

Saving and Enhancing Lives

Through Organ, Eye and Tissue Donation –

*A Strategic
Approach for
Missouri*



FY15 STATUS REPORT

Introduction

Acknowledgements

Missouri's plan, *Saving and Enhancing Lives*, guides programming that fosters efforts to increase awareness about organ and tissue donation. The plan is the direct result of collaborative efforts between the Governor's Organ Donation Advisory Committee (GODAC), Mid-America Transplant Services, Midwest Transplant Network, and the Missouri Organ and Tissue Donor Program of the Department of Health and Senior Services (DHSS).

Plan and Report

The *Saving and Enhancing Lives* plan:

- is an ever-changing plan based upon annual environmental assessment, evaluation and stakeholder input,
- includes overarching goals that can be adopted by partnering organizations, and
- allows any organization and/or individual to join in life-saving and life-enhancing efforts by adopting one or more goals or objectives on which to focus.

The intent of the strategic plan is to: enhance and save the lives of people in need of an organ, eye or tissue transplant, increase education and awareness efforts, increase donor designation rates in Missouri, honor donors, and strive to close the gap between the need for and availability of organs and tissues.

This report highlights accomplishments of various partnering organizations and individuals dedicated to informing the public about organ, eye and tissue donation; registering donor designations within Missouri Donor Registry System; fostering partnerships; being fiscally transparent and responsible; and ultimately helping Missourians waiting for a life-saving or life-enhancing transplant. Accomplishments reported are from the inception of the plan through June 30, 2015.

The DHSS encourages other organizations, businesses, non-profits, and individuals to join the effort. Combined implementation efforts and annual action plan reporting will aid in reaching plan goals and objectives and monitor progress.

Partner Participation

Successful implementation of this strategic plan is dependent upon the support of existing and future partners.

Individuals and organizations wanting to help achieve the goals and objectives of the plan are asked to submit action plan reports by August 15 each year in order to have their efforts incorporated into the larger strategic plan.

A Public Health Issue

Organ donation remains a public health issue even in the face of advancing medical technology and treatment options and the continued rise in the number of potential donors. Someone is added to the national transplant waiting list every 10 minutes and on average 22 people die every day while waiting for a life-saving transplant.¹ Nationwide the number of individuals waiting for a transplant continues to grow.

Donate Life America announced that 98 percent of all adults have heard about organ donation and 86 percent have heard of tissue donation.² Ninety percent of Americans say they support donation, but only 30 percent know the essential steps to take to be a donor.² The need for education and recording donor designations continues to be a priority and two primary focus areas for closing the gap on the transplant waiting list.

Donor designation rate is the rate at which individuals' join the state donor registry as a percentage of all driver's licenses and identification cards issued within a specific time. Missouri's Donor Registry System (DRS) continues to grow. At the close of fiscal year 2012, 3,004,025 individuals designated themselves as donors representing a 5.2 percent increase over the previous fiscal year. At the close of fiscal year 2013, there were 3,143,015 individual donor designations representing a 4.63 percent increase over fiscal year 2012. And at the end of fiscal year 2014, the registry has 3,272,893 individuals registered as potential donors. This represents a 4.13 percent increase over fiscal year 2014.³ The majority of registrations come from people saying yes to the donor designation question asked at the local driver license offices. The number of transactions processed each quarter fluctuates in Missouri for two reasons; the driver licenses are on a six-year renewal cycle for most residents and issued/renewed on the individual's birth date. The fluctuation in driver's license transactions can range from 115,600 to 153,000 a month.⁴

Data monitors need and drives educational efforts. The Organ Procurement and Transplantation Network (OPTN) provides national patient waiting list data as well as donation, transplantation and waiting list statistics. Missouri's DRS provides donor designation data. These data sources assist in planning and monitoring educational efforts.

National Data

People of every age give and receive organ donations. The national data for donors recovered in the United States by Donor Type for January 1, 1988 through April 30, 2015⁵:

- 1 Year Old: 2,813 (2,811 deceased, 2 living donors)
- 1-5 Years: 5,704 (5,702 deceased, 2 living donors)

