



North Carolina

You have the power to save lives.

Register Online

Donation Spotlight

North Carolina ranks #6 in the country for the size of our donor registry. Learn more about how you can help us to encourage others to register as organ, eye and tissue donors at DonateLifeNC.org.

You Can Help
Visit donatelifenc.org/you-can-help to find out how.

Reporting Results

Results matter. The data behind our work tells the story of what we do and what is working to increase the number of North Carolinians who “Say Yes” when asked if they want to be an organ, eye and tissue donor.

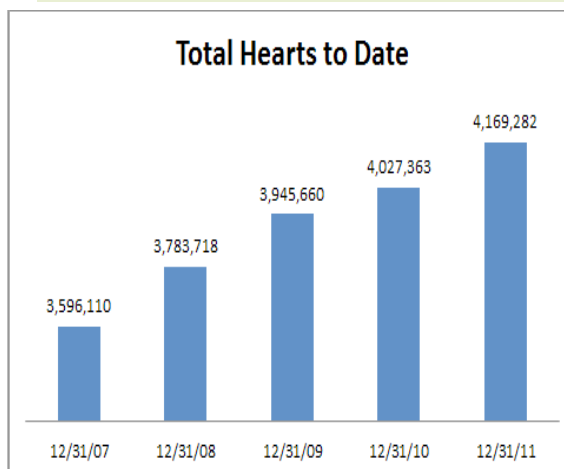
Not only do our funders want to know our results, but our board and staff are committed to managing our resources based on what the data tells us. We know it helps us to ask the right questions about our challenges, and it sparks us to think more creatively about how to increase our Donor Designation Rate.

Beginning with this issue, we will share our results with you annually in April as part of our Donate Life Month activities. Why bother? We want you to know our challenges, to think about ways you can help us to improve, and to give you the information you need to inspire others to consider registering as an organ, eye and tissue donors.

Our work matters. The impact of our work can improve or save the lives of up to 50 people each time someone has made the decision to Donate Life. It’s an extraordinary gift—and for that reason, it is especially important for us to share our results, our stories and our successes with those who have made these extraordinary gifts possible.

Thank you for being part of Donate Life North Carolina—as a volunteer DMV Ambassador, a Board member, a Driver’s Education instructor, a DMV Examiner, a partner agency staff member, or an interested citizen.

Share your ideas and feedback for how we can improve our work together at info@donatelifenc.org



4,169,282 unique donors are registered in North Carolina’s Donor Registry as of December 31, 2011. Our total **ADD Rate** is **52.8%**, up from 49.1% in 2007, the year that the Heart Prevails Legislation passed, making the heart on your driver’s license legally binding. Our **ADD Share** has grown from 43.4% in 2007 to **48.3%** in 2011.

Contact Us:

Donate Life North Carolina
3900 Westpoint Blvd. Suite F
Winston-Salem, NC 27103-3900

Inspiring North Carolinians to register as organ, eye and tissue donors.

info@donatelifenc.org

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Rates by Ethnicity

Definitions

- **ADD Share** is the percentage of all licensed drivers and ID card holders who have an Actionable Donor Designation (a heart symbol) on their license or ID card.
- **ADD Rate** is the rate at which driver and ID card applicants choose to renew or add an Actionable Donor Designation to their license or ID card within a given period of time.

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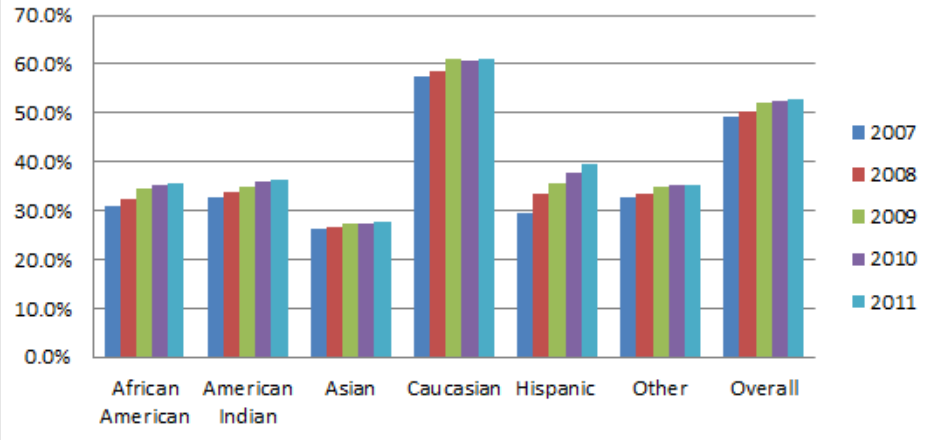
Battle of the Sexes

In North Carolina women have a 56% ADD rate while men have a 49.7% ADD rate.

