



kidney
FOUNDATION™

Fighting
for a
Better
Organ,
Tissue &
Transplant
system for
**ALL
ALBERTANS**

MoreTransplants.ca



SAVING LIVES THROUGH NO MISSED ORGAN & TISSUE DONOR OPPORTUNITIES

The Kidney Foundation is committed to improving Alberta's organ donation and transplantation rates.

BECAUSE PEOPLE ARE NEEDLESSLY DYING

Today, Alberta's deceased organ donation rate lags behind other provinces, the Canadian average, and is well below other developed countries and jurisdictions.

WE MUST DO BETTER

YOUR FAMILY, FRIENDS, NEIGHBOURS, AND
THOSE IN THE TRANSPLANT COMMUNITY
NEED YOU TO STAND UP, GET LOUD, AND FIGHT
TO INCREASE ALBERTA'S
TRANSPLANT RATES

On behalf of the hundreds of Albertans waiting for an organ transplant or tissue donation, in honour of the thousands who have died in need of an organ transplant, and for the hundreds of thousands of Albertans who have selflessly registered as organ and tissue donors, we must ensure that every Albertan's decision to donate is honoured and respected.

MoreTransplants.ca



Bryn F. (far right) passed away too early. His family honoured his wishes, and Bryn became a tissue donor, saving a baby's life and improved the quality of life for many more people.

I honestly can't imagine why anyone would not want to donate and I truly hope that no family will live a lifetime of regret at withholding consent ... and living with 'nothing'...

- DONOR FAMILY

OUR GOALS

- Saving lives through no missed organ & tissue donor opportunities.
- For Albertans' wishes to donate their organs & tissue to be respected and honoured.
- For Alberta to become a leader in deceased organ & tissue donation and transplantation.



WHO ARE WE
FIGHTING FOR?

548

And Counting

ALBERTANS ON AN ORGAN
TRANSPLANT WAIT LIST



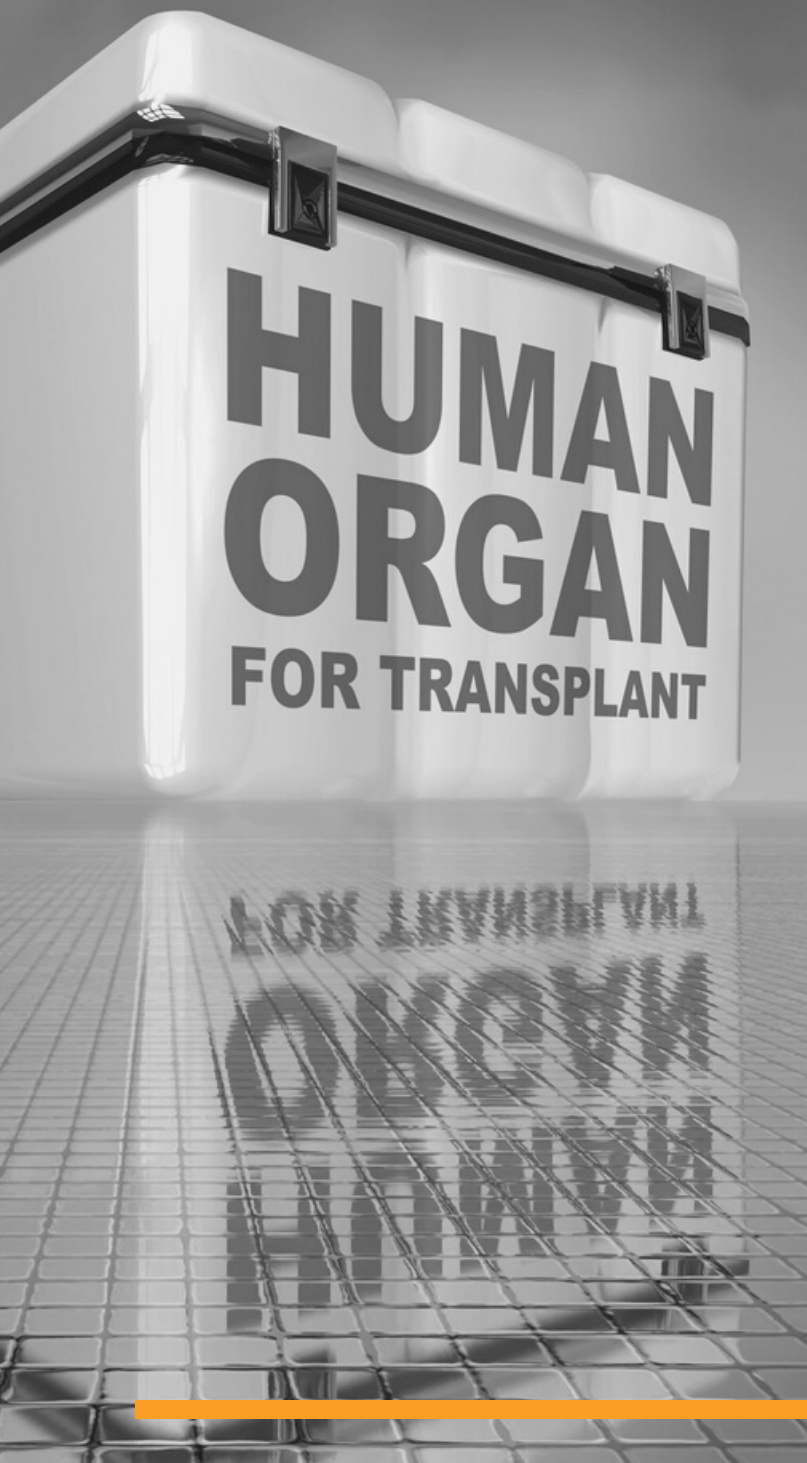
THOUSANDS OF OTHERS IN NEED
OF A TRANSPLANT, BUT NOT
CURRENTLY ELIGIBLE.