- 6–10 Years: 3,882 (3,877 deceased, 5 living donors)
- 11–17 Years: 14,545 (14,485 deceased, 60 living donors)
- 18–34 Years: 95,986 (49,546 deceased, 46,440 living donors)
- 35–49 Years: 104,768 (44,834 deceased, 59,934 living donors)
- 50–64 Years: 68,519 (41,020 deceased, 27,499 living donors)
- 65+ Years: 14,587 (12,786 deceased, 1,801 living donors)
- Unknown: 16 (2 deceased, 14 living donors)
- 58.7 percent (n=79,650) of living donors were women and 41.3 percent (n=56,106) were men; deceased donation: 59.6 percent were men (n=104,398) and 40.4 percent (n=70,665) were women.⁶
- 71.5 percent of all deceased donors were White, 13.7 percent were Black, 11.5 percent Hispanic, 2.0 percent Asian, 0.4 percent American Indian/Alaska Native, 0.2 percent Pacific Islander and 0.6 percent Multiracial.⁶
- The national waiting list consisted of 42.3 percent White, 30.2 percent Black, 18.7 percent Hispanic, 7.1 percent Asian, 1.1 percent American Indian/Alaska Native, 0.5 percent Pacific Islander, and 0.5 percent Multiracial.⁶

In 2012, more than 112,000 people in the United States began treatment for kidney failure. For every ten new cases, seven had diabetes or hypertension (high blood pressure) listed as the primary cause of kidney failure. In that same year, more than 600,000 people in the United States were living on chronic dialysis or with a kidney transplant.⁷ *(Data subject to change based on future data submission or correction.)*

Missouri Data

The actual number of available and viable donors at the time of death compared to the number of individuals on the wait list for an organ creates the gap between need and availability. Every person is a potential donor. Viability assessment is determined at or near time of death. As of June 2014, more than 3.2 million Missourians have registered their donor designation as a potential donor. Several factors contribute to both Missouri's increase in registered donors and the donation gap: transplantation as a successful treatment option; the aging population; increased life expectancy; medical breakthroughs; high percent of individuals with diabetes, high blood pressure, or both; and educational efforts provided by partners, local and national.

Whites make up 84.8 percent (n=5,124,114) of Missouri's population, Blacks 12.4 percent (n=749,799) and other 2.8 percent (n=170,258).⁸ The kidney transplant waiting list is the largest wait list in Missouri. The percent of Whites on Missouri's kidney waitlist was 60.0 percent (n=862), Blacks 34.73 percent (n=499) and Others 5.36 percent (n=77) as of July 3, 2015.⁹ The number of living and deceased donors reported with Missouri as the home state at recovery in fiscal year 2014 was 306.¹⁰ Whites made up 83.5 percent (n=4,349), Blacks 13.7 percent (n=713) and Other 2.9 percent (n=145) of all donors.¹¹ The organ transplant waiting list (all organs) in Missouri was 1,518 as of June 30, 2015.¹²

United Network of Organ Sharing: Donors Recovered July 1, 2013–June 30, 2014 Where Missouri is Donor Home State at Recovery ⁹			
Race/Ethnicity	Deceased Donor	Living Donor	Total
White	185	69	254
Black	33	9	42
Hispanic	4	0	4
Asian	2	1	3
American Indian/Alaska Native	1	0	1
Native Hawaiian/Other Pacific Islander	3	0	3
Multiracial	0	0	0
Total	228	79	

Missourians can play an active role in reducing the gap or need for an organ transplant by adopting a healthy lifestyle. According to Organ Procurement and Transplantation Network (OPTN), the primary diagnosis for 38,714 (31.6%) of the 122,486 candidates waiting for an organ on the national waiting list is diabetes, 22,916 (18.7%) uncontrolled high blood pressure (hypertensive nephrosclerosis) leading to end-stage renal disease and 110 (.09%) is coronary artery disease.¹³

Prevention

You can have no dominion greater or less than that over yourself.

Leonardo da Vinci

The kidney transplant waiting list is the largest organ wait list for Missouri. OPTN reports diabetes is the primary diagnosis for 23.6 percent (n=358) of the 1,518 waiting candidates, hypertensive nephrosclerosis for 18.3 percent (n=274), and no report for coronary artery disease as primary cause.¹³ The table on the following page provides a break-down by number of patients.

United Network of Organ Sharing: Number of Patients on Waitlist with Missouri as Home State, By Primary Diagnosis¹¹			
Organ Wait List	Diabetes	Hypertension (hypertensive nephrosclerosis)	Coronary Artery Disease
Heart	0	0	4
Kidney	358	274	0
Kidney-Pancreas	16	0	0
Pancreas	3	0	0
Total	377	274	4

(Data subject to change based on future data submission or correction.)

Priority Areas

The plan has five primary priority areas: education, data, finance, registry, and stakeholders. A brief statement accompanies each below.