Women consistently have a higher designation rate across all ethnic groups, with the greatest difference among Caucasians (a 7.2% gap).

Asians and African-Americans have the smallest gap between the ADD rates among men and women. If you have ideas for closing this gap, let us know!

Designation Rate by Ethnicity



We track Actionable Donor Designation (ADD) Rates by ethnicity to help identify areas to improve outreach. Disparities exist between ethnic groups, in terms of both the ADD share and rate. We are witnessing a small but steady growth among most minority groups, but it appears to be offset by a plateau in Caucasian designations.

The ethnic breakdown of those with licenses aligns closely with the ethnic breakdown of the population according to US Census data. Caucasians comprise 66.1% of the licenses but contribute 80.2% of the hearts. African-Americans comprise 20.7% of the licenses but only 13.6% of the hearts. Finally, Hispanics comprise 7.9% of the licenses, but only 2.9% of the hearts.

We are exploring ways to close the gap. More than half of the national transplant waiting list is made up of multicultural populations. That's because some diseases of the kidney, heart, lung, pancreas and liver best treated through transplantation are found more frequently in these populations. For example, African-Americans and other minorities are three times more likely to suffer from end-stage renal disease than Caucasians.

Although it is possible for a candidate to match a donor from other racial or ethnic groups, transplant success rates increase when organs are matched between members of the same ethnic background. Consequently, a lack of organs donated by multicultural populations can contribute to longer waiting periods for transplantation.



2011 Donation by the Numbers in NC

Number of recovered organ donors authorized by the registry = **138**

Number of recovered organ donors = **275**

Number of recovered tissue donors authorized by the registry = **0**

Number of recovered tissue donors = **937**

Number of recovered eye/cornea donors authorized by the registry = **1,514**

Number of recovered eye/cornea donors = **2,969**

Order the Donate Life License Plate today!

DonateLifeNC.org

Waiting for gift of life

Being on the waiting list for an organ transplant gives hope to those with life-threatening conditions —and can make life stand still. Many have to wait more than five years for a transplant. Every day across the United States, 18 people die waiting for a transplant.

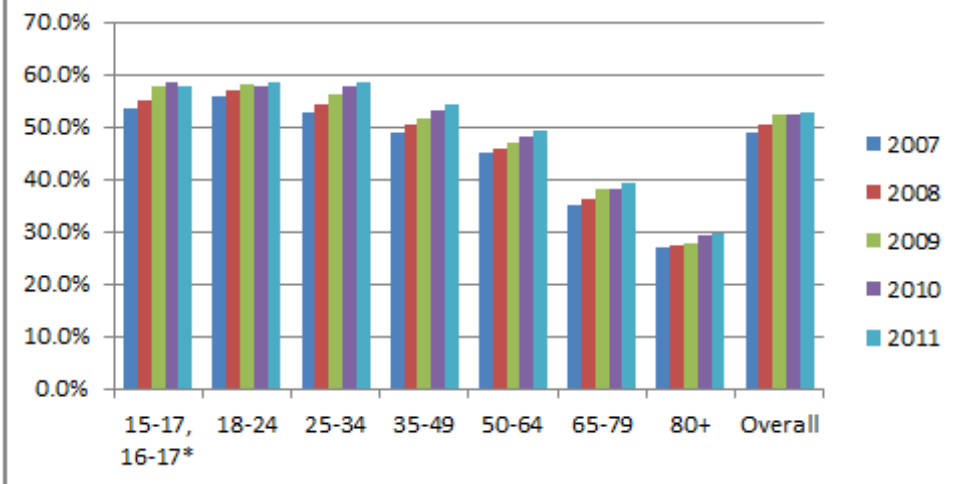
As of mid March, there were 3,802 North Carolinians on the national waiting list for an organ transplant.

