



# SUPER VILLE

Thursday, April 11 | 11 AM - 2 PM

Student Memorial Center



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## EXECUTIVE SUMMARY

SuperVille is the fifth annual organ donation awareness event held at Millersville University of Pennsylvania. This year's campaign theme, SuperVille, was chosen to promote the idea that anyone can be a hero for organ donation and that not all heroes wear capes. It symbolizes that you do not need a costume to be a hero for organ donation, all it takes is to be a registered organ donor. The world can never have too many superheroes.

The goal of SuperVille is to promote organ and tissue donation awareness throughout the Millersville University community. The campaign targets current undergraduate and graduate students at Millersville and incorporates activities to educate the campus community.

The three campaign objectives are as follows:

- Increase awareness of organ donation to 100 Millersville students, faculty, and staff within one week.
- Promote the facts and debunk the myths of organ and tissue donation with 100 students by the end of the week.
- Promote conversations among friends and family members to 100 students by the end of the week.

This campaign has a fixed time period of April 1 - 11, 2019. The social media awareness plan began on April 1 and concluded on April 11 with the event taking place on the same day.

The situational theory of publics was used as the basis for the research and action of the campaign. The reason this theory was chosen is because it looks at why publics communicate and predicting when they are likely to do so. It also gives guidelines for communicating with different publics that have different levels of awareness. The four different publics included within this theory are aware, active, latent, and nonpublic. The active and aware are the publics that would be easiest to reach with our campaign as they will actively seek our information. The other two publics would be the more difficult publics as they are harder to engage with.

This campaign is seeking to raise awareness of organ and tissue donation among the Millersville University community. The research questions for this campaign are:

1. How much of the Millersville Community are already registered organ donors?
2. Why are the common reasons for their decision to be/not to be an organ donor?
3. What percentage of the Millersville University community believes common myths associated with organ donation?

The data for this research study was collected through an online survey randomly distributed throughout campus from March 19 - April 8. Approximately 200 students took the survey in order to assess their perception of organ donation. Secondary research is also included to provide more background for the study.

To conclude, SuperVille seeks to educate the campus on all aspects of organ donation and break down any negative stigmas, rumors or myths regarding organ donation. Ultimately, SuperVille will serve as an entertaining and interactive experience that will educate students on the importance of being a registered organ donor.

# RESEARCH

Primary: Survey

RQ1: How much of the Millersville Community are already registered organ donors?

RQ2: Why are the common reasons for their decision to be/not to be and organ donor?

RQ3: What percentage of the Millersville University community believes common myths associated with organ donation?

Purpose: The primary purpose of this research is to assess what percentage of the Millersville University community are already registered organ donors. This research also looks at the primary reasoning behind their choice to be or to not be an organ donor. Another aspect was to assess if the community believes some of the common myths of organ donation.

## Methodology

A copy of the survey and graphs of the results can be found in the appendix.

Sample: This campaign used a convenience sample of the Millersville University community.

## Data Analysis of Primary Research Results

Of students and faculty at Millersville University, 217 people were asked to fill out a survey about organ donation. Participants were asked a total of 11 different questions about organ donation. Questions included the following:

- Are you a registered organ donor?
- Why did you choose to become or not become an organ donor?
- Have you or anyone you know ever been the recipient of an organ donation?
- Have you or anyone you know donated an organ?
- If you answered yes to either of those questions, please share any thoughts or feelings you have about that experience.

They were then asked to rate the credibility of the statements below using a 5-point Likert scale ranging from very credible to not at all credible:

- Doctors will not try to save my life if they know I am a registered organ donor.
- I can't be a donor because of my age or health issues.
- We have a moral obligation to be organ donors.

They were then asked some demographic information:

- What is your affiliation with Millersville University?
- What is your age?

- What is your gender?

Participants were asked if they are registered organ donors. Of 217 responses, 84.3% participants answered yes, to being registered donors. The remaining 15.7% percent answered no.