Why Go Public?

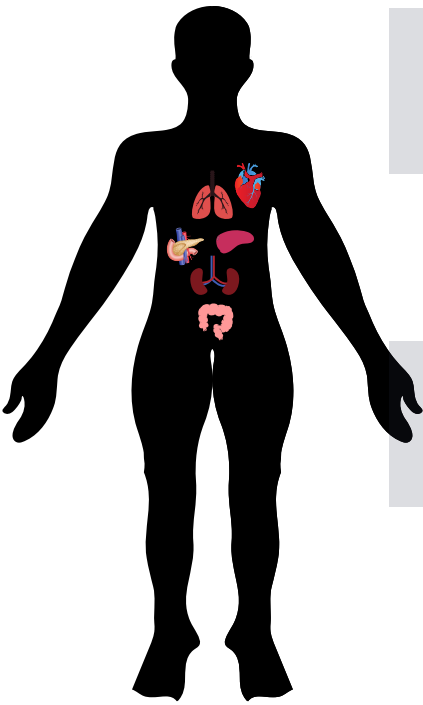
Solving Alberta's organ and tissue donation & transplantation crisis requires government leadership and government-led policy solutions.

Because...

- Transplantation is the most clinically effective treatment for organ failure.
- Transplantation is the most cost-effective treatment for organ failure.
- With no changes, Alberta's combined kidney dialysis and all organ transplant budget cost will be approximately \$3.5 - \$4.0 billion (in constant \$ terms). Over the same 10 years, Alberta's Health budget is expected to be approx. \$220 billion (in constant \$ terms).

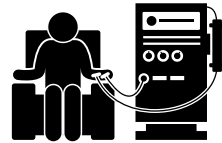


ALBERTANS NEED MORE ORGAN & TISSUE DONATIONS TO SAVE LIVES AND SAVE MONEY NOW!



**2ND
LOWEST**

PROVINCIAL DECEASED DONATION RATES IN THE COUNTRY, ALBERTA IS LAGGING BEHIND IN ORGAN DONATION (CORR, 2019)



**WAIT TIME FOR A
KIDNEY TRANSPLANT**

FROM A DECEASED DONOR IS UP TO

7^{YEARS}^{*1}

4TH

**MOST EXPENSIVE TREATMENT
IS FOR CHRONIC KIDNEY FAILURE (AHS, 2017)**



COVID IMPACT HAS ONLY INTENSIFIED THE NEED.



**EARLY RESEARCH INDICATES THAT LONGER TERM
ORGAN DAMAGE IS EMERGING AS AN EFFECT OF
THIS DEVASTATING PANDEMIC.**

ALBERTA CAN BE A LEADER

A) A UNIFORM SYSTEM – MORE EFFICIENT AND EFFECTIVE DELIVERY

- Alberta is the **ONLY** province in Canada with two Organ Donation Organizations (ODOs).
- Economies of scale can be realized with a single agency (i.e. lowering overall costs per transplant patient and increasing donation and transplantation system efficiencies).
- Without a uniform, integrated system, we will continue to have missed donor opportunities in both our rural and urban^{*2} hospitals and have varying kidney transplant wait times between Edmonton and Calgary.
- A single Organ Donation agency and voice will increase Alberta's participation at important National and International tables.
- A single structure for donations is consistent with Clause 12 of the Alberta Human Tissue and Organ Donation Act. The Act was unanimously passed by the Alberta Legislative Assembly in 2013.

B) MANDATORY REFERRAL AND AUDIT

- One integrated system for mandatory referral, audit, public reporting, and culture change is essential, and a key part of success in other jurisdictions.

C) A STRONG/FRIENDLY PUBLIC EDUCATION, AWARENESS AND ENGAGEMENT PROGRAM

- An integrated, system-wide education and awareness program is vital, as demonstrated in successful jurisdictions.

D) VERY MODEST INVESTMENT TO SAVE LIVES AND SAVE MONEY

- An amount of \$23 Million is needed to facilitate the "Laggard to Leader" changes. In addition to the increase of Donors per Million Population (DPMP) (i.e. 35-45 DPMP), as well as substantial incremental number of lives saved (i.e. approx. 1400-2700 in 10 years), there will be substantial money saved to AHS (i.e. directly, over \$100-\$400 Million in 10 years), and a further approximate net benefit to Alberta's economy of \$60 Million+ (excluding Value of Life), depending on model assumptions.

^{*1} <https://myhealth.alberta.ca/KidneyTransplant/transplant-recipient-information/transplant-waiting-list>

^{*2} Kramer, Andreas H, Horby, Karen; Doig, Christopher J; Armstrong, Denise; Grantham, Laura; Kashuba, Sherri; Couillard, Phillippe; Kutsogiannis, J. Deceased organ donation potential in Canada: a review of consecutive deaths in Alberta. Can J Anesth/J Can Anesth <https://doi.org/10.1007/s12630-019-0147-1>

OUR ASK

The path forward requires a resource re-allocation commitment of ~\$25 million dollars (over 3-5 years) to implement evidence-based policy changes which will save money and save lives


The Path

1. Establishment of a **pan-Alberta system** with dedicated full-time leadership, efficient structure, dedicated infrastructure with accountability.
2. Legislation Amendment (replace Mandatory Consideration with **Mandatory Referral**) and implementation of provisions of the Human Tissue & Organ Donation Amendment Act.
3. Create a **Culture of Organ & Tissue Donation** to improve public awareness of the need and benefits of organ & tissue donation, and transplantation.

