

# Life Goes On

Secretary of State Jesse White • Fall 2011

A newsletter for Secretary of State facility employees and other organ/tissue donation advocates

## Donor awareness facility grant project

As we move into fall and winter, there are many great events and activities to look forward to. The Organ/Tissue Donor Program staff will soon be involved in the new Community College Program. We are excited about the opportunity to reach out with our donor message to college students, faculty and staff at the more than 50 community colleges statewide.

Over the summer, we reached out to hundreds of thousands of Illinoisans through our federal grant project in the Chicago metro area; presentations at health fairs; booths at area festivals, cultural fairs, community and university events; sporting events; and hospital outreach events. In August, the Springfield Life Goes On Committee participated in the Illinois State Fair Twilight Parade for the first time. The giant "Boat Float" promoting donation was a tremendous success as it reached out to thousands of Illinoisans who attended the parade.

Donor Program staff also has been visiting facilities to answer questions and thank facility personnel for their commitment to the program. Our registry numbers continue to climb because of the hard work of Driver Services facility personnel. When you consider that just one donor can help more than 25 people, the number of lives affected by the registry are staggering. The success of our program is largely due to the people behind the counter who give the public the opportunity to save lives.

*Jesse White*

Jesse White  
Secretary of State

South, Diversey Express, Chicago West, Niles, Melrose Park, Bridgeview, Midlothian, Chicago North, Chicago Heights and Chicago Central.

One of the key aspects of the campaign were the intense on-site events held at the selected facilities twice a week over an eight-week period. This involved the setup and staffing of information tables by volunteers using the techniques found most effective in three other federally funded donor campaigns. The goal was to provide an opportunity for people to ask questions, which may not be addressed in the brochures or other educational materials.

"Point-of-decision information" about donation was placed in key areas serving the public in each facility. Information was conveyed that addressed barriers to donation for different populations and that featured stories about local

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**DONOR AWARENESS AT THE STATE FAIR** — Secretary of State Jesse White joined members of the Springfield Life Goes On Committee in front of the "Boat Float" they entered in the Illinois State Fair Twilight Parade in August. Featured on the boat are donor awareness mascots Seymour Clearly and Morgan D'Organ.

## Facility Grant (continued from page 1)

donor family members and transplant recipients. A mass media component included radio public service announcements (PSAs), billboards along driving routes to facilities and bus billboards along select areas. The messages targeted key myths about donation and/or perceived barriers to donation.

Ultimately, the campaign will help determine which types of activities are most effective and efficient in producing higher rates of donor registry activity. More importantly, the success of the study means that more people will make their wishes to donate known via the donor registry.

Thank you to all facility staff members for participating in the study. On behalf of the nearly 5,000 men, women and children in Illinois and the more than 110,000 people on the national waiting list, Secretary White and the Organ/Tissue Donor Program thanks you.



Donate Life Illinois volunteer Jeanette Levitt (left) shares a photo of her son, who was a lifesaving donor, to fellow volunteer Stacey Signs. The women promoted donation at the Chicago Central facility as part of the facility grant research project.

## National Donor Sabbath November 11-13

National Donor Sabbath is an interfaith celebration observing the gift of life provided through organ/tissue donation and transplantation. This year's Donor Sabbath will be observed Friday-Sunday, November 11-13. Your participation can help the thousands of men, women and children who need a lifesaving organ. Following are ways you can be involved:

- Ask your religious leader to invite a speaker to share their personal story of donation during a service.
- Display donor materials at your place of worship.
- Write an article for your church bulletin or program insert for November.
- Hold a donor registration drive after services at your house of worship.

Nearly every religion in the United States officially supports organ/tissue donation or supports the individual choices of its members. Donation is viewed by most religions as an act of compassion and generosity.

# DONOR AWARENESS



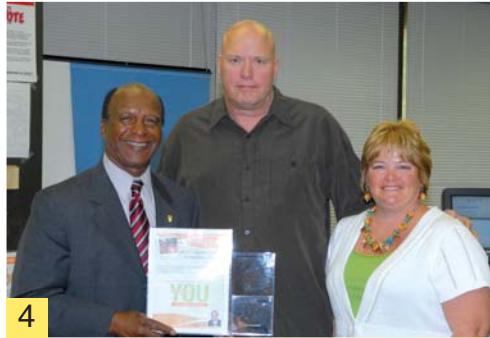
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1. Secretary of State Jesse White presented Chicago Bears cornerback Charles Tillman and his wife, Jackie, a proclamation at an event in Lake Zurich, designating June 18, 2011, as Charles Tillman Family Organ Donor Awareness Day in Illinois.

