

Donate Life Pennsylvania

National Organ Donor Awareness Competition

“Save Eight”

The University of Scranton PRSSA Chapter
2019

The University of Scranton PRSSA chapter held the National Organ Donor Awareness Competition sponsored by Donate Life Pennsylvania on April 25, 2019. The overall campaign and event was named “Save Eight,” inspired by the eight organs that one donor can potentially give. Through Save Eight, our chapter’s objective was to increase awareness of organ donation and transplantation, and register members of the campus community.

Scranton’s PRSSA chapter conducted both primary and secondary research to develop our campaign. Our primary research consisted of 3 Department of Motor Vehicle visits, and 2 hospital visits. In addition, our PRSSA chapter had 40 one on one conversations with close family members and friends. The top reported discussion theme was the fear of not being saved by medics. To further investigate, an online survey questionnaire was issued to University of Scranton students, faculty, and staff. To make our target audience feel secure and get the most truthful responses, our survey was built to make each individual response anonymous. It was sent out to 300 people and received 96 responses. The results stated 67.71% were already donors, 31.25% were not and 1.04% prefer not to say. In addition, 28.13% thought being a donor was scary, and the average self-ranked knowledge about organ donation was a 51 out of 100. With this information, our team concluded that lack of knowledge of organ donation processes was a barrier to registration.

Secondary research included websites and articles from Donate Life America, The United Network for Organ Sharing, and the U.S. Department of Health and Human Services. Other research included news articles from Fox and WNEP, such as “Michigan girl’s organs help save 6 others after fatal ATV accident.” Through secondary research, the need for diversity among organ donation, especially in Pennsylvania was discovered. For example, there is evidence of ethnicity improving the likelihood of a match in bone marrow transplantation. In Pennsylvania, a majority of organ donors are younger and Caucasian, yet many of those waiting for a transplant are older and have different ethnic backgrounds. Thus, our chapter deemed it integral to include diversity in our campaign. With this conducted research, our chapter applied through the University of Scranton for The Diversity Initiative Grant. We received the grant which allocated \$2,400 for the promotion of organ donation on campus.

The campaign “Save Eight” was held on Thursday April 25th, 2019 on the DeNaples Patio. The DeNaples Patio is a high foot traffic area where students, faculty, and staff pass through to and from classes, or to get food and mail. Our event held a sign in station, information table, diversity table, two interactive games, a buffet, and music. The tables featured poster boards and PRSSA members that discussed the importance of organ donation as a whole, and the importance of diversity in organ donation. The information table was located by the sign in station, and the diversity board was in front of the buffet line, this way attendees had to go through the various stations to get to the buffet. The buffet was ordered through the University of Scranton and cost \$1,203.86. It featured potato salad, potato chips, hamburgers, cheeseburgers, water pitchers and cookies. The buffet table was included to entice participants to be more engaged and conversational at the event. Our research showed a common theme of organ donation being associated with times of grief. Save Eight wanted to counter that and use a BBQ theme to celebrate the importance and necessity of organ donation.

The interactive games were corn hole and operation. The corn hole used stuffed plush organs instead of typical corn hole bags. This allowed students the opportunity to stay after going through the stations and eating. The game of operation required attendees to pull organ shaped pencil erasers out of cardboard box shaped man and woman. The game was designed to have each organ eraser come with its own myth or fact question, and PRSSA members would give participants a statement about organ donation in which they would have to determine if it were a fact or a common misconception. Many attendees enjoyed the game so much that they took it to the next level. Rather than just pulling out the

organ erasers, they would perform their own transplant by pulling an eraser out of one cardboard person with chopsticks and placing it into the other. On top of all the events, we gave out free wristbands, stickers, and had a poster of a heart that all donors could sign. At the end of the event, we attracted a total of 164 students that signed in at the station with their student identification cards. In addition, we generated a total of 24 new registered donors.

The evaluation for the University of Scranton's Save Eight event is segmented into four categories: survey, social media, promotions, and the event.

Our PRSSA chapter created a survey on SurveyMonkey to gain a better understanding of our target audience. The survey consisted of questions asking participants about their understanding of organ donation, their current opinion of it, and whether they'd be interested in learning more about organ donation. The survey was sent to 300 people and had 96 participants consisting of Scranton students, faculty and staff. We utilized this data to shape the information provided on our informational posters that were presented at the event.

Social media that was utilized was Facebook and Instagram. A Facebook event was created in order to further boost the awareness of our event. This event page featured the name of the event, Save Eight, the date and time, Thursday, April 25 from 11:00 a.m. to 2:00 p.m., and the location and purpose. The page responses consisted of 30 participants "going," 8 participants "interested," and 8 shares. An Instagram account was created a month before our event and consists of six posts, 51 followers, and is following 33 accounts that are fellow students, campus clubs and organizations.