What's Age Got to Do With It?

While your age and medical history *never disqualify you* from being a registered donor, we find that there are some rather dramatic differences in designation rates between younger and older residents. Teens and young adults have historically had the highest designation rates, most likely because they receive education in school about organ donation as part of Driver's Education and Health classes. However, designation rates drop below 50% for people who are 50 and older. This is why the Donate Life NC Board of Directors has made this age group a priority for outreach over the next few years.

We know that continued investment in education and outreach is critical for maintaining high rates among teens and young adults as well. Teens 16-17 (57.6%) no longer have the highest ADD rate, having been surpassed by 18-34 year olds (58.5%). We are watching to determine if there is an impact on the ADD rate for teens since new fees for driver's education in the public schools were created, which has reportedly created a significant decline in the number of students taking this course.

ADD Rate within Age Groups





Volunteer Impact

DMV Ambassadors have impacted the lives of thousands of DMV visitors through their volunteer work. Over 65 DMV Ambassadors have "adopted" DMV offices in their areas. Each quarter, the DMV Ambassadors visit with their DMV offices, answer questions, bring Donate Life NC materials, share their personal stories, and develop strong relationships with the DMV office staff and Examiners.

In fact, over 50% of the DMV Ambassadors have served their offices for more than three years. These long-lasting relationships help keep our DMV partnership successful!

Meet the challenge!

Help us to secure 300 applications for the Donate Life license plate!

DonateLifeNC.org

Chamber Project

Working with our colleagues at Donate Life South Carolina, a campaign aimed at inspiring businesses to promote registering as organ, eye and tissue donors has been launched.

Led by Marc Jordan, President/CEO of the North Myrtle Beach Chamber of Commerce, who is a heart transplant recipient, letters and packages have been sent to every Chamber of Commerce in North Carolina and South Carolina.

Encourage your local businesses to get involved in promoting this life-saving campaign!

Be a Legislative Champion for Life!

Donate Life North Carolina is hosting a **Legislative Day** on **May 22** from 10 am—1 pm to educate our state legislators about the importance of the NC Donor Registry and the need to invest in outreach to inspire more North Carolinians to register as organ, eye and tissue donors.



The NC Legislature is changing. Many new legislators will be elected this fall; some of our strongest champions are not running for re-election this year. The Heart Prevails Law passed in 2007. It is time to remind our legislators about the life-saving power of the NC Donor Registry and the need to continue to invest in education and outreach through driver's education, DMV offices and in the general public.

All are welcome! We hope to see many transplant recipients and families, donor families, volunteers and staff from hospitals, transplant centers and recovery agencies and driver's education teachers participating. We'll provide you with tools, talking points and maps to help you manage your day and advocate for life! We'll also hold a Linking Hands event in the front of the Legislative Building at noon, where we will form a symbolic chain of life to raise awareness about donation.

Please register at DonateLifeNC.org/legislative or contact us at info@donatelifenc.org for more information.

Be Seen Wearing Blue and Green!

Wear light blue and lime green on **April 20** to show your support for Donate Life and our 20 Million in 2012 campaign. Post a photo of your blue and green "look" to the Donate Life America Facebook page - the top 10 "looks" will win a \$100 gift card! Post a picture to your page and encourage friends and family to register as an organ, eye and tissue donor today and help us meet our goal of registering 20 million new people in 2012. We want you to do the same at our **Legislative Day on May 22**. Wear your blue and green, and show your Donate Life spirit!





Volunteer Trainings

Each Saturday from late February through the end of March, Donate Life NC sponsored a one-day training for DMV Ambassadors, volunteers and other organ recovery organization staff. These "Relationships are Key" trainings focused on the importance of maintaining positive, strong relationships with the DMV offices. Also, the sessions allowed collaboration on Best Practices and challenges volunteers have faced throughout their various experiences. Additionally, professional speakers worked with all participants on how to best craft and present their personal stories. Donate Life NC appreciates all who attended these sessions!

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How Important is the DMV to Donation?

