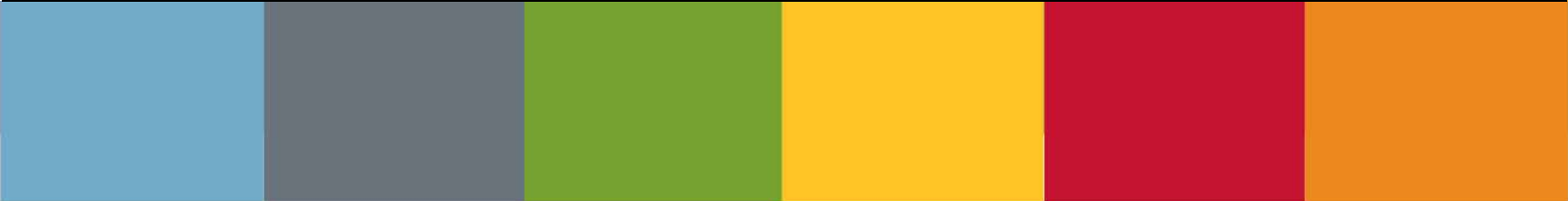




From Apathy to Action: Motivating Ohioans to Register as Organ, Eye and Tissue Donors

Amy Dawson, APR
Executive Vice President

fahlgren  mortine



ABOUT FAHLGREN MORTINE

About Us

- Fully integrated agency based in Columbus, OH
- Founded in 1962
- 200+ associates
- Offices in Cleveland, Cincinnati, Dayton, Boise, Fort Lauderdale, Denver, New York, Charleston, WV
- O'Dwyers Top 25 firm, Holmes Report Top 5 Midsize Agencies, Best Places to Work





Where camp is good medicine

DONATE LIFE OHIO

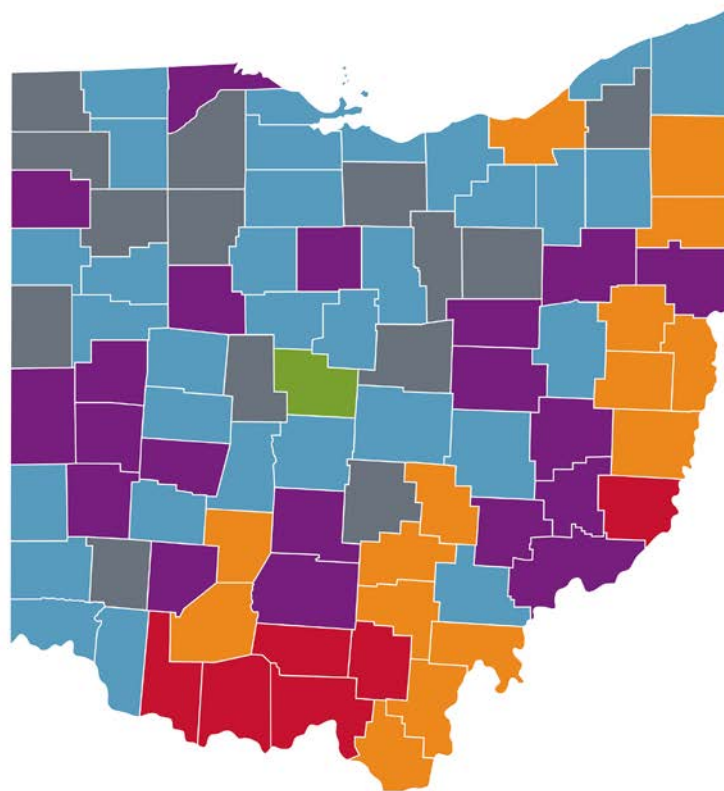
Evolution

Lifeline
of Ohio



March 2008

4 Year Cumulative Rates





Objectives



Research

Conducted every annually by the University of Cincinnati


2010 – revealed myths and misperceptions surrounding organ donation

Iconic green chair used to address the myths head on with facts and statistics



Myths Campaign


She discovered she wasn't too old to donate.
And she saved my life.



SAY YES TODAY
when asked if you want to be a
registered organ, eye and tissue donor.