The Path

ACHIEVED

Through continuous work among many stakeholders, patients, families, and donors, we achieved the following steps in 2021



✓ Establish specifically trained Donation Teams (specialized in donor identification, donor referral and donor management)

✓ Implement continuous and Real-Time Audits, as an essential best practice in urban and large rural centres

✓ Ensure a user-friendly donor registration system

The Results: Saving Lives Saving Money

600

Fewer Albertans
on Dialysis at the
of Year 10

1800

Additional Lives
Saved at the end
of Year 10

\$1
Billion

Macro-Economic
Benefit at the end
of Year 10

This includes a
CASH SAVINGS of
\$175 million

At a time when fiscal
responsibility is imperative,
the ~\$25 million
reallocation will pay for
itself within 3-5 years.

*Data based on Alberta ORGANization Preliminary
Economic Model Working Assumptions



"Aspirational" End Results

3000

Additional Lives
Saved at the end
of Year 10

900

Fewer Albertans
on Dialysis at the
end of Year 10

**\$1.5+
Billion**

Macro-Economic
Benefit at the end
of Year 10

This includes a
CASH SAVINGS of
\$375 million

The ~\$15-25 million
reallocation will pay for
itself within 2-3 years
as best-practices push
ahead faster.



Presumed Consent & Registries

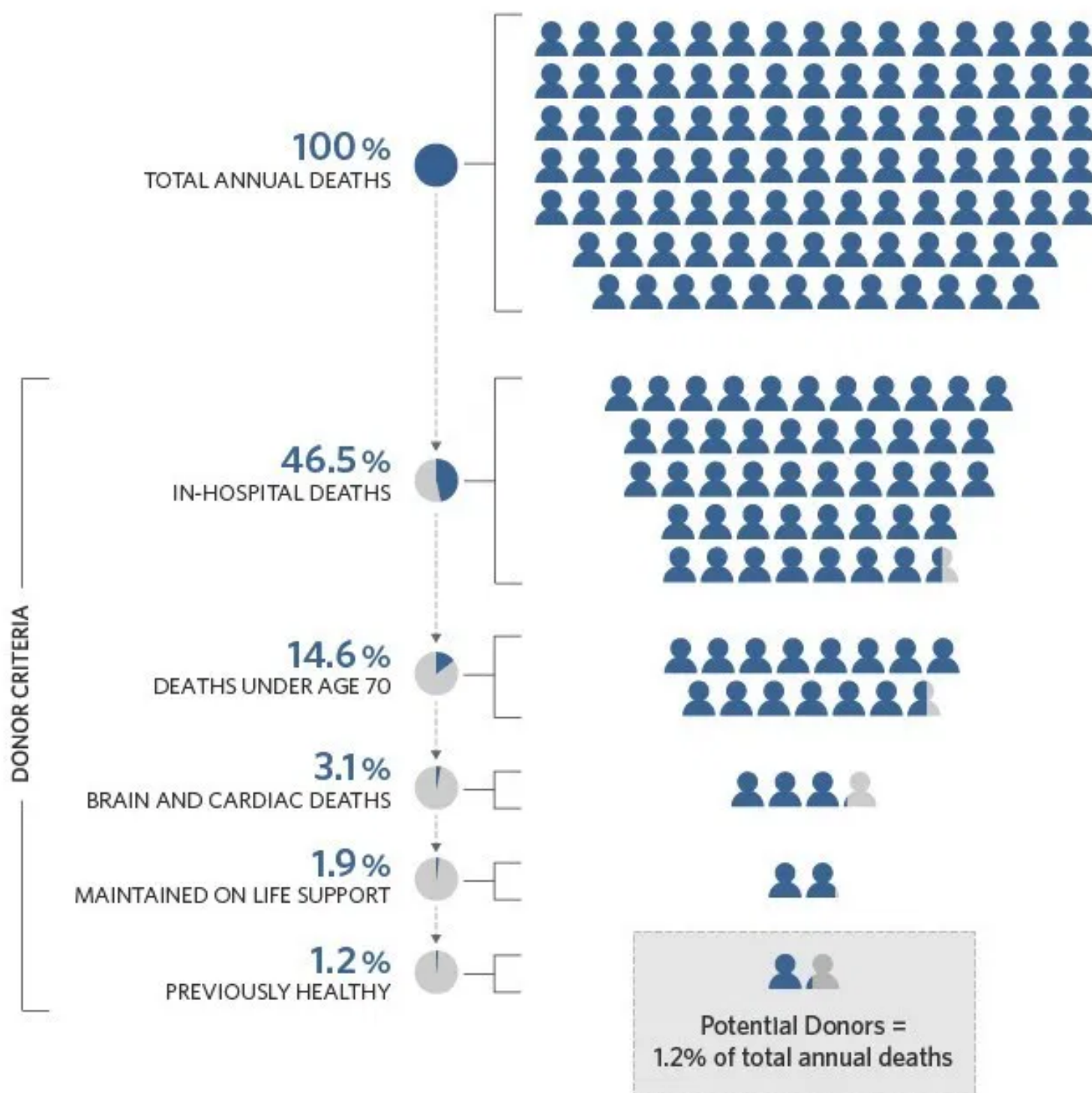
- Advocates of presumed consent tend to count all members of the general population as potential donors. However, this is misleading because few individuals will ever be in the situation of being considered for organ donation upon their death (~1-2%).
- Proponents of donor registries (databases containing the names of individuals who wish to donate their organs after death) also suggest databases better reflect the donor pool.
- As with the general population, this is not strictly true, because the number of individuals who ultimately become available as possible donors ("potential donors") is a small fraction of those who may be interested in becoming a donor ("intended donors").
- That said, online registries and registering as an organ donor IS a great way to start the conversation with your family and friends.