For the respondents who were organ donors, there were 3 major reasons they gave as to why they decided to be an organ donor. The first was that they would not need them once they had passed. The second was that they wanted to do it on order to help others. The third answer that came up frequently was that organ donation had affected them in some way and those made them see the importance of it. Of the smaller respondent who said they had chosen to not be organ donors, the answers they gave for not being organ donors ranged from it goes against their beliefs to that it was a family member's decision.

When asked if they or anyone they know has ever been a recipient of organ donation, a majority of people, 78.8%, chose no. Only 21.2% of respondents said that they were or knew someone who has been a recipient of organ donation. Not many of the respondents had experienced the other side of organ donation as well. When asked if they or anyone they knew had donated an organ, only 18% of respondents said yes, with 82% responding no. Only 60 of the respondents answered yes to either of those questions. Of those 60 respondents, all said that it was a positive experience, not matter if it was an organ being donated or an organ being received. Almost all of the respondents commented on the fact that it was a beautiful act to see someone's life being saved, even if it was after losing someone they had loved.

Another aspect of the research was to take common myths associated with organ donation and see what percentage of the population finds them credible. The first statement was 'Doctors will not try to save my life if they know I am a registered organ donor.' A majority of the respondents, 48.1%, found this statement not at all credible. However, that means that over half of the respondents find some credibility in this statement. 25.5 % found the statement not very credible, 13.4% were unsure, 9.7% found the statement somewhat credible, and 3.2% found this statement very credible. The other statement used was 'I can't be a donor because of my age or health issues.' Again, the majority of respondents found this statement to be not at all credible. However, the numbers between the different levels of credibility were a little closer this time, with only 37% saying it was not at all credible. 22.2% found this statement not very credible, 25% were unsure, 11.6% said it was somewhat credible, and 4.2% said the statement was very credible. There was a larger amount of uncertainty about credibility with this statement.

Within the statement section, we also included a more opinionated statement to get a feel about how the campus population feels about organ donation. The statement was 'We have a moral obligation to be organ donors.' The majority of respondents had mixed feelings about this statement, making up 31.5% of the answers. In descending order, it then followed 29.2% somewhat agreed, 19.9% agreed, 14.4% disagreed, and 5.1% somewhat disagreed.

Participants were also asked what their affiliation with Millersville University is. Possible answers were student, faculty, staff, parent, or other. 95.4% of the participants were Students, .9% of the participants were faculty, and 3.7% of the participants responded as other. Participants were also asked their respective age group. Possible answers were ages under 18, 18-22, 23-30, 31-40, 41-50, and 50 and older. 96.8% of the participants were in the age range of 18-22, while the other 3.2% were in the age range of 23-30. When asked what gender they were, 86.2% of participants answered female, 12.4% answered male, and the remaining 1.4 % answered as other.

### Campaign Limitation:

The limitation of this campaign is that more surveys could have been collected to include more of the campus population.

### Secondary Research

According to Donate-Life PA, one person can save up to eight lives through organ donation and enhance the lives of 75 additional individuals through tissue donation (2018). With statistics like that, it can be hard to imagine how only 58 percent of the US population are registered organ donors. Especially due to the fact that over 118,000 men, women, and children are waiting for a lifesaving organ transplant (2018).

However, with the many myths floating around associated with the idea of being a registered organ donor, these typically tend to hinder individuals from becoming registered. A few of these many myths include the following:

- Individuals with medical conditions cannot be donors
- You can be too old to be a donor
- Hospital staff will not try to save a patient's life if they see that the patient is a registered organ donor (Organ Donation Myths and Facts, 2019).

All inaccurate statements, these ideas are one of the biggest contenders as to why individuals are not registered to donate. By educating ourselves as well as others on the facts of organ donation, we can begin to create a positive environment for all to want to register.

While there have been great strides made, with 4.6 billion people saying yes to being organ and tissue donor and adding it to their license, there is still work to be done. This number only represents half of those who are eligible to register (2018). This is why this campaign is important. The community needs to be educated on organ and tissue donation and just how important being an organ donor is.

