight-year renewal process, registering online today ensures your wishes will be honored.
- Anyone older than age 15½ that holds a Wisconsin driver's license or State identification card can register.
- Adding your name to the registry means that you have authorized the gift of your organs, tissues and eyes upon your death for the purposes of transplantation, research and education. Organs are always used for transplantation if possible, prior to placement for research or education.

- Registering is legal consent for donation and cannot be changed by anyone else with the exception of persons less than 18 years of age. (Legal next of kin may alter donation status for minors; making it important that family understands your decision.) The Registry ensures your decision to be a donor is honored. Adding your name to the Registry makes a legal record of anatomical gift and authorizes donation.
- The Registry saves lives. People can make their donation decision, and donation professionals have access to those decisions, which saves valuable time.
- The Registry is easy to use because:
 - It is efficient
 - It is confidential and secure
 - You may add or remove your name from the Registry at any time
- People with an orange donor dot on their license or state ID should still sign up to ensure their wishes will be honored.
- Be sure to share your donation decision with your family and friends.
- The registry is authorized by s. 157.06(20) Stats. and maintained by the Wisconsin Department of Health Services in cooperation with the Wisconsin Department of Transportation.

Sensitive Terminology Language plays an important role in the misconceptions and fears about organ and tissue donation. Please consider how a donor family and the general public may perceive insensitive terminology. As of May 2005, the following terminology was approved by the Association of Organ Procurement Organizations Donor Family Council. (aopo.org)

Please use:

- "Recover organs" or "Surgical recovery of organs" instead of "harvesting" organs. The word "recovery" helps people to understand that the removal of a loved one's organs for transplant is a respectable surgical procedure.
- "Deceased donor" instead of "cadaver." In the past, the term donation did not require any specificity. Today as more people choose to become living donors, there is a need to distinguish between living and deceased donors.
- "Mechanical support" or "ventilated support" instead of "life support": There are two ways to determine death: cardiac death (when the heart stops functioning) and brain death (when the brain stops functioning.) The term "life support" proves to be a confusing term when used in conjunction with brain death. When death occurs, there is not support that can make the individual live again. In the presence of brain death, an individual may share the gift of life with others through organ donation. The organs are perfused with oxygen for several hours through "mechanical" support. "Mechanical" or "ventilated support" are appropriate terms for the support given a deceased person in the event of organ donation