



Health Resources and Services Administration (HRSA) Workplace Partnership for Life (WPFL) Hospital Campaign

Campaign Dates: **October 1, 2021 – April 30, 2022**

Campaign Resources: www.LifeLinkFoundation.org/hrsawpfl/

Campaign Overview

The Hospital Organ Donation Campaign is a special effort of the Workplace Partnership for Life Campaign that was launched in 2011 and is a national initiative of the U.S. Department of Health and Human Services, Health Resources and Services Administration.

Hospitals partner with their federally designated organ procurement organizations, such as LifeLink, to conduct organ and tissue donation registration drives, social media campaigns and other events to raise donation awareness. This campaign is vital to the more than 106,000+ people in the United States awaiting a life-saving organ transplant, and the hundreds of thousands more who could benefit from a life-enhancing tissue transplant.

HRSA and LifeLink support this program and share best practices for organizing donor awareness and registry enrollment events. Each year, hospitals are provided a turn-key handbook with choices of over 40 materials and ideas to implement. When the campaign concludes for the year, HRSA awards hospitals that reach specified point levels for conducting national best practice activities each spring.

Goals

- 1) Increase organ and tissue donation awareness in the hospital and surrounding community.
- 2) Cultivate a hospital culture that incorporates educating and registering potential donors as part of their standard mission.
- 3) Provide organ and tissue donor registration opportunities at local state registries:
 - Georgia: www.DonateLifeGeorgia.org

Recognition Campaign participants have the opportunity to earn bronze, silver, gold and platinum national level recognition from HRSA.

For More Information: For details about the WPFL Hospital Campaign or for any other information or assistance, please contact your LifeLink Hospital Liaison or call the Hospital Development department at 800-544-6667.