A WORD OF CAUTION

- Albertans who are 18+ can register as an organ donor via the online Organ and Tissue Donation Registry, at a registry office, or by signing the back of their healthcare card.
- However, we know not everyone is asked about their intentions to donate at registries, despite legislation mandating this.
- There isn't enough public education. Often, individuals are first introduced to the conversation at this point of contact and quite frankly, this doesn't allow individuals to make an informed decision.
- **Registering your intentions to Alberta's online registry does not ensure your wishes are being honoured.**
- Even if you have followed those steps, organ donation will only proceed if consent is received from the family. If there is disagreement among the family, donation will not proceed.
- **In other words, REGISTERING YOUR WISHES IS NOT ENOUGH!!**

Note: Both presumed consent and online registries can be useful tools to compliment organ donation and transplant policy only AFTER Alberta's procurement system has implemented the above policy changes.

Potential Deceased Donors as a Proportion of Total Annual Deaths



How to Support the Patient Movement

In the Photo: Logan Boulet

On April 7, 2018, Humboldt Broncos defenceman Logan Boulet succumbed to his injuries. His family honoured his wishes and donated his organs so that six lives could live on.

START THE CONVERSATION

Talking about organ & tissue donation can be difficult, but with the right tools, you can start the conversation.

1. Learn about the organ & tissue donation process. Visit MoreTransplants.ca & contact your local Kidney Foundation office for additional information.
2. Make a decision that works best for you. Share your wishes about what you want to happen at the end of your life with your loved ones. Discuss why you've made the decision.
3. Be LOUD and PROUD! Let everyone know you've registered as an organ & tissue donor and why you made this lifesaving choice.
3. Talk to your family and friends about organ & tissue donation. Challenge them to do the same.



How to Support the **Patient** Movement

SHARE **YOUR** STORY

Why do you care about organ & tissue donation, and transplantation? You can help save lives and fight for change by sharing your story.

1. Share your story on social media. You can post a photo or video to show Albertans the faces of organ & tissue donation.
2. Inspire people to take action (join the campaign, register to be a donor, re-share your story).
3. Tag us & use #KidneyFoundationNABT #MoreTransplants #NoMissedDonorOpportunities when you post online.
4. Tag the Premier of Alberta, the Minister of Health, the Leader of the Official Opposition, and your MLA in your post!
5. Contact us at Info@MoreTransplants.ca so we can share your story on our social media channels and MoreTransplants.ca

Whether you or a loved one is on a transplant wait list, you are a living organ donor, or are a registered organ or tissue donor, your voice matters.

How to Support the **Patient** Movement

CONTACT **YOUR** MLA

You will not be met with resistance. Both Government and Opposition Members have a **strong history of believing in organ & tissue donation** and supporting changes to improve Alberta's organ & tissue donation system.

1. Contact your MLA and ask for a meeting. Share why you believe in organ & tissue donation, share your story, and ask your MLA to urge the government to implement policy changes.
2. Write a letter to your MLA! Pre-written constituency letters are located at MoreTransplants.ca. Download, personalize, sign, mail (or email) your letter.
3. Sign our Petition urging the Legislative Assembly to take action, to save lives, and save money.
4. Use social media to engage your MLA. Visit MoreTransplants.ca for resources and contact us at Info@MoreTransplants.ca for further support.
5. Always tag the Premier, the Minister of Health, the Leader of the Official Opposition, and Your email on all social media posts.

How to Support the Patient Movement

The Honourable Jason Copping
Minister of Health
Office of the Minister of Health
204 Legislature Building
10800 – 97 Avenue

CONTACT THE MINISTER OF HEALTH

Dear Minister Copping,

RE: MORETRANSPLANTS

I am writing you today on behalf of the thousands of Albertans waiting for an organ transplant, for those waiting for a life altering tissue donation, in honour of the thousands who have died while in need of an organ transplant, and in recognition of the hundreds of thousands of Albertans who have selflessly registered as organ donors.

Every day, thousands of Albertans are needlessly suffering, and many die because of Alberta's inaction on organ donation. This is unacceptable. As a member of Alberta's transplant community, I've seen how organ failure and organ donation impacts the lives of our loved ones. Organ donation is the ultimate gift of life, but more is needed to ensure there are no missed donor opportunities. Why? Because one donor can save the lives of up to eight people and improve the quality of life of another 75. Our current system has failed too many. Frankly, I need the government to implement an organ donation and transplant system that successfully and purposefully makes organ donation a priority, so the lives of those on a transplant waitlist can be saved.

The former Minister of Health, Tyler Shandro, took steps forward on this file. See below for list of achievements in 2021. However, more work is needed and we know the following changes align with our shared goal for MoreTransplants.

OUR IMMEDIATE ASK:

- Establishment of a pan-Alberta system with dedicated full-time leadership, ensuring accountability within the current structure.
- Legislation Amendment (replace Mandatory Consideration with Mandatory Referral) and implementation of provisions of the Human Tissue & Organ Donation Amendment Act.
- Create a Culture of Organ & Tissue Donation – improve public awareness of the need and benefits of organ donation (i.e. one donor can save up to 8 lives through organ donation & improve quality of life for 75 others through tissue donation).

OUR SINCERE THANKS FOR ADDRESSING THE FOLLOWING CRITICAL STEPS ACHIEVED IN 2021:

- Establish specifically trained Donation Teams (specialized in donor identification, donor referral and donor management).
- Implement continuous and Real-Time Audits, as an essential best practice in urban and large rural centres.
- Provide dedicated donation and transplant facilities (prioritized OR access) consistent with best-performing jurisdictions.
- Ensure a User-Friendly Donor Registration System.