### References

- About Donation. (2019). Retrieved April 18, 2019, from <http://www.donatelifepa.org/aboutdonation/>.
- Organ Donation Myths and Facts. (2019). Retrieved April 18, 2019, from <https://organdonor.gov/about/facts-terms/donation-myths-facts.html>.

## **ACTION AND COMMUNICATION**

**Mission Statement:** The 'Ville Gives Life: Miracle on George Street, National Organ Donation Awareness (NODAC) Campaign seeks to motivate individuals to register as organ, eye and tissue donors, provide education about living donation and increase friend and family conversations regarding organ donation.

**Campaign Goal:** To promote organ and tissue donation awareness at Millersville University.

**Key Publics:** Millersville students, faculty and staff

**Duration:** 10 days

### **Objectives:**

1. Increase awareness of organ donation to 100 Millersville students, faculty, and staff within one week.

Action: We held an event April 11, 2019 within the Student Memorial Center where one of the tables directly correlated to achieving this objective. We also held a countdown on social media that helped with achieving this objective.

Message: It is important to be an organ donor and the impact it has is limitless.

Channel: Interpersonal communication, social media

Tool: Event, Facebook, Twitter, Instagram

2. Promote the facts and debunk the myths of organ and tissue donation with 100 students by the end of the week.

Action: We achieved this objective through the vent held on April 11, 2019 in the Student Memorial Center. One of our tables at our event directly correlated to achieving this objective.

Message: It is important to take what you have learned and spread this information with your family and friends.

Channel: Interpersonal communication

Tool: Event

3. Promote conversations among friends and family members to 100 students by the end of the week.

Action: Similarly, to the first objective, we achieved this objective through two means, the event and the social media countdown. At the event, there was a table that directly correlated to this objective. The social media countdown also featured different facts and myths that helped achieve this objective.

Message: The facts and myths of organ donation are commonly confused and should be taught.

Channel: Interpersonal communication, social media

Tool: Event, social media

## **AGENDA**

The event to raise awareness about organ donation took place on April 11, 2019 from 11:00 am to 2:00 pm. It was held in the atrium of the Student Memorial Center at Millersville University and consisted of many different tables and features in order to achieve our objectives.

The Tissue Box Game: The focus of this game was to spread awareness and inform participants about Tissue donation specifically. The table correlated with the first objective to increase awareness and understand about organ and tissue donation. Students selected a question from a tissue box and had to make their best guess at the answer of the questions.

Operation: The focus of this game was to distinguish between facts and myths associated with organ and tissue donation. This table aligned with the third objective, as it promoted the facts and clarified the myths. Students would pick a piece out of the operation game and then they were read a statement. They then needed to say if the statement was a fact or myth.

Banner: At the event, there was a banner that students were able to sign if they were an organ donor or had signed up to be an organ donor. There were stickers with superhero phrases that students could choose from, as it correlated with our theme, and then sign their name above.

Gift of Life PA: The Gift of Life PA organization had their own table at the event and acted as another resource for information. They talked with students about organ and tissue donation and answered any question they might have had.

PRSSA Table: Our organization had a table in order to promote PRSSA as well as the work we do with the National Organ Donation Awareness Campaign (NODAC).

Sign-up Table: A table was set up for students who were interested in signing up to be an organ donor if they had not already.

The Lollipop Game: The focus of this table was to make students think about the information they had just learned. This game correlated with the second objective which was to encourage discussion about organ and tissue donation among family and friends. Students picked a lollipop and based on its color, they were either asked to state a cat they could share with a family member or a fact they could share with a friend.



# EVALUATION

1. Increase awareness of organ donation to 100 Millersville students, faculty, and staff within one week.

- This objective was achieved through both the event and the social media countdown. At the event, more than 100 students attended the event and interacted with our different tables and games. The social media countdown also added to the reach as each post had a reach anywhere from 50-200 users.