To learn more, visit DonateLifeOhio.org

Funded by Second Chance Trust Fund



Doctors did everything they could to save her.
She did something incredibly selfless to save me.




SAY YES TODAY
when asked if you want to be a
registered organ, eye and tissue donor.

To learn more, visit DonateLifeOhio.org

Funded by Second Chance Trust Fund




His family discovered organ donation was not against their religion.
And he answered someone's prayers.



SAY YES TODAY
when asked if you want to be a
registered organ, eye and tissue donor.

To learn more, visit DonateLifeOhio.org

Funded by Second Chance Trust Fund



Research

Positive momentum of green chair campaign

Donate Life Ohio could not afford a new campaign

Deeper dive into research among those who would say no

Speak directly to those who said they wouldn't register



Evolution of Myths Campaign



*“At first I doubted Fahlgren Mortine when they wanted to **look at the research again** and even pushed back a little but now that I’ve seen what they have been able to come up with based on the second look of the research, I have learned to let **them do their job**. They were able to provide an emotional campaign that **speaks directly to those who are not registering**.”*

Debra Smith
Second Chance Trust Fund



Research

Always asked same questions; hesitant to do research because always same results

2016 – agency led research initiative with UC, we provided additional insights, what we wanted from it, added 20-30% new questions

Following analysis of quantitative, recommended qualitative for deeper insights

Focus groups facilitated in 2016 would inform 2018 campaign development





Second Chance Champions

Create an emotional connection with our audience by positioning organ, eye and tissue recipients as not only living but living healthy, active lifestyles.

Fully integrated campaign – paid, earned, owned, shared



STEPS INTO A
HIGH CALM

abc NEWS FEATURES

Watch Now

Boy Does 'Happy Dance' After Hearing Mom's Voice Through Hearing Aid

By GILLIAN MOHNEY · Jun 17, 2016, 12:55 PM ET

f Share with Facebook

Share with Twitter



Courtesy Caitlin Orantes

WATCH | Boy's Amazing Reaction to Having Hearing Aids Turned on For the First Time

8
SHARES

A 2-year-old boy did his own "happy dance" after getting a hearing aid that helped him more clearly, his mother told ABC News.

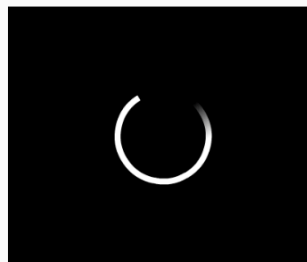


Kaiden Orantes, 2, was given [hearing aids](#) after being diagnosed with progressive [hearing loss](#), according to his mother, Caitlin Orantes. Doctors aren't sure why the boy's hearing has gotten worse since he was born, Orantes said. In an effort to improve the boy's hearing and help him learn language, doctors fitted Kaiden this week with special hearing aids.



"He started freaking out and did the happy dance," Orantes, of Princeton, New Jersey, said of the moment her son heard sound more clearly.

The boy was obsessed with music and dancing even before he had new hearing aids, Orantes said, and he would be fixated by the vibrations coming from the television or radio.

[Girl Whose Heart Stopped After Kalamazoo Shooting Finally Opens Her Eyes](#)**Boy Does 'Happy Dance'**
Hearing Mom's Voice
Through Hearing Aid**Police 'Risky' Their
Lives' to Save
Clubgoers: Orlando
Chief****Hundreds Evacuate as
Wildfires Rage Across
Western States****Family of Boy Killed by
Alligator at Disney
Resort Speaks Out****Obama Rips Gun
Control Opponents After
Visiting Orlando****Prince William Scolded
by the Queen****Russia to Remain
Banned From Olympics
After Doping Scandal****British Slaying Suspect a
Neo-Nazi Supporter:
Watchdog**

Video links

In 2016, we focused our messaging on emotional-based stories about organ, eye and tissue recipients who were competing in the Transplant Games.