Education

Utilizing social media, providing positive publicity, expanding partnerships, bridging efforts, and educating people of all ages are opportunities to explore.

Data

Assessing current conditions, evaluating activities and measuring progress toward goals and objectives are possible with data. In addition, data helps direct educational efforts. Monitoring data needs and capacity, enhancing data availability and sharing data are opportunities to aid decision making.

Finance

Partners encourage contributions to the Organ Donor Program Fund. The fund supports education and registry maintenance and modification.

Registry

Ever changing technology and public demands of that technology are indicators of how people learn, communicate, and process information. Constant monitoring, maintenance, and upgrades to the DRS are necessary to remain current.

Stakeholders

As technology and health care systems continually change, medical breakthroughs made, and cultural beliefs change, it is critical that groups with similar goals and complimentary services, work together to maximize resources and reach. Through effective partnerships, educational opportunities expand and residents become better informed. Communication, engagement, and clearly defined roles provide opportunities to develop new partnerships while advancing existing partnerships to enhance education efforts.

Priority Area **Data – Data that Informs**

Goal: Accurate and relevant data used to make informed decisions.

Objective(s): 1. By June 2018, upgrade Donor Registry System reporting features to provide timely data without compromising confidentiality.

Record major action steps below. Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Identify partner needs by June 2016 STATUS: <ul style="list-style-type: none"> Partners completed a DRS Report Utilization Survey / DRS assessment is complete Partner needs identified Remove action step for FY16 	Organ and Tissue Donor Program	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Partner needs identified
Compare Donor Registry System Reporting features to partner needs in order to identify gaps STATUS: <ul style="list-style-type: none"> DRS assessment is complete Gaps identified by survey and program staff DRS modifications submitted through the Department's Public Health Information Network (PHIN) Liaison to the Office of Administration's Information Technology Services Division (ITSD) Remove action step for FY16 	Organ and Tissue Donor Program	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Donor Registry System assessment complete Gaps identified DRS Modifications submitted
Modify Donor Registry System Reporting features to meet identified needs and eliminate data gaps without compromising confidentiality STATUS: <ul style="list-style-type: none"> June 2015: Program submitted modification request through the Department's 	Organ and Tissue Donor Program, Information Technology Group, Software Contractor	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Donor Registry System modifications tested Donor Registry System re-

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
PHIN Liaison to the Office of Administration's ITSD • PHIN coordinator is processing documentation			porting modifications in production (available)

Priority Area Education – Emergency Management Services (EMS)

Goal: Educate and build awareness about organ, eye, and tissue donation so people can make an informed decision.

Objective(s):

1. By June 2015, increase from zero to 500 the number of emergency management personnel that complete the *Keep Hope Alive* training.
2. By June 2015, increase knowledge among emergency management personnel as measured by *Keep Hope Alive* training pre- and post-test scores.
3. By June 2015, increase from zero to 12 the number of *Keep Hope Alive* presentations to fire and/or Emergency Management Services departments.

Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Secure permissions to incorporate <i>Keep Hope Alive</i> into an online training for Missouri EMS personnel. STATUS: <ul style="list-style-type: none"> • Permissions received • Remove action step for FY16 	Organ and Tissue Donor Program	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Permissions received from Sierra Donor Services, Department of Health and Senior Services' Bureau of Emergency Medical Services
Develop and get approval of pre- and post-test module for <i>Keep Hope Alive</i> STATUS: <ul style="list-style-type: none"> • Pre- and Post-tests developed, approved and loaded into the training program • Remove action step for FY16 	Organ and Tissue Donor Program	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Pre- and post-tests developed and approved
Collaborate with Bureau of Emergency Medical Services to secure CEU's for licensure requirements through the University of Missouri	Organ and Tissue Donor Program	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: CEU's secured and received from Universi-

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
STATUS: <ul style="list-style-type: none"> CEU's secured and received from the University of Missouri Remove action step for FY16 			ty of Missouri
Develop introduction and moderator scripts STATUS: <ul style="list-style-type: none"> Introduction script written, approved, recorded and incorporated into the online training. Moderator script written, approved, recorded and incorporated into the online training. Remove action step for FY16 	Organ and Tissue Donor Program	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Introduction script written, approved and recorded; Moderator script written and approved and recorded
Secure donor family member for moderator STATUS: <ul style="list-style-type: none"> Deb Simaitis, donor mom and Organ Donation Advisory Committee member, was the moderator Remove action step for FY16 	Organ and Tissue Donor Program	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Moderator secured;
Arrange video and voice recording of introduction and moderators scripts STATUS: <ul style="list-style-type: none"> Deb Simaitis, donor mom and Organ Donation Advisory Committee member completed the recordings DHSS edited the video and voice and incorporated it into the online training. Remove action step for FY16 	Organ and Tissue Donor Program	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Recording and editing of scripts complete
Post a cohesive training module that includes the introduction, moderator scripts and training component to the web STATUS: <ul style="list-style-type: none"> DHSS posted the training video on the program's home page (http://www.health.mo.gov/living/organdonor/index.php) 	Organ and Tissue Donor Program	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Training completed and posted to the DHSS web site