2. The Springfield Life Goes On Committee entered a float for the first time in the Illinois State Fair Twilight Parade.

3. Secretary White presented a facility countertop display to Springfield's Klein facility manager Kari Christine-Brennan featuring donor parents Jay and Pat Landers (right).

4. Secretary White presented a facility countertop display to Springfield's Dirksen facility featuring heart recipient Joe Gardner, with his fiancée Tina.

5. Springfield Life Goes On Committee member Greg Stafford handed out donor literature at the Springfield MUNI, the city's open-air theater near the lake.

6. Driver Services regional manager Lora Wolters handed out donor brochures to those along the DuQuoin State Fair Parade route.

7. Secretary of State staff members distributed donor materials at the DuQuoin State Fair Parade.

8. Secretary White presented a plaque to Dave Schreiner, CEO of Katherine Shaw Bethea Hospital in Dixon, in recognition of the hospital's commitment to donation.

9. Donate Life Illinois volunteer and donor family member Betty Hepner staffed a donor table in Davis Park's Labor Day Parade and Picnic in Rockford.

10. Secretary White spoke to employees at a Chicago suburban MetLife

LIFE GOES ON

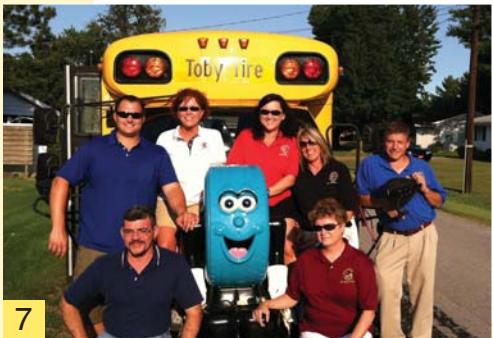
# ACROSS ILLINOIS — SUMMER 2011



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office about the importance of donation. Pictured with White are (left to right): Wendy Heiden, Jeanette Zenner, Damon McClurg, Donna Chesler, Peter Krieger, site manager Teresa Thorson, and Micki Szego.

11. Springfield Life Goes On members staffed and participated in Memorial Medical Center's 7th Annual Transplant 5K Run/Walk at Washington Park to benefit kidney and pancreas recipients. Pictured are (left to right): Sitha Hun, Donor Program; Melissa Turley, Heartland Lions Eye Bank; Sara Danner, Memorial Medical Center; Karen Kohnke, Donor Program; and donor family Jay, Pat and Kelly Landers.

12. MetLife employee Deb Connolly, who is awaiting a kidney transplant, shared her story with Secretary White at the company's Employee Donor Awareness Day.

13. Eighteen-year-old Katelin Ciambella of Decatur enthusiastically joined the donor registry at the Women's Health Conference at the Civic Center in Decatur.

14. Jarold Anderson (left), CEO of Gift of Hope, and Alison Smith, vice president of Operations for Gift of Hope, presented Donate Life Illinois volunteer Alex Rodriguez with an Echo of Life Award. Alex's brother, Chicago native and professional boxer Francisco "Paco" Rodriguez, became an organ donor after his death from injuries sustained in a title bout in 2009.



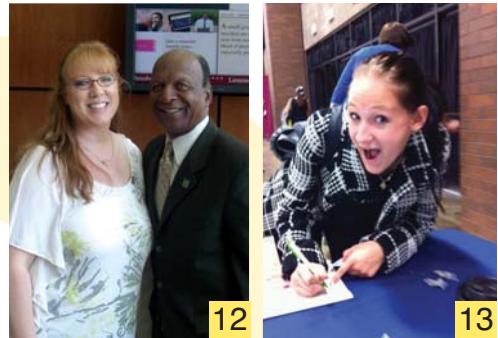
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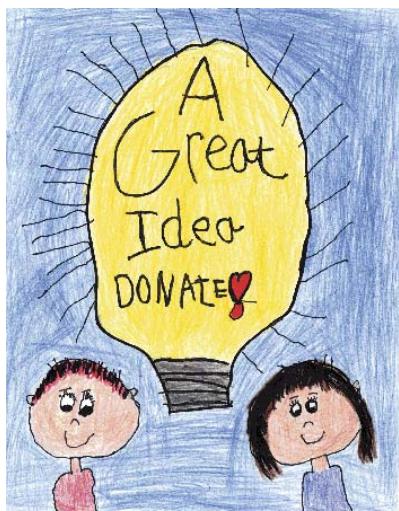


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## N. BE AN ORGAN/TISSUE DONOR.