[Ryan's Story – I'm Nothing Without Him](#)



[Clark Beck – Letter to My Donor](#)



[Ryan Zinn – Waiting](#)





donatelifesh FOLLOWING

koskim, cardinals_pizza, emily_the_band_mom, gymclassdropout and tmbryson like this

donatelifesh Meet Allison Herr, two-time @TransplantGamesofAmerica athlete and liver recipient! Visit @TeamOhio4Life's website (<http://www.teamohio.org/stories>) to read Allison's story. #teamohio4life

♥ Add a comment...



Donate Life Ohio shared their video.

Published by Grace Berry [?] · March 3 at 1:17pm · 🌐

Tonya was born with cystic fibrosis and knew the day would come when she would need a lung transplant. Years later after a successful surgery, Tonya is now a captain of #TeamOhio for the Transplant Games of America.



2,439 Views

6,286 people reached

Boost Post



Donate Life Ohio

@DonateLifeOH



Follow

Cheer on Adam Burkhart this summer during @TransplantGames & read his story: teamohio.org/stories/! #TeamOhio4Life



RETWEETS
4

LIKES
4



About the BMV...



99% of people register at the BMV

Campaign Metrics

Six-month timeframe

43M impressions

88% completion rate of online videos (15% above benchmark)

More than 100,000 social engagements

More than 20,000 site sessions (new traffic to site, a 78% increase)

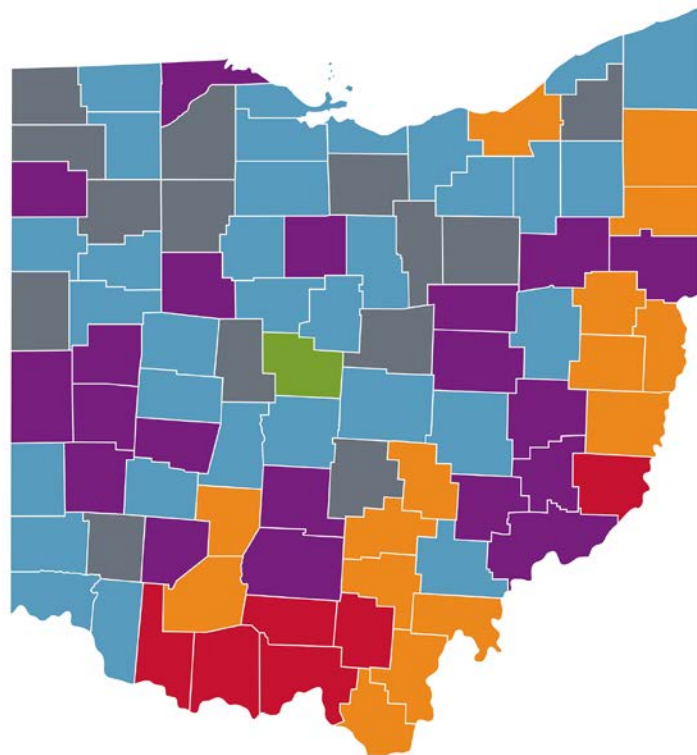
Campaign generated 67,471 new donors (104% of goal)

*New registrants have potential to save or enhance up to 3,913,318 lives
(one donor can save eight lives, enhance 50 more)*