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
<ul style="list-style-type: none"> Remove action step for FY16 			
<p>Notify stakeholders and organizations that are usually first to respond to an emergency of the availability and web address of the online training</p> <p>STATUS:</p> <ul style="list-style-type: none"> Deb Simaitis, GODAC Member, and Elaine Gibbs, Saving Sight, exhibited and presented information at the Missouri Association of Fire Protection Districts Conference (June 2014) The Fire Fighters Association of Missouri (FFAM) included an article in their newsletter Governor’s Organ Donation Advisory Committee members, Peter Nicastro and Deb Simaitis, actively promoted the program to fire departments within their community during state fiscal year 2015 Elaine Gibbs with Saving Sight actively promotes the program to EMTs and fire departments within Boone County Over 500 individuals within the target audience reached with the information Less than 100 completed the training program Promote training through FY16 Revisit timelines of objectives with GODAC 	Organ and Tissue Donor Program	<input type="checkbox"/> Completed <input checked="" type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Email notifications sent, Measure: 500 Registrations
<p>Monitor pre- and post-tests to evaluate knowledge gained</p> <p>STATUS:</p> <ul style="list-style-type: none"> Participants to date have increased their knowledge after completing the training program. The average pre-test score to date is 79.9% and the average post-test score to date is 87.7% 	Organ and Tissue Donor Program	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Percent Increase in knowledge by those completing the program
<p>Potential: Encourage local EMS personnel to complete training</p> <p>STATUS:</p> <ul style="list-style-type: none"> Elaine Gibbs with Saving Sight actively promotes the program to EMTs and fire departments within Boone County 	<p>Potential: GODAC members, Organ Procurement Organizations (OPOs), eye bank, tissue banks, Non-profit and civic</p>	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Number of local agencies contacted, Number of local agency personnel completing training, Statewide, 500 local

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
<ul style="list-style-type: none"> Move to action item in FY16 	organizations, County Councils, Community Members		agency personnel complete training
<p>Potential: Present information about Keep Hope Alive training to fire departments, volunteer fire departments, ambulance districts and other emergency management agencies and encourage participation in the training</p> <p>STATUS:</p> <ul style="list-style-type: none"> Deb Simaitis, GODAC Member, exhibited and presented information at the Missouri Association of Fire Protection Districts Conference (June 2013) - Over 200 individuals within the target audience reached with the information Elaine Gibbs, Saving Sight, exhibited and presented information at the Missouri Association of Fire Protection Districts Conference (June 2014) - Over 200 individuals within the target audience reached with the information The Fire Fighters Association of Missouri (FFAM) included an article in their newsletter (2014) - Over 500 individuals within the target audience reached with the information Governor's Organ Donation Advisory Committee members, Peter Nicastro and Deb Simaitis, actively promoted the program to fire departments within their community during state fiscal year 2015 Elaine Gibbs, Saving Sight actively promoted the program to EMTs and fire departments within Boone County during state fiscal year 2015 Over 500 individuals within the target audience reached with the information Less than 100 have completed the training program (May 2015) Move to active action step for state fiscal year 2016 	<p>Potential: GODAC members, OPOs, eye bank, tissue banks, non-profit and civic organizations, County Councils, Community Members</p>	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	<p>Measure: Number of presentations, group or individual (target 12) Note: 6/30/2015: 5 of 12 presentations given</p>

Priority Area Education – Local Driver License Offices

Goal: Educate and build awareness about organ, eye, and tissue donation so people can make an informed decision.

Objective(s): 1. By June 2016, develop and deploy a training program for all local license office employees about organ, eye and tissue donation and the donor registry system.

