



U. S. Department Health and Human Services
Health Resources and Services Administration
Healthcare Systems Bureau
Division of Transplantation



GRANT *news*

JUNE 2017 | A periodic e-bulletin to share results of organ donation and transplantation projects funded by the Division of Transplantation.

Peer-to-Peer Campaigns on Campus

Three projects focused on college students collectively added 5,000+ donor registrations to the New York registry



A series of grant projects funded by the Health Resources and Services Administration's Division of Transplantation helped **New York Alliance for Donation** and the state's organ procurement organizations (OPOs) add thousands of students aged 18 to 24 to the state registry. The participating groups also discovered some very effective ways to work with college students to increase donor registrations.

Strategies that work:

- Educating students about donation in classroom courses or online
- Promoting peer-to-peer, face-to-face conversations among students
- Identifying student champions with personal connections to donation
- Offering campaign challenges with individual and team awards for most registrations generated



The second and third grant projects used the lessons learned from the first project either to modify the approaches that were used or to test those strategies on new

audiences. Thomas Feeley, a communications professor at State University of New York at Buffalo and a co-investigator on all three grants, said each project was centered on college students as the primary “campaigners” to other students.

“We left students to their own devices to promote donation,” said Feeley. “So it was really about their creativity and motivation.”

During the earliest project conducted between 2003 and 2006, OPO staff educated students in public relations and communications courses at upstate New York colleges about organ, eye, and tissue donation and asked them to create campaigns to promote organ donation to their peers. The campaigns resulted in 3,868 donor registrations and showed significant improvements in the students’ knowledge of and attitudes toward donation.

LiveOnNY, formerly known as the New York Organ Donor Network, replicated the project in New York metro area colleges between 2007 and 2009 with more racially diverse student populations than the original project. The results were impressive: 70 percent of student campaigners registered and they in turn registered an additional 1,700 of their peers.

Online-only campaigns showed smaller impact

In the third grant project (2010–2011), New York Alliance for Donation enlisted college students interested in donation to create videos about donation and promote the videos and other online campaign materials via social media. The goal was to encourage their peers to request donor registration cards. (At the time of the campaigns, the use of electronic signatures to register was not available.)

The online campaign gained little traction at first but when the project coordinators created challenges, offering gift cards as an incentive for the team that got the most points for donor cards requested and returned, the campaign brought in more donor cards. The project resulted in 671 requests for donor registration cards; 196 were completed and returned.

“Online campaigns may be effective as one piece of a larger strategy,” said Melanie Evans, Associate Director of New York Alliance for Donation. “Part of the regret of this project is that we didn’t have this easy online enrollment opportunity at the time. I think it could have been more successful.”

Learn more about these projects using the resources below.

Want to know more?

A Multi-Campus Intervention to Increase Organ and Tissue Donation

Principal Investigator: Thomas H. Feeley, University at Buffalo–State University of New York,
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New York Alliance for Donation Contact: Melanie Evans, mevans@alliancefordonation.org, 518-326-3237

Feeley, T.H., Anker, A.E., Williams, C.R. & Vincent, D.E. (2010). A multi-campus classroom intervention to promote organ and tissue donation. In E. Alvaro & J. Siegel (Eds.). *Applied psychology and organ donation: Implementing and evaluating health behavior interventions*. Lawrence Erlbaum Associates.

Feeley, T.H., Anker, A.E., Vincent, D.E. & Williams, C.R. (2009). Promoting Organ Donation Through College Student Campaigns. In Siegel, J. & Alvaro, E. M. (Eds.). *Understanding Organ Donation: Applied Behavioral Science Perspectives* (pp. 200-220). Wiley-Blackwell.

A College-Based Campaign to Increase Organ and Tissue Donation in New York City

Principal Investigators: Thomas H. Feeley, University at Buffalo–State University of New York,
thfeeley@buffalo.edu, 716-645-1160; Julia Rivera, LiveOnNY, jrivera@liveonny.org, 646-291-4456

Feeley, T.H., Anker, A.E., Watkins, B., Rivera, J., Tag, N. & Volpe, L. (2009). A Peer-to-Peer Campaign to Promote Organ Donation Among Racially Diverse College Students in New York City. *Journal of the National Medical Association*, Vol. 101, No. 11, 1154-1162.

Promoting Organ Donation to Young Adults in New York Through New Media

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Stefanone, M., Anker, A.E., Evans, M. & Feeley, T.H. (2012). Click to “Like” Organ Donation: The Use of Online Media to Promote Organ Donor Registration. *Progress in Transplantation*, 22, 168-174.

This publication lists non-federal resources in order to provide additional information to consumers. The views and content in these resources have not been formally approved by the U.S. Department of Health and Human Services (HHS) or the Health Resources and Services Administration (HRSA). Neither HHS nor HRSA endorses the products or services of the listed resources.