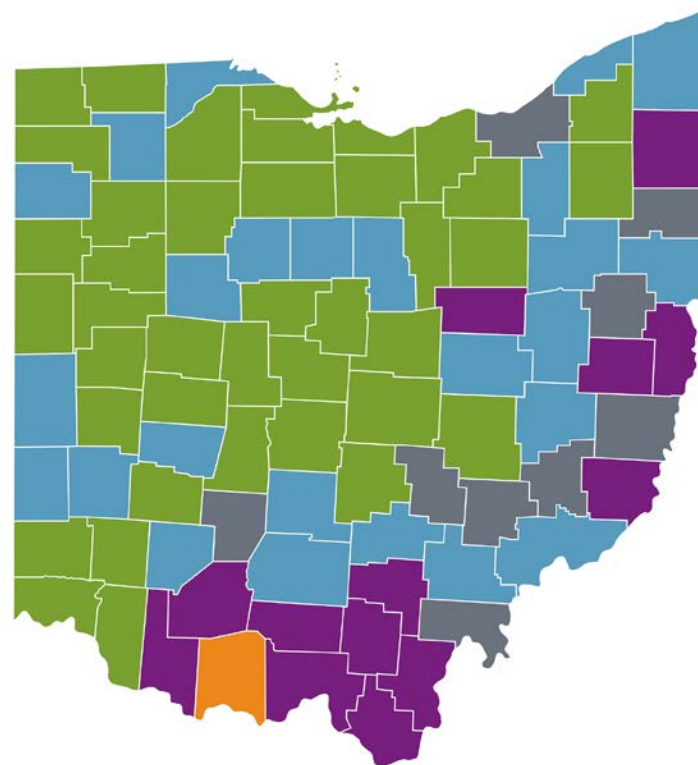
March 2008

4 Year Cumulative Rates



March 2016

4 Year Cumulative Rates



CAMPAIGN RECOGNITION

W3 Awards

Donate Life Ohio (Ryan Pre-roll) – Silver

Donate Life Ohio (Ryan Long Format video) – Gold



CSCA Awards

Donate Life Ohio (video category)

Cleveland PRSA Rocks Awards

Donate Life Ohio (Public service category) – Gold

Donate Life Ohio (Integrated communications) – Silver

Telly Awards

Silver Telly for Regional Commercials in the General-Not-for-Profit category (Ryan Zinn :30)

Bronze Telly for the Ryan Zinn Waiting Short Form Video in the Public Service and Activism category

PRNews Non-Profit PR Awards

Donate Life Ohio (Honorable Mention)

Holmes Report Sabre Awards – Finalist

PRSA Silver Anvil – Pending

Healthcare Marketing Awards – Pending



WHAT'S NEXT

QUALITATIVE SUMMARY

Statewide Qualitative Research

Explore and understand barriers that inhibit or prevent registration to the Ohio Organ Donor list

Uncover tensions, anxieties, frustrations, concerns, etc. that influence the decision not to sign up to be an organ and tissue donor in general as well as specifically during driver's license renewal

Spark creativity and develop *motivational ideas* that can help overcome the barriers so that more people agree to be an organ and tissue donor in Ohio



Finding: Knowledge Gaps

Most did not feel they had an adequate understanding of *how* the donation process works – Participants know what organ, eye, tissue donation is and why they should donate, but the following topics presented a barrier to registration:

- Cost to the donor family
- Implications on funeral (timing, open or closed casket)
- Integrity of system (What if I'm not really dead? What if they don't try to save me?)
- Can I put stipulations on my donation? (only certain body parts, to only certain recipient types)



Finding: Donation Gap

There's no control or emotional benefit for this type of donation – many respondents indicated they donate either money or time to charitable causes and organizations, citing the following two reasons:

- It makes the donor/giver/volunteer feel good

- It helps others, which benefits the community in which they live

However, when prompted about post-mortem organ, eye and tissue donation, they seemed less receptive to giving as they wouldn't be able to experience the emotional benefits nor would they be able to have any control over where their donations go.

In their minds, it's never the right time – they're either too young to think about it, too old for anyone to want their organs, or too sick to be considered a viable candidate for donation.



Finding: Topic Aversion

There is an aversion to considering the topic of donation unless directly faced with it – death is a topic that is not frequently talked about and in some cases, is viewed as ‘scary’ or ‘creepy.’

Cultural and familial values have an enduring presence that make discussions on the topic and the dispersion of prevailing myths difficult.



IMPLICATIONS AND CONSIDERATIONS

Implications for 2017

- Address the fear of the unknown – apprehensions stem from the unanswered questions: necessary circumstances, requirements, cost, process
- Death is for the living – more conversations need to happen with family members to understand the process and wishes of the recently deceased loved one
- Positioning of “Donation” – Organ, eye and tissue donation needs to be seen for what it is: an extension of non-profit/charitable donations of time, talent and treasure



Considerations: The Balance

- **Balance our content** with emotional and rational messages
- Ohioans are influenced by positive stories about organ donation – the more local, the better
- Ohioans want to know the facts/implications of donation
- Ohioans need to feel prepared to answer the question, not think about it for the first time when prompted
- The BMV should be the **final stop** on the journey, **not the first**



QUESTIONS