Record major action steps below. Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Establish a work team of partners by January 1, 2015	Organ and Tissue Donor Program, Team Missouri, Department of Revenue	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> Not started Measures: Workgroup established and leader identified
Determine method of training by March 1, 2015	Organ and Tissue Donor Program, Team Missouri, Department of Revenue	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> Not started Measure: Training method identified
Approve training material and evaluation tool (training program) by January 15, 2016: Develop by November 1, 2015 Approve by December 1, 2015 Approve by Department of Revenue January 15, 2016	Organ and Tissue Donor Program, Team Missouri, Department of Revenue	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> Not started Measures: Program developed, reviewed and approved by DHSS and Revenue
Approve Implementation plan by January 15, 2016: Develop by November 1, 2015 Approve by December 1, 2015 Approve by Department of Revenue January 15, 2016	Organ and Tissue Donor Program, Team Missouri, Department of Revenue	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> Not started Measures: Implementation plan developed, reviewed and approved by DHSS and Revenue
Potential: Implement training program by June 30, 2016	Team Missouri, OPOs, Department of Revenue, GODAC Organ and Tissue	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> Not started Measures: Number of license offices implementing training program for staff

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)																													
		Status	Measure(s)/Notes																												
	Donor Program		State Auditor local license office audit reports indicate compliance with Donor Registry Question mandates																												
<p>Potential: Monitor Donor Registry data</p> <p>STATUS:</p> <ul style="list-style-type: none"> Enrollment among adults (July 1 – June 30) <table border="1"> <thead> <tr> <th>Age Group</th> <th>FY14</th> <th>FY15</th> <th>FY16</th> </tr> </thead> <tbody> <tr> <td>18-24</td> <td>627,190</td> <td>647,595</td> <td></td> </tr> <tr> <td>25-34</td> <td>661,462</td> <td>683,253</td> <td></td> </tr> <tr> <td>35-44</td> <td>562,107</td> <td>575,073</td> <td></td> </tr> <tr> <td>45-54</td> <td>547,709</td> <td>556,069</td> <td></td> </tr> <tr> <td>55-64</td> <td>406,736</td> <td>428,659</td> <td></td> </tr> <tr> <td>65+</td> <td>290,905</td> <td>312,102</td> <td></td> </tr> </tbody> </table> <ul style="list-style-type: none"> Move to active action step for state fiscal year 2016 	Age Group	FY14	FY15	FY16	18-24	627,190	647,595		25-34	661,462	683,253		35-44	562,107	575,073		45-54	547,709	556,069		55-64	406,736	428,659		65+	290,905	312,102		Organ and Tissue Donor Program, OPOs, Eye Bank, Tissue Banks	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Number of registry enrollments among individuals 18 years of age and older
Age Group	FY14	FY15	FY16																												
18-24	627,190	647,595																													
25-34	661,462	683,253																													
35-44	562,107	575,073																													
45-54	547,709	556,069																													
55-64	406,736	428,659																													
65+	290,905	312,102																													
<p>Potential: Offer local license office personnel training</p> <p>STATUS:</p> <ul style="list-style-type: none"> Midwest Transplant Network and Mid-America Transplant Services offer training Midwest Transplant Network has dedicated a staff person to meet with each office at least one time per year in addition to newsletters and hand delivery of accomplishment awards Mid-America Transplant Services owns and operates three local license offices and have implemented customer service training and organ/tissue donation education training 	Potential: GODAC members, OPOs, Eye Bank, Tissue Banks, Non-profit and civic organizations, City Administrators, County Councils, Community Members	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Number of completion certificates issued to local license office personnel																												

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
<ul style="list-style-type: none"> GODAC members, Phil Duncan, Peter Nicastro and Deb Simaitis have made person visits to their local license offices and thanked them for asking the questions and to share the importance of asking the question to every patron Formal statewide training not developed to date Move to active action list in FY16 			
<p>Potential: Provide personal organ, tissue and/or eye donor story to local license office personnel and thank them for their work prior to or immediately after a training session</p> <p>STATUS:</p> <ul style="list-style-type: none"> 4 visits: GODAC members, Phil Duncan, Peter Nicastro and Deb Simaitis have made personal visits to their local license offices and thanked them for asking the questions and to share the importance of asking the question to every patron 159 visits to 84 offices: Midwest Transplant Network Mid-America Transplant Services has the state contract for three (3) licenses of-fices in the St. Louis area and provides on-going training, activities, and visits Move to active action list in FY16 	<p>Potential: GODAC members, OPOs, Eye Bank, Tissue Banks, Non-profit and civic organizations, City Administrators, County Councils, Community Mem-bers</p>	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	<p>Measure: Number of face-to-face visits made to local license offices</p>
<p>Share "Everyone's Hot for My Body" campaign with local license offices in the Midwest Transplant Network service area to assure consistent messaging about organ, eye and tissue donation.</p> <p>STATUS:</p> <ul style="list-style-type: none"> Campaign materials released to 84 Missouri Driver License offices that included posters and brochures. Remove action step for FY16 	<p>Midwest Transplant Network and the Missouri Department of Revenue</p>	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	<p>Delivery of message to local license offices</p>
<p>Provide newsletter(s) to local license office staff as educational piece about organ, eye and tissue donation</p> <p>STATUS:</p> <ul style="list-style-type: none"> MTN sends a print newsletter, <i>Licensed for Life</i>, each quarter to 84 Missouri li-cense offices within their service area 	<p>Midwest Transplant Network, Missouri Organ and Tissue Donor Program</p> <p>Potential: Mid-America</p>	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started MTN and Program newsletters are on-	<p>Newsletters sent</p>