- The first post was created on April 3 to inform our audience that April is National Donate Life Month and to look for upcoming information about our event. This post received 11 likes. The second post was created on April 10 and featured a poster design that a student had made for the event. This design consisted of the name of the event, the date, and location. It received 13 likes.
- The third post was a video created on April 16. This video featured a PRSSA member sitting on a whoopee cushion and then speaking about the date, location, and purpose of the event. The whoopee cushion was part of a promotion for the event that is explained under promotions. This post received 10 likes and 61 views. The fourth post was a Boomerang video created on April 22 of whoopee cushions falling downwards and then back upwards. This post was intended to boost awareness of a promotional event where we handed out whoopee cushions. This is further explained under promotions. The post received 11 likes and 36 views.
- The fifth post was created on April 23 and was a video of a student sitting on a whoopee cushion and laughing. This particular student was already an organ donor and allowed us to use her for the creation of our post so that we could advocate for students that were already organ donors. This post received 14 likes and 53 views. The sixth and last post was created on April 25 on the day of our event. The post featured students at the event taking part in the activities provided. This post was intended to catch our audience's attention and entice them to come to the event and received 16 likes.
- On the day of the event, we also posted four photos on our Instagram story of our informational posters and activities that were taking place at the event in order to boost participation.
- We used the hashtag "farts4hearts" on each post with a whoopee cushion for our promotional event. This is further explained under promotions.

Our PRSSA chapter created and implemented two promotional events prior to our main event. The first promotional event took place on April 23 and was called "Farts for Hearts," where free whoopee cushions were given out to students walking into the dining hall along with informational flyers for the

event. Since, organ donation happens in a time of grief, we wanted to help lighten the mood associated with organ donation. It also encouraged students to participate by using the whoopee cushions to prank their friends, and then send the videos to our social media pages with the hashtag “farts4hearts.” We handed out 149 whoopee cushions to students. The second promotional event took place on April 24, 2019 from 5pm-7:30pm. PRSSA members served free brownies and ice cream in the University’s dining hall. Students were invited to grab dessert, and were given flyers to raise awareness that the event was occurring in the next two days. Flyers were also placed on the dining tables around the cafeteria. We handed out and placed 120 flyers around campus. Both of these promotional events were successful in creating laughs and enticing students to come to the Save Eight event.

Our PRSSA chapter held our “Save Eight” event on April 25 from 11:00 a.m. to 2:00 p.m. Our chapter chose the name “Save Eight” because one organ donor could save eight lives with their major organs. The event took place outside of the DeNaples Center, a central hub at the University of Scranton. The event featured several different stations:

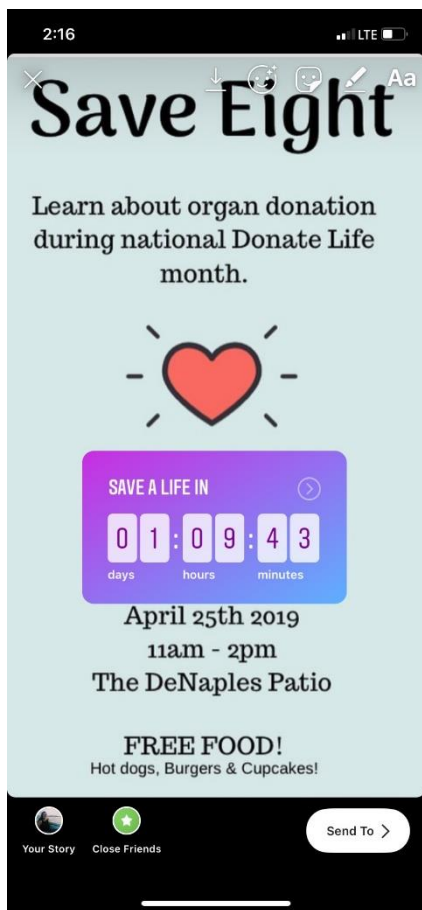
- One station consisted of two large boards painted to have a body on each. They were simulations of the game “Operation.” There were several holes cut out where major organs are located. Behind each hole was a large pencil eraser shaped like an organ. When a student held up an eraser with chopsticks, we would provide them with a myth or fact about organ donation and they had to determine whether the statement was a myth or fact. The student would then place the eraser into another empty hole, thus completing an organ transplant.
- We also provided a plush organ toys to play cornhole as another interactive game.
- We had a table that featured a poster board with facts about organ donation. On the same table, we had a poster titled “Being an organ donor just costs a little love,” and below it was an outline of a heart. Inside the heart, students who were organ donors or had just signed up to be organ donors could sign their names.
- Next to this activity was another table that consisted of a laptop for organ donor registration and attendance. When a student signed up to be a donor, they received an organ donor sticker as well as an organ donor bracelet. There was also a small white board that students could use to write the reason why they became an organ donor. We would take a picture or video of them holding the white board with their reason.
- At another table, we featured a poster discussing the importance of diversity in organ donation. The strive to include diversity in our event allowed us to win a diversity grant through the University in order to help us pay for the items used at the event.
- Our last station was a food station. We offered small burgers and snacks free to those students, faculty and staff who participated in the event.
- The event also featured clean, pop music playing throughout the event from a speaker that was lent from the University of Scranton

There were 164 participants at the event and 24 students signed up to be organ donors. By obtaining 24 new organ donors, there is a possibility of saving 192 lives in the future.

Promotion Photographs



Social Media Screenshots



Save Eight Photographs