2. Promote the facts and debunk the myths of organ and tissue donation with 100 students by the end of the week.

- The objective was achieved using the event and the social media countdown. At the event, we had a table that specifically focused on teach participants which organ donation statements were facts and which ones were myths. As there were over 100 attendees at the event, and therefor at this table, this helped with achieving this objective.
- The social media countdown also helped with this objective. Half of our countdown featured facts about organ donation. These posts reached a minimum of 50 people per post, so they added to the success of this objective.

3. Promote conversations among friends and family members to 100 students by the end of the week.

- At the event, we had a specific table that focused on this goal of keeping the discussion going. This table asked participants to name a fact that they could share with a friend or family member that they had learned today. With over 100 attendees at the event, this objective was reached.
- There was also a photobooth at the event where participants were encouraged to take pictures and share them on their social media platforms. We also encouraged participants to use the hashtag #SuperVille and #Heroesgivingback to bring this conversation from the event and continue it online.

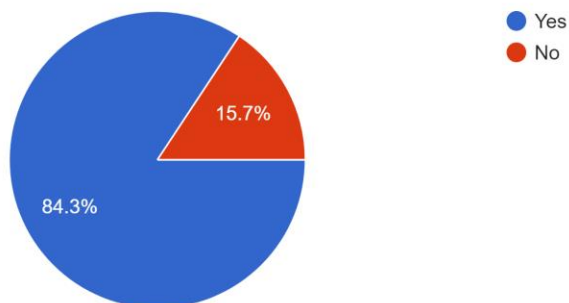
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## A. SURVEY RESULTS

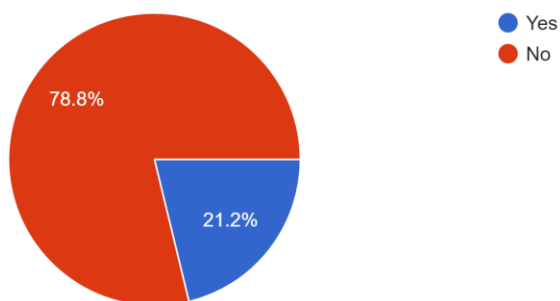
Are you a registered organ donor?

217 responses



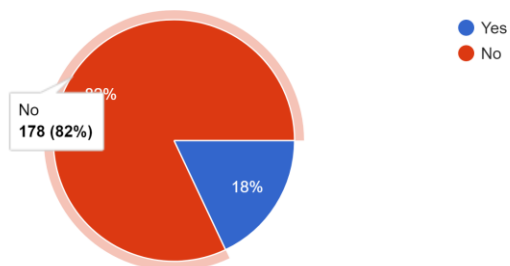
Have you or anyone you know ever been the recipient of an organ donation?

217 responses



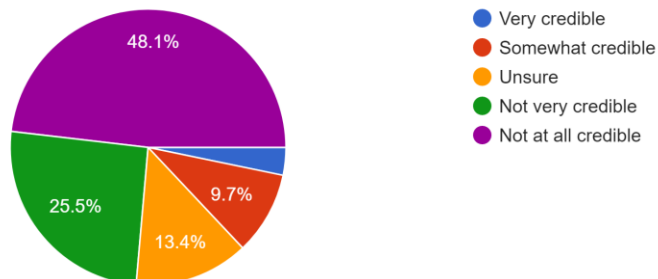
Have you or anyone you know donated an organ?

217 responses



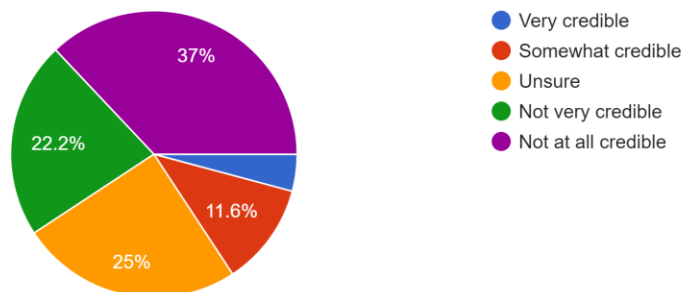
Doctors will not try to save my life if they know I am a registered organ donor.

