

Action Plan FY21 Summary

Missouri Organ and Tissue Donor Program & Registry
Missouri Department of Health and Senior Services



The purpose of this action plan is to guide program efforts to increase awareness about organ, eye and tissue donation, record donor designations, and facilitate organ, eye and tissue donation through the Donate Life Missouri Registry.

Vision

Protect health and keep people safe.

Mission

Increase available organs and tissues through education and an effective, confidential registry of potential donors.

Aspirational Goals

Each Missourian in need of a lifesaving transplant receives one.

All Missourians who choose to be organ, eye and tissue donors are registered.

Target Audience

The target audience is Missouri residents. Based on specific organ, tissue, and health related months, staff will develop and disseminate messages for specific age, social, and minority groups. Audience will also include procurement agencies, stakeholders and partners.

Cross Cutting Priorities

- Communication
 - Communicate and deliver a unified and cohesive message to the public.
- Partnership
 - Develop and expand relationships with partners to implement the plan.
- Funding
 - Seek and maintain funding to meet the organ, eye and tissue donation education and registry goals.

Strategic Priorities

- Education
 - Inform the public about the impact and the need for lifesaving and healing organ, eye and tissue donations.
- Donate Life Missouri Registry
 - Provide an effective, confidential, secure and user-friendly registry.
- Governors Organ Donation Advisory Committee (GODAC)
 - Enhance the Governor's Organ Donation Advisory Committee to be an effective committee that meets its authorized objectives.

Action Plan

The cross cutting and strategic priorities led to the program's goals, milestones and tasks that make up the action plan. Goals are included in this summary.

- Communication
 - Develop and implement a communication plan with unified messages about the importance of organ, eye and tissue donation and the existence of the registry.
- Partnerships
 - Develop new and deepen existing partnerships that support program efforts.
- Funding
 - Demonstrate consistent funding levels for operating expenses of current year plus two-to-three years that support registry and education efforts.
- Education
 - Educate Missouri School Boards about the Learn Life Savers Program.
 - Educate Missouri residents about the importance of organ, eye and tissue donation and the existence of the registry.
 - Increase the number of Missourians designated as donors in the Donate Life Missouri registry.
 - Encourage registered donors to share their decision with loved ones.
 - Increase the total number of living kidney donors.
- Registry
 - Maintain and improve the Donate Life Missouri registry so that it meets the needs of the public, the state, and organ and tissue procurement agencies.
 - Assure the registry conforms to state law.
- GODAC
 - Fill available committee seats.
 - Improve efficiency, communication and collaboration of GODAC.

Evaluation

The program has multiple milestones and success indicators/metrics to monitor progress and success. Evaluation measures are not limited to the following:

- Reach, by medium, of unified cohesive messages by program and partners
- Registrations by age, county, etc.
- Awards given to License offices based on registration and contribution percentages
- Contributions by source and beginning/end fund balances
- Partners, by activity
- Adoption of the Learn Life Savers Program
- Living and deceased donors
- Satisfaction surveys

Become a Part

Interested individuals and organizations desiring to aid in implementing this plan to increase available organs and tissues through education and an effective, confidential registry of potential donors can contact the program via email at organdonor@health.mo.gov.

Missouri Organ and Tissue Donor Program

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