Minister Copping, these are the steps needed to embrace innovative, sustainable, comprehensive, and lifesaving change to Alberta's organ & tissue procurement system. These policy choices are attainable, evidence-based, and can be implemented in Alberta. Anything less is a band-aid solution that will provide minimal improvement to a system that is already overstretched. You can be the leader who does not accept mediocrity, but rather, has the vision to strive for a greater future for all Albertans.

How to Support the Patient Movement

These policy changes can be achieved by re-allocating ~\$25 million over the next 3-5 years. To be clear, this is a re-allocation of existing funds. At a time when fiscal responsibility is imperative, the ~\$25 million will pay for itself in 3-5 years.¹

Lives impacted are as follows:

CONTACT YOUR MLA

Economic benefits are as follows:

- At the end of year 5, an expected macro-economic benefit of ~\$100 million!
- At the end of year 10, an expected macro-economic benefit of ~\$1 billion, including cash savings of ~\$100 million.

Currently, Alberta's deceased organ donation rate lags other provinces, the Canadian average, and is well below that of any other developed countries. With no change in the system over the next ten years, Alberta's combined kidney and all organ transplantation budget is forecast to be \$3.5-\$4 Billion (in constant \$ terms). Over the next ten years, Alberta's Health budget is expected to be approximately \$220 billion (in constant \$ terms).

It is time to act is now, especially in light of the former Minister of Health's comment on January 28, 2021 informing Albertans that "Ultimately, our goal is to improve donations rates and save every life possible."

My colleague, MLA R.J. Sigurdson, has committed to using this evidence-based strategy as the framework for introducing Private Members' Bill (205). Given that many Private Members' Bills do not pass due to time constraints in the legislative process, I urge you to show leadership and convert Bill 205 into a government bill. The precedent. On May 13, 2013, Government House Leader Dave Hancock moved that Bill 207, The Human Tissue and Organ Donation Amendment Act, 2013, be moved to be a Government Bill.

Organ donation is a non-partisan issue, and I urge you to make Bill 205 into a Government Bill.

Minister Copping, thank you for taking the time to read my letter. It is time Alberta becomes a leader in deceased organ and tissue donation and transplantation, and that the wishes of all Albertans to donate are respected and honoured. Anything less will be a stop-gap that will continue the endless suffering and needless deaths of thousands waiting for a transplant.

Sincerely,

Jason Kenney, Premier of Alberta
R.J. Sigurdson, MLA for Highwood
Rachel Notley, Leader of Her Majesty's Opposition & MLA for Edmonton-Strathcona
David Shepherd, MLA for Edmonton-City Centre & Opposition Health Critic
The Kidney Foundation, Northern Alberta & The Territories Branch.

How to Support the **Patient** Movement

Print the petition
and have your
family and friends
sign it.

SIGN **THE** PETITION

To the Legislative Assembly of Alberta, in Legislature Assembled:

We, the undersigned residents of Alberta, petition the Legislative Assembly to urge the Government of Alberta to take all necessary steps to achieve the following:

- 1) Implement evidence-based solutions to address current gaps in Alberta's organ & tissue donation, and transplantation procurement system, and
- 2) Develop policies and legislative initiatives to address current and future priorities with respect to organ donation and transplantation, including

OUR IMMEDIATE ASK

- Establish specifically trained Donation Teams (specialized in donor identification, donor referral and donor management).
- Implement continuous and Real-Time Audits, as an essential best practice in urban and large rural centres.

NEXT STEPS

- Introduction of a Bill to amend to current legislation to replace the system of mandatory consideration of donors with a system of mandatory referral of donors by doctors, and to implement the provisions found in Bill 205, *Human Tissue and Organ Donation (Presumed Consent) Amendment Act, 2019*;
- Creation a culture of organ & tissue donation by improving public awareness of the need and benefits of organ donations (i.e. one donor can save up to 8 lives through organ Donation and improve quality of life for 75 others through tissue donation);
- Establishment of a pan-Alberta donation and transplantation system with dedicated full-time leadership, an efficient structure and the infrastructure required to be effective and accountable;
- Establishment of dedicated donation and transplant facilities, including prioritized operating room access in hospitals, consistent with best-performing jurisdictions;
- Development of a user-friendly donor registration system to facilitate donations.

Name	Address	Phone #	Email	Signature

Note: The name and addresses of the persons who sign this petition may be made available to the public if the petition is in proper form to be presented in the Legislative Assembly of Alberta

How to Support the Patient Movement

SAMPLE SOCIAL MEDIA POSTS

Organ Donation

- Did you know 548 Albertans are waiting for a life-saving organ transplant? That doesn't count those too sick to be on the wait list. Learn how you can support organ donation at MoreTransplants.ca
- Have you talked to your family about organ & tissue donation? Let your family know your end-of-life decision.
- Have five minutes? Talk to your family about organ & tissue donation and decide what is best for you so your wishes are respected & honoured.
- One person can save up to 8 lives! Register your decision for #OrganDonation at MyHealth.Alberta.ca.
- One tissue donor can impact up to 75 lives! Register your decision for #TissueDonation at MyHealth.Alberta.ca
- One conversation could save a life. Talk to your loved ones about organ & tissue donation.
- Organ & tissue donation saves lives. It's that simple. Register to be an organ & tissue donor today and let your family know your decision.
- Learn more about the organ & tissue donation process and the lifesaving impact it leaves at MoreTransplants.ca
- Stand up, FIGHT, and let's get LOUD for organ & tissue donation. Join me in the fight to increase Alberta's transplant rates. Learn more at MoreTransplants.ca