216 responses



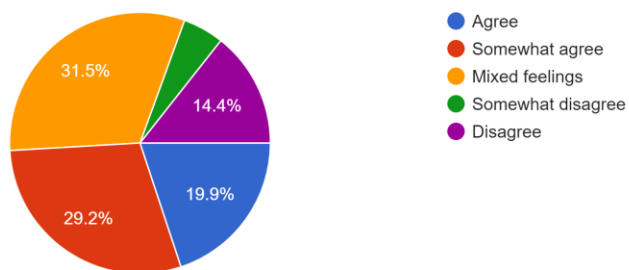
I can't be a donor because of my age or health issues.

216 responses



We have a moral obligation to be organ donors.

216 responses



# B. SOCIAL MEDIA COUNTDOWN

 mvilleprssa



♥ 💬 📌

 Liked by krystal\_likes\_cats and 23 others

mvilleprssa Today we start our countdown to our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! We are just 10 days away! Today for our countdown we are throwing it back to last year's event with a picture featuring some of our volunteers! All the help we receive for this event just helps us as an organization spread the word even more of this important cause! #NODAC #SuperVille #Heroesgivingback

APRIL 1

 mvilleprssa



♥ 💬 📌

 Liked by heatherb215 and 10 others

mvilleprssa 9 days away from our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! Today for our countdown we are featuring a "Did you know...?" moment! Keep up with our countdown to learn more about organ donation! #NODAC #SuperVille #Heroesgivingback

APRIL 2

 mvilleprssa



♥ 💬 📌

 Liked by heatherb215 and 18 others

mvilleprssa 8 days away from our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! Today for our countdown we are featuring a picture of one of our tables from last years event! This event is a great way to teach the community about the facts and myths associated with organ donation. #NODAC #SuperVille #Heroesgivingback

APRIL 3

 mvilleprssa



♥ 💬 📌

 Liked by paytonncampbell and 10 others

mvilleprssa 7 days away from our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! Today for our countdown we are featuring a "Did you know...?" moment! Keep up with our countdown to learn more about organ donation! #NODAC #SuperVille #Heroesgivingback

APRIL 4



Liked by [paytonncampbell](#) and 20 others

**mvilleprssa** 6 days away from our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! Today for our countdown we are featuring a picture of our past President Dr. John Anderson and current President Dr. Daniel Wubah at last year's event! Make sure to stop by this year's event on April 11th from 11-2 in the SMC Atrium. #NODAC #SuperVille #Heroesgivingback

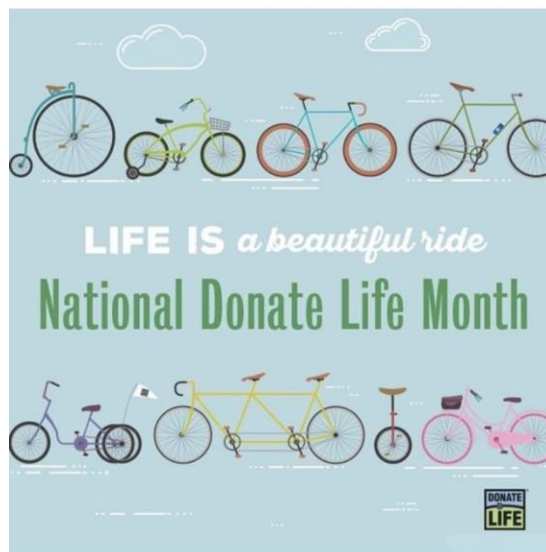
APRIL 5



Liked by [krystal\\_likes\\_cats](#) and 19 others

**mvilleprssa** 4 days away from our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! Today for our countdown we are featuring a picture of some students at our photo booth at last year's event! Make sure to stop by this year's event on April 11th from 11-2 in the SMC Atrium to get some cool photos with you and your friends. #NODAC #SuperVille #Heroesgivingback

APRIL 7



Liked by [heatherb215](#) and 8 others

**mvilleprssa** 5 days away from our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! Did you know that April is National Donate Life month? Support National Donate Life month by inspiring others to give the gift of life and register as an organ and tissue donor! <http://www.donors1.org/learn-about-organ-donation/sign-up-to-save-lives/> @donors1 #donatelife #NODAC #SuperVille #Heroesgivingback

