

MINUTES OF THE Advisory Council on Organ and Tissue Transplants and Donations

Meeting of October 19, 2016

MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH

**ADVISORY COUNCIL ON ORGAN AND TISSUE TRANSPLANTS AND DONATIONS
AGENDA**

Wednesday October 19, 2016 11:00AM Lobby 1 Conference Room

1. Introductions
2. Approval of Minutes
3. Discussion of Organ Registration public campaign
4. Massachusetts Donor Registration Rates review
5. Advisory Council Legislative Report
6. Action Items/Next Steps

ADVISORY COUNCIL ON ORGAN AND TISSUE TRANSPLANTS AND DONATIONS

Presented below is a summary of the meeting, including time-keeping, attendance and votes cast.

Date of Meeting: October 19 2016

Beginning Time: 11:04AM

Ending Time: 12:12PM

Attendance and Summary of votes

Board Member	Attended
Jennifer Barrelle	No
Erin Deveney	Yes
Tim Miley	Yes
David Hanlon	No
Sandra Duffy	Yes
Alexandra Glazier	Yes
Ann Linehan	Yes
Dr. Heung Kim	No
Dr. Joren Madsen	Yes
Dr. Adel Bozorgzadeh	Yes
Summary	7 members attended

PROCEEDINGS

A regular meeting of the Massachusetts Department of Public Health's Advisory Council on Organ and Tissue Transplants and Donations (Section 2 of Chapter 190 the Acts of 2010) was held on

October 19, 2016 at the Massachusetts Department of Public Health, 250 Washington Street, Lobby 1 Conference Room, Boston, Massachusetts 02108.

ITEM 1: Approval of Minutes

There were no changes made to the minutes of June 3, 2016.

Alex Glazier made a motion to approve the minutes, Ann Linehan seconded that motion, all approved.

ITEM 2. Discussion of Organ Registration public campaign

Lisa Grace and Bob Boucher from MORE Advertising presented information on their firm as well as their work to date on the public organ registration campaign funded by the Organ and Tissue Donor Registration Fund. Suzanne Crowther from the DPH Communications Office, who is overseeing this project for DPH, was also in attendance.

Bob gave an overview of MORE's experience in the field, with over 300 campaigns including several with DPH (State without Stigma, tick/mosquito safety, tobacco control), as well as past campaigns on organ donor registration with NEOB.

Dr. Madsen asked for how long the campaign would run, and how success of the campaign would be determined. Suzanne said it would be a multi-year campaign, with continuing evaluation and efforts informed by research.

Dr. Bozorgzadeh asked how for figures on how many people who are eligible to donate organs follow through with a donation. Alex Glazier responded that approximately 50% of patients have previously registered as donors, and of those registered, most of those complete a donation. Overall, there is a donation consent rate of approximately 70-80%.

There was discussion about whether the campaign should focus on increasing donor registration rates, or targeting messaging to those who choose not to donate at the time a donation may be possible. MORE will perform focus group testing to help determine most effective messaging and approach for the campaign.

Dr. Madsen suggested that MORE consult with the transplant centers as part of the campaign development. MORE planned to set up information and data gathering meetings and consultations with various stakeholders, then move into focus group testing.

Suzanne noted that the current timeline would be tight in order to launch a campaign in April, which is Donate Life month. Council members generally felt that it was important that the campaign begin in April in some form to align with this event. Suzanne then noted that it would be

important for focus group testing to occur in December. MORE agreed to move as quickly as possible to meet the desired deadline.

Dr. Madsen departed at 11:58AM.

ITEM 3. Massachusetts Donor Registration rates review

Matt Boger shared printed copies of the most recent donor registration dates from RMV locations in Massachusetts. He noted that registration rates overall hit 60%, demonstrating the great success of partnering with the RMV in this effort.

Registrar Deveney said the RMV was looking at centers with lower rates, and that this could be a future focus for the donor registration public campaign. Particularly, focusing on some minority groups, especially those whose primary language is not English, may help increase registration rates in some of these centers.

Matt noted that NEOB was working with the Revere and Brockton RMV branches on increasing rates.

Registrar Deveney noted that transaction rates overall are up, and that the introduction of REAL ID will further drive transactions.

ITEM 4. Scheduling of Next Meeting

Tim Miley noted that DPH would prioritize the donor registration campaign once MORE had produced a final campaign for approval.

Matt Boger will contact members to help schedule the next meeting for early 2017.

The meeting was adjourned.