How to Support the **Patient** Movement

SAMPLE FACEBOOK POSTS

No Missed Donor Opportunities Campaign

ALWAYS Tag @KenneyJasont @JasonCoppingAB @RachelNotey @[YOUR MLA]
Use the hashtags #NoMissedDonors #MoreTransplants
ALWAYS direct others to [MoreTransplants.ca](https://www.moretransplants.ca)

- It's time to do better. The Alberta Government must show leadership and action by improving Alberta's organ & tissue donation, and transplantation system. Learn how at [MoreTransplants.ca](https://www.moretransplants.ca)
- Alberta's deceased organ donation rate lags behind other provinces, the Canadian average, and is well below many other developed countries. It's time to ensure every Albertan's decision to donate is honoured and respected.
- Show your leadership and improve Alberta's organ donation & transplant system. Help save the lives of 1800 Albertans, realize a macro-economic benefit of \$1 billion dollars (includes cash savings of \$175 million), and end the needless suffering of Albertans on dialysis and waiting for a transplant.
- Albertans deserve an organ & tissue donation, and transplant system that honours our wishes to donate. It's time to do the work and implement an evidence-based system. It's time to save lives and save money.
- Registering your wishes to be an organ & tissue donor is not enough! It's time for real action to fix Alberta's organ & tissue donation, and transplant system.
- Every day, Albertans are needlessly dying while waiting for a transplant.
- Every day, Albertans are needlessly suffering waiting for a transplant that may never come.
- Every day, Albertans are needlessly suffering while waiting for a tissue donation that may never come.

How to Support the **Patient** Movement

SAMPLE TWITTER POSTS

No Missed Donor Opportunities Campaign

ALWAYS Tag @JKenney @JasonCoppingAB @RachelNotey @dryiu_Verna @[YOUR MLA]

Use the hastags #NoMissedDonors #MoreTransplants

ALWAYS direct others to MoreTransplants.ca

- It's time the AB Government shows leadership & action by improving Alberta's organ & tissue donation, and transplantation system.
- Alberta's deceased organ donation rate lags BC, MB, ON, QC, NS, and the Canadian average. It's time the AB Government implement the key components of a high functioning system.
- Your leadership will help save the lives of 1800 Albertans, realize a macro-economic benefit of \$1 billion dollars (includes cash savings of \$175 million), and end the needless suffering of Albertans on dialysis and waiting for a transplant.
- Albertans deserve an organ & tissue donation, and transplant system that honours our wishes to donate. It's time to save lives and save money.
- Registering your wishes to be an organ & tissue donor is not enough! It's time for real action to fix Alberta's organ & tissue donation, and transplant system.
- Every day, Albertans are needlessly dying while waiting for a transplant.
- Every day, Albertans are needlessly suffering waiting for a transplant that may never come.
- Every day, Albertans are needlessly suffering while waiting for a tissue donation that may never come.
- 548 Albertans are on a transplant waitlist. THOUSANDS more are in need of a transplant. Show your leadership and fix our system so there are no missed donor opportunities.
- ~600 Albertans are waiting for a transplant each year. Many will never receive a transplant because of the limited number of organs for transplant.
- Organ & tissue donation is the gift of life. It's time the wishes of those who made the decision to donate are respected and honoured.

How to Support the **Patient** Movement

SAMPLE INSTAGRAM POSTS

No Missed Donor Opportunities Campaign

ALWAYS Tag @JKenney @Jason_CoppingAB @RachelNotleyAB @[YOUR MLA]

Use the hastags #NoMissedDonors #MoreTransplants

ALWAYS direct others to MoreTransplants.ca

- Only 1% - 2% of deaths may lead to organ donation. It's time the Alberta Government shows leadership & improves Alberta's organ & tissue donation, and transplantation system so there are no missed donor opportunities.
- Alberta's deceased organ donation rate lags BC, MB, ON, QC, NS, and the Canadian average. It's time the AB Government implement the key components of a high functioning system.
- Your leadership will help save the lives of 1800 Albertans, realize a macro-economic benefit of \$1 billion dollars (includes cash savings of \$175 million), and end the needless suffering of Albertans on dialysis and waiting for a transplant.
- Albertans deserve an organ & tissue donation, and transplant system that honours our wishes to donate. It's time to save lives and save money.
- Registering your wishes to be an organ & tissue donor is not enough! It's time for real action to fix Alberta's organ & tissue donation, transplant system.
- Every day, Albertans are needlessly dying while waiting for a transplant.
- Every day, Albertans are needlessly suffering waiting for a transplant that may never come.
- Every day, Albertans are needlessly suffering while waiting for a tissue donation that may never come.
- 548 Albertans are on a transplant wait list. THOUSANDS more are in need of a transplant. Show your leadership and fix our system so there are no missed donor opportunities.
- Organ & tissue donation is the gift of life. It's time the wishes of those who made the decision to donate are respected and honoured.

ONE ORGAN DONOR
CAN SAVE UP TO 8
LIVES AND ENHANCE
75 LIVES

No Missed Donor Opportunities
MoreTransplants.ca

SAMPLE SOCIAL MEDIA IMAGES

Why is Organ Donation Important?

- Transplantation is the **most clinically effective** treatment for organ failure.
- Transplantation is the **most cost effective** treatment for kidney failure.
- Organ donors and transplantation **SAVE lives**. Between 2015 - 2018, 441 Albertans died or withdrew from a transplant wait list.