APRIL 6





Liked by [krystal\\_likes\\_cats](#) and 9 others

**mvilleprssa** 3 days away from our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! Today for our countdown we are featuring a "Did you know...?" moment! Keep up with our countdown to learn more about organ donation! #NODAC #SuperVille #Heroesgivingback

APRIL 8

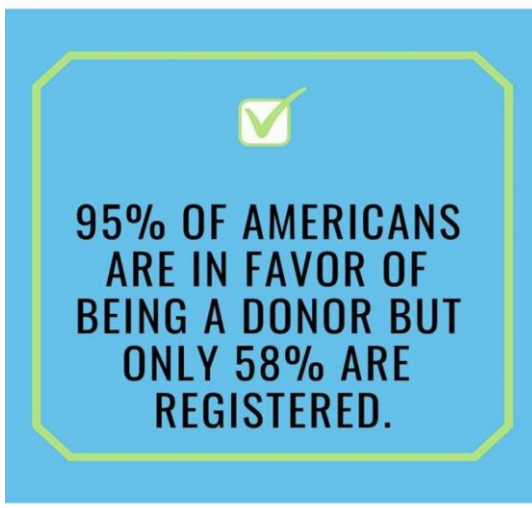


Liked by [heatherb215](#) and 25 others

**mvilleprssa** 2 days away from our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! Today for our countdown meet this year's NODAC event head Julia Boyle! Both her and the Millersville PRSSA chapter have put in a lot of hard work for the event and can't wait for everyone to see! Make sure to stop by this year's event on April 11th from 11-2 in the SMC Atrium. #NODAC #SuperVille #Heroesgivingback

[sadies44](#) @jess\_holloway represent 🙌🙌

APRIL 9



Liked by [krystal\\_likes\\_cats](#) and 11 others

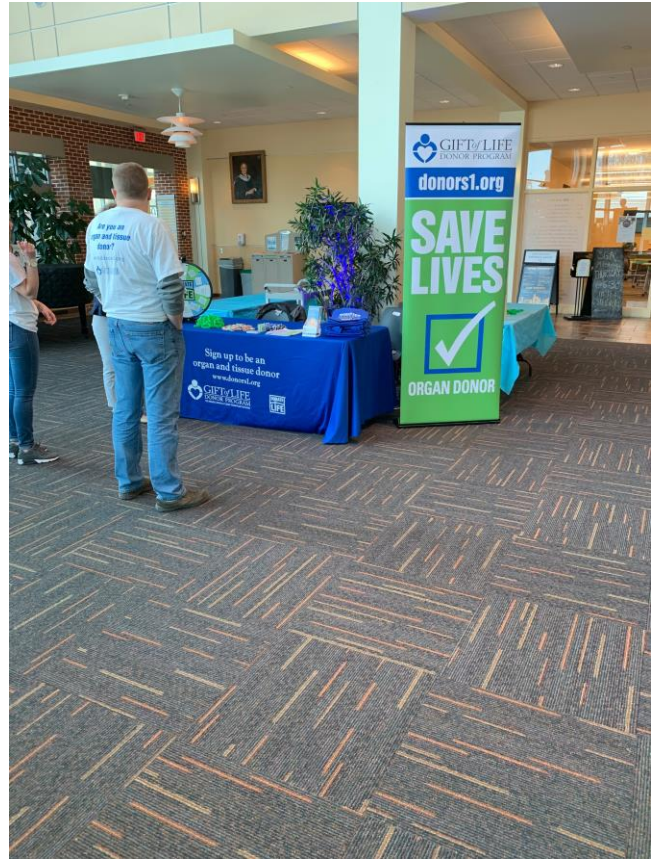
**mvilleprssa** Only 1 day away from our annual National Organ Donation Awareness Campaign (NODAC) event titled "SuperVille"! Today for our countdown we are featuring a "Did you know...?" moment! Keep up with our countdown to learn more about organ donation! #NODAC #SuperVille #Heroesgivingback

