

Communication Plan

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



The purpose of this plan is to outline the program’s strategy for developing and communicating unified and cohesive messaging to Missouri residents about organ, eye and tissue donation, living donation, the role DHSS plays, and how voluntary contributions support Missouri’s efforts. The design of focused messages will educate and build awareness about organ, eye and tissue donation and the registry, dispel myths, encourage story sharing, promote living donation, and promote registering donor designations.

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.

Platform/Frequency

The program will use platforms available to them through the Department, the Department’s Office of Public Information network between other Departments, and through partners and the public whenever possible. The program will use a variety of media platforms and the platform will be dependent upon the message and target audience.

Dissemination Plan

Program staff will utilize the Organ and Tissue Donor Program Action Plan and media platforms to educate the public about organ, eye and tissue donation and the state’s registry. Staff will research and use current standards for optimal graphics/pictures for social media postings and ads.

Missouri Organ and Tissue Donor Program

Missouri Department of Health and Senior Services

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Services provided on a nondiscriminatory basis.

Alternate forms of this publication for persons with disabilities may be obtained by contacting the Missouri Department of Health and Senior Services at 573-522-2847.

Individuals who are deaf, hard-of-hearing, or have a speech disability can dial 711 or 1-800-735-2966.