No Missed Donor Opportunities
MoreTransplants.ca



Every day...

your family, friends and neighbours are **needlessly dying** while waiting for an organ transplant



*No Missed Donor Opportunities
MoreTransplants.ca*

SAMPLE SOCIAL MEDIA IMAGES



Every day...

your family, friends and neighbours are **needlessly suffering** on dialysis while waiting for a transplant that may never come



*No Missed Donor Opportunities
MoreTransplants.ca*

On Jan. 28, 2021

Former Minister of Health Tyler Shandro

*"Ultimately, our goal is to
improve donation rates and
save every life possible."*

No Missed Donor Opportunities
MoreTransplants.ca

SAMPLE SOCIAL MEDIA IMAGES

#transplantdoc

Every day...

"It's a life and death
time to us..."

Carl Babchishin

...organ failure impacts Albertans economically, physically, and mentally

No Missed Donor Opportunities
MoreTransplants.ca

SAMPLE SOCIAL MEDIA POST

The sample social media posts and social media images included in this toolkit should be used in tandem.

You can download the images on www.MoreTransplants.ca and share on any social media platform you use.

Below is one example of an image and post you would share online.

@JasonKenney @JasonCopping @RachelNotey @[YOUR MLA] You have the opportunity to show leadership and save the lives of 1800 Albertans, macro-economic benefit of over \$1 billion dollars (includes cash savings of \$175 million), and end the needless suffering of Albertans on dialysis and waiting for a transplant.

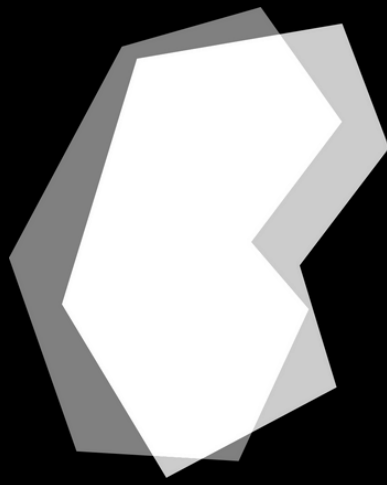


Every day...

your family, friends and neighbours are **needlessly suffering** on dialysis while waiting for a transplant that may never come