# Organ/Tissue Donor Poster Contest

Deadline January 31



The Organ/Tissue Donor Program is sponsoring its 19th Organ/Tissue Donor Poster Contest in 2012. The deadline for entries is January 31, 2012. A letter and entry forms are being mailed out to all K-12 public and non-public schools in the state in October.

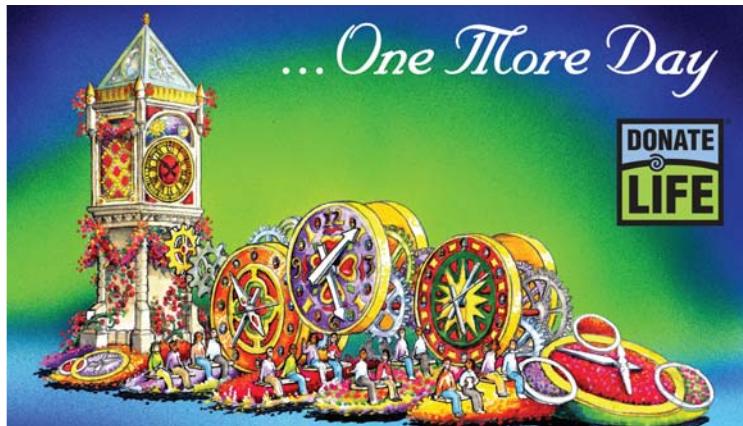
Winners will be chosen from four categories (grades K-2, 3-5, 6-8 and 9-12) and an overall grand-prize winner will be selected. Winners will be invited to Secretary White's office at the State Capitol for a ceremony

unveiling the new poster next spring.

Winners will receive a \$50 gift card to Barnes and Noble Bookstores, with the overall winner receiving a \$100 gift card. The overall winner also will have his or her poster re-created and distributed to all Driver Services facilities as well as Donate Life Illinois Coalition members and several hospitals and libraries throughout the state.

For more information, please contact Sitha Hun at [shun@ilsos.net](mailto:shun@ilsos.net) or visit [www.LifeGoesOn.com](http://www.LifeGoesOn.com).

## 2012 New Year's Day Rose Parade



The 2012 New Year's Day Rose Parade in Pasadena, California, will feature a beautiful float honoring **...One More Day** on the ninth Donate Life Rose Parade float entry. The float will carry up to 28 donor family members, living donors and transplant recipients.

Six giant floral timepieces will be adorned with 64 memorial "flora graphs" (floral portraits) of deceased donors whose gifts gave life and time to so many. There also will be a rose dedication garden honoring more than 3,000 people worldwide; each rose will bear a vial with a personal message honoring a loved one. Anchoring the float will be a 30-foot clock tower with a sun/moon dial reminding us to make each passing day count.

The 123rd Rose Parade's theme is "Just Imagine...," and will take place Monday, Jan. 2, 2012, at 8 a.m. (PST).

## Secretary White unveils Community College Program

Organ/Tissue Donor Program staff worked with Richland Community College in Decatur in April to increase donor registrations among community college students, faculty and staff. About 130 people joined the registry and many more received information about the critical need for organs and tissue.

Using Richland as a model, the Donor Program's Community College Program is designed to accommodate all 50 of Illinois' community colleges. A letter has been sent to all community college presidents along with instructions on how to set up a donor drive and promote donation. Donor Program regional coordinators have been contacting the colleges to assist with events, and Secretary White hopes to hold press conferences at each college and talk to the students about joining the donor registry.

Because individuals under age 18 cannot join the registry and driver's licenses are not renewed until a person turns 21, the Community College Program will reach those who have not been given the opportunity to join.

## Organ/Tissue Donor Program Staff

Please contact a donor staff member for story ideas or to volunteer for events in your community.

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