The answer: critically important! 99% of those North Carolinians who register as organ and eye donors do so through the DMV.

Without examiners asking the question each and every time, hundreds of residents may not have received the gift of life in time. All examiners receive a presentation during Basic Examiner School on donation: the process, what can be donated, and the power donation has on individuals' lives.

2011 DMV Award Winners Recognized

Donate Life North Carolina will begin its second annual DMV Awards program in May 2012. Similar to its inaugural year, Donate Life NC will recognize the DMV office with the highest Actionable Donor Designation (ADD) rate in North Carolina as well as the offices with the highest ADD rates in each of the 14 districts. This year Donate Life NC will also be awarding the offices with the most improved ADD rates from 2010 to 2011.

The Boone DMV office received top honors for 2011 as the DMV office with the highest ADD rate in North Carolina: 69.6%. The Sparta DMV office had the most improved ADD rate from 2010 to 2011 with a 4.1% increase. Below are all the 2011 DMV Awards winners listed by district:

District	2011 Highest ADD Rate	2011 Most Improved Rate
A	Manteo	Ahoskie
B	Havelock	New Bern
C	Wilmington (North)	Wilmington (North)
D	Louisburg	Durham (East)
E	Cary	Siler City
F	Fayetteville (South)	Fayetteville (South)
G	Carrboro	Greensboro (East)
H	Monroe	Polkton
I	Kernersville	Winston-Salem (North)
J	Mooresville	Concord
K	Mount Holly	Lincolnton
L	Boone	Sparta
M	Marion	Spruce Pine
N	Asheville	Brevard



Do You Want to be an Organ Donor?

DMV Examiners play a critical role, asking this question whenever anyone 16 years of age or older gets or renews their driver's license.

We have seen a drop in donor designation rates among teens ages 16-17 recently.

If you are an Examiner, be sure to remember to ask this life-saving question to anyone who is age 16 or older who is getting a license or ID card! Thank you for all you do to save lives and keep all of us safe on the road!

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DMV Best Practice

It can be difficult to answer customers' questions about donation, especially when the line continues to grow longer and longer.

A great method to provide information is to encourage customers to review the counter mat, share the DMV Examiner Fact Card, or encourage customers to take a rack card with them on their way out. All of these materials are free from Donate Life NC and provide the organization's web-site. If you need more information or have questions about these materials, contact: dmvambassador@donatelifenc.org.

Sharing it from the Heart: Bobby's Story

I am Bobby Height Sr. born in 1944. I have always been a healthy athletic person. In high school and in college, I played and excelled in basketball and baseball. After college, I was drafted by the New York Yankees to play outfield in baseball. My career ended after a knee injury.

I then became a high school teacher of Health/Physical Education and also coached high school basketball, baseball and football. Still the picture of good health, I played various levels of slow-pitch softball and was inducted into the ASA Softball Hall of Fame in 1993.

Bobby Height Sr. (right) and Brenda Height have volunteered at over 70 events with LifeShare Of The Carolinas and "adopted" the Charlotte—North DMV Office!



Other than knee and hip surgeries, I was considered a healthy person. One morning in 2003, I became dizzy and I passed out. The medics took me to the hospital where I was later diagnosed with cardiomyopathy, which is simply an unhealthy heart. For five years, I was treated by various doctors for acute asthma, and slept with a machine for treating sleep apnea. Suddenly, in July 2007, I became extremely fatigued and suffered from shortness of breath. Little did I know that my body was killing me from the inside out. Within a month, my 'killer' was diagnosed as Amyloidosis, a very rare, fatal and little known disease caused by insoluble deposits of amyloid protein fibrils that had attacked my heart. I needed a heart transplant!

While I waited for a new heart, I wore a LifeVest Defibrillator and was connected to a pump that delivered medication intravenously. I was getting weaker every day. During this time, there were approximately 2,000 candidates nationwide waiting for a heart!

On October 22, 2007, I received 'the call' that a heart was available and was a match for me! I am now living a normal healthy life. I no longer have asthma and sleep apnea. I am alive today because someone said "YES" to the generous gift of donating life so that I might have a second chance in fulfilling my life's purpose. Today, I am making a difference in people's lives.