*No Missed Donor Opportunities
MoreTransplants.ca*



kidney
FOUNDATION TM

**548 ALBERTANS
ARE WAITING FOR
A DONOR ORGAN**

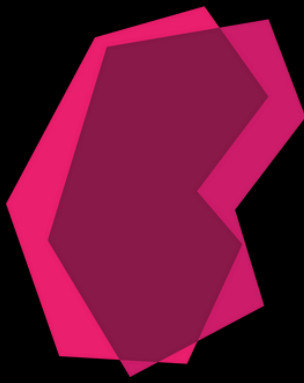
**THOUSANDS MORE
NEED A TRANSPLANT
BUT ARE INELIGIBLE**



Canadian Liver Foundation
Fondation canadienne du foie

*Bringing liver research to life
Donner vie à la recherche sur le foie*

B R E A T H E
the lung association



kidney
FOUNDATION™

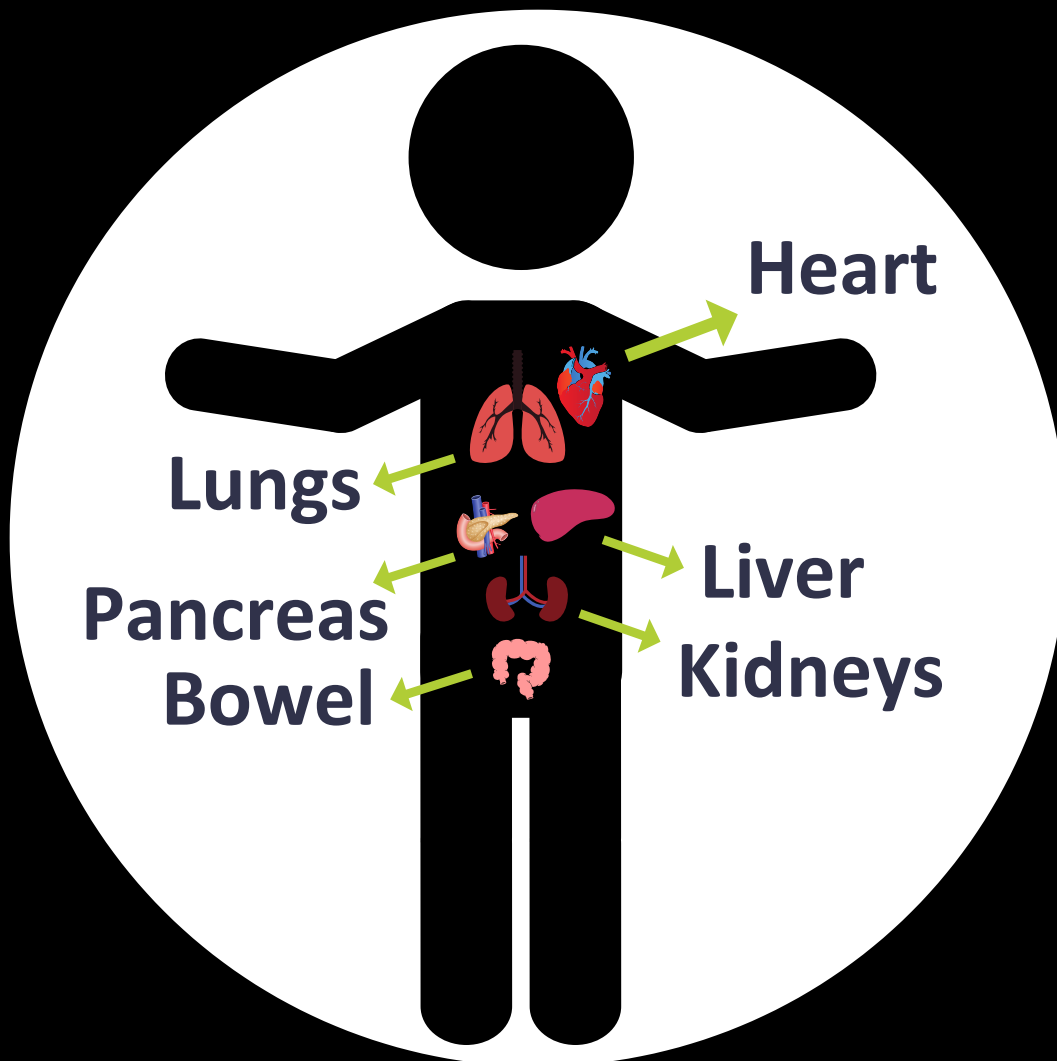
liver.ca

Canadian Liver Foundation
Fondation canadienne du foie

*Bringing liver research to life
Donner vie à la recherche sur le foie*

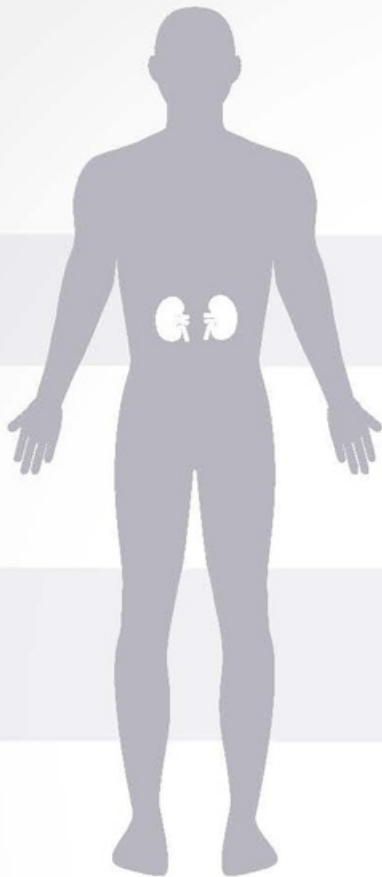
BREATHE
the lung association

ORGANS YOU CAN DONATE



REGISTER. TELL YOUR FAMILY.
MORETRANSPLANTS.CA

WHY CANADA NEEDS MORE ORGAN DONORS



77% OF CANADIANS WAITING FOR AN ORGAN TRANSPLANT ARE WAITING FOR A KIDNEY.

THE MEDIAN WAIT TIME FOR A KIDNEY TRANSPLANT FROM A DECEASED DONOR IS OVER



26% OF ADULT KIDNEY TRANSPLANTS ARE MADE POSSIBLE BY LIVING DONORS.



MORE THAN **45%** OF ALL ADULT LIVING KIDNEY DONORS ARE NOT A BLOOD RELATIVE OF THE RECIPIENT.



THE KIDNEY PAIRED DONATION PROGRAM HAS MADE

863

TRANSPLANTS POSSIBLE SINCE 2008.²

YOU CAN BE A PART OF THE SOLUTION.

Consider living organ donation.

Join the Kidney Paired Donation Program Registry. Learn more: kidney.ca/Organ-Donor-Programs

Register your intention to donate your organs through your provincial donor registry. Find out more: kidney.ca/Register

Speak to your family and loved ones to make sure they know and honour your wishes.

LEARN MORE ABOUT KIDNEY HEALTH AND ORGAN DONATION AT [KIDNEY.CA](https://kidney.ca)

Important Note: The COVID-19 pandemic has placed unprecedented burdens on Canadian healthcare systems in 2020. Priorities were reassessed and resources reassigned, resulting in an unfortunate decrease in the number of kidney transplants performed.

*Excludes Quebec

Sources: Canadian Institute for Health Information. e-Statistics Report on Transplant, Waiting List and Donor Statistics, 2020. Ottawa, ON: CIHI; 2021. <https://www.cihi.ca/en/e-statistics-on-organ-transplants-waiting-lists-and-donors> 1 Canadian Institute for Health Information. Treatment of End-Stage Organ Failure in Canada, Canadian Organ Replacement Register, 2011 to 2020: End-Stage Kidney Disease and Kidney Transplants — Data Tables. Ottawa, ON: CIHI; 2021. <https://www.cihi.ca/en/organ-replacement-in-canada-2011-to-2020-end-stage-kidney-disease-and-kidney-transplants-data-tables> 2 Canadian Blood Services. Kidney Paired Donation Program. <https://professionaleducation.blood.ca/en/organs-and-tissues/programs-and-services/kidney-paired-donation-kpd-program>

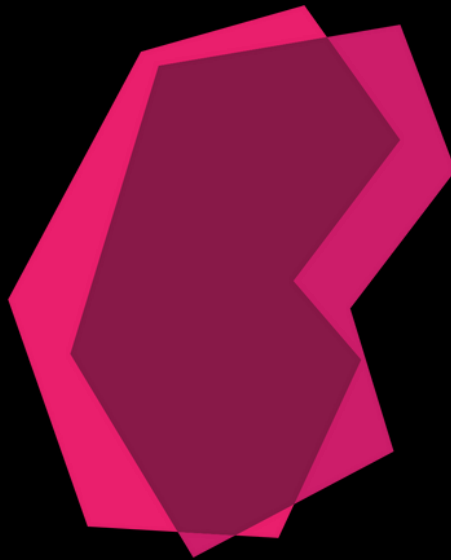
Published on January 5, 2022 using the most current data available.



kidney
FOUNDATION

THANK YOU.

YOUR VOICE & YOUR ACTIONS CAN SAVE LIVES.



kidney
FOUNDATION TM

liver.ca 

Canadian Liver Foundation
Fondation canadienne du foie

*Bringing liver research to life
Donner vie à la recherche sur le foie*

B R E A T H E
the lung association