Organ Donation Promotional Enhancement Program in KEC and NTEC Hospitals

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Keywords:
Organ donation
Transplantation
Staff Attitude

Introduction
In collaboration with KEC and NTEC Organ Transplant Coordination Service and HA Lions Eye Bank, Organ Donation Promotional Enhancement Program has been launched in KEC and NTEC acute hospitals which aims to promote organ donation to the public, and to raise hospital staff’s awareness on organ donation.

Objectives
1. To cultivate caring culture of our community and hospitals by helping others through organ and tissue donation 2. To recruit enthusiastic and committed summer volunteer students and organ recipients as advocators of organ donation

Methodology
1. To plan and implement promotional programs in the community to boost public awareness of organ and tissue donation 2. To set up organ donation promotion booth in KEC and NTEC hospitals to raise awareness of hospital staff and public 3. To perform survey on attitude and awareness of organ donation of hospital staff 4. To compile an e-newsletter with sharing from organ donor families and recipients, and distribute to all KEC and NTEC staffs via email

Result
Three hospitals staff surveys were completed at PWH, TKOH and UCH in August and September 2014. Totally 602 completed questionnaires received, 99% of hospital staff support organ donation, while 51% of them either signed an organ donation card or
Central Organ Donation Registry. An e-newsletter “以生命延續生命” about stories from organ recipients and donor families were launched in NTEC and KEC intranets and a copy was emailed to each KEC and NTEC staff in October 2014. Conclusions: This message of organ donation has been planted into the hearts of the young generation, KEC and NTEC hospital staff as well as the community. It also changes their attitude towards this hot topic. Further study on hospital staff survey on organ donation and promotion booth will be rolled out to another hospitals in KEC and NTEC.