APRIL 10

# C. PHOTOS

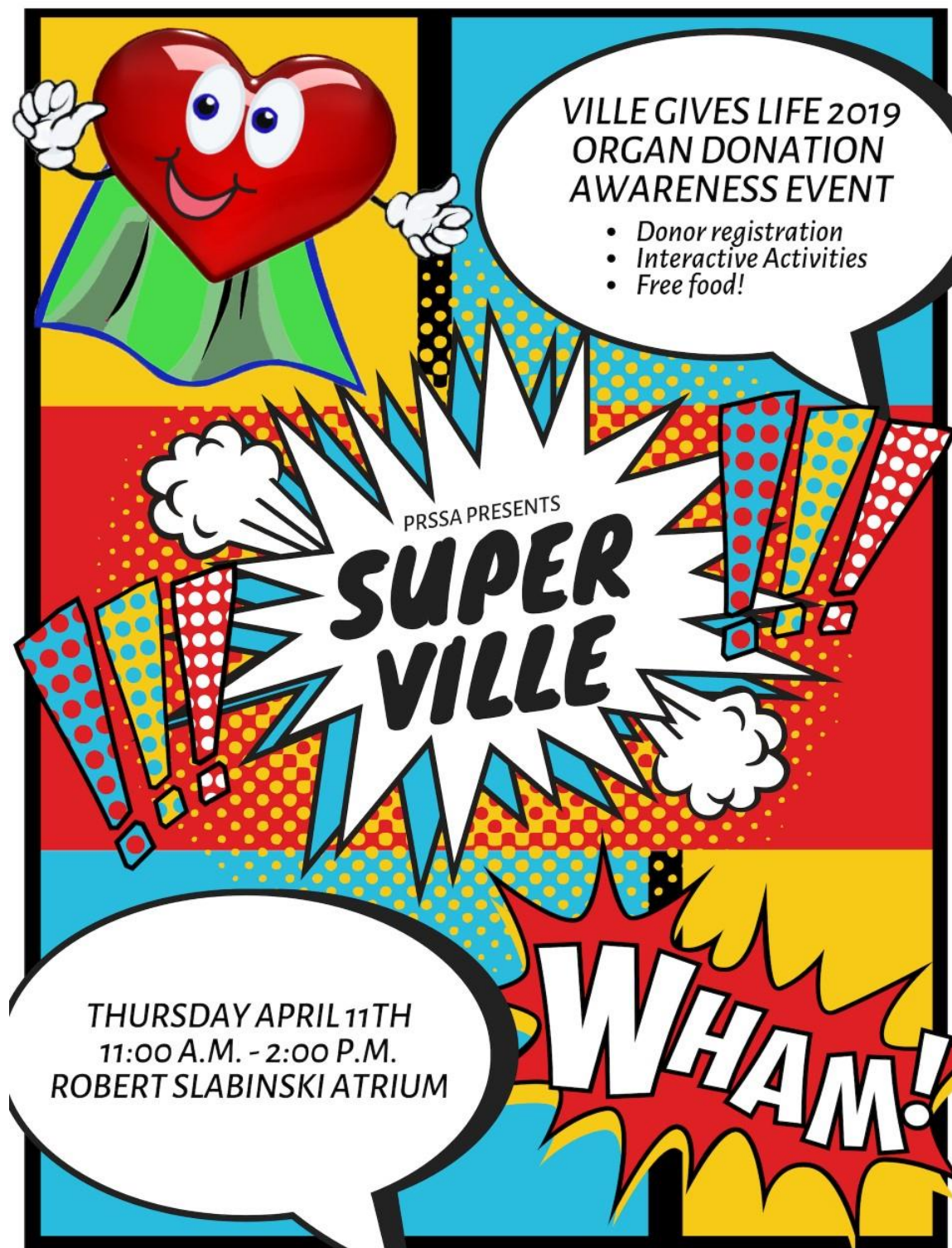








# D. FLIER





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