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)																																																																																											
		Status	Measure(s)/Notes																																																																																										
<ul style="list-style-type: none"> MTN sends <i>Registry Report</i>, an electronic newsletter, monthly to 84 Missouri license offices within their service area Organ and Tissue Donor Program sends an electronic newsletter 3-4 times per year to all license offices within Missouri (> 180) 	Transplant Services	going																																																																																											
<p>Recognize top performing offices in their ability to consistently ask mandatory registry and contribution questions</p> <p>STATUS:</p> <ul style="list-style-type: none"> Offices receiving awards for FY15 <table border="1" data-bbox="94 776 982 1466"> <thead> <tr> <th colspan="6">DMV Awards Distributed, FY 15</th> </tr> <tr> <th></th> <th>Quarter 1</th> <th>Quarters 2</th> <th>Quarter 3</th> <th>Quarter 4</th> <th>Year</th> </tr> </thead> <tbody> <tr> <td colspan="6">Overall -- Enrollments</td> </tr> <tr> <td>Highest %</td> <td>Liberty</td> <td>Chester-field</td> <td>Liberty</td> <td>Chester-field</td> <td>Chester-field</td> </tr> <tr> <td>2nd Highest %</td> <td>Des Peres</td> <td>Liberty</td> <td>Chester-field</td> <td>Des Peres</td> <td>Maple-wood</td> </tr> <tr> <td>3rd Highest %</td> <td>Platte City</td> <td>Platte City</td> <td>Des Peres</td> <td>West Co.</td> <td>Des Peres</td> </tr> <tr> <td>4th Highest %</td> <td>Lee's Summit</td> <td>Belton</td> <td>Platte City</td> <td>Maple-wood</td> <td>Platte City</td> </tr> <tr> <td>5th Highest %</td> <td>Belton</td> <td>Clayton</td> <td>Parkville</td> <td>Washington</td> <td>Liberty</td> </tr> <tr> <td colspan="6">Overall Enrollments -- Transactions</td> </tr> <tr> <td>≤ 3,000</td> <td>St. Genevieve</td> <td>Rock Port</td> <td>Plattsburg</td> <td>Maysville</td> <td>St. Genevieve</td> </tr> <tr> <td>3,000-9,100</td> <td>Platte City</td> <td>Platte City</td> <td>Platte City</td> <td>Washington</td> <td>Platte City</td> </tr> <tr> <td>≥ 9,100</td> <td>Liberty</td> <td>Chester-field</td> <td>Liberty</td> <td>Chester-field</td> <td>Liberty</td> </tr> <tr> <td colspan="6">Overall -- Contributions</td> </tr> <tr> <td>Highest %</td> <td>West Co.</td> <td>Clayton</td> <td>Clayton</td> <td>Clayton</td> <td>West Co.</td> </tr> <tr> <td>2nd Highest %</td> <td>Princeton</td> <td>West Co.</td> <td>West Co.</td> <td>West Co.</td> <td>Clayton</td> </tr> </tbody> </table>	DMV Awards Distributed, FY 15							Quarter 1	Quarters 2	Quarter 3	Quarter 4	Year	Overall -- Enrollments						Highest %	Liberty	Chester-field	Liberty	Chester-field	Chester-field	2 nd Highest %	Des Peres	Liberty	Chester-field	Des Peres	Maple-wood	3 rd Highest %	Platte City	Platte City	Des Peres	West Co.	Des Peres	4 th Highest %	Lee's Summit	Belton	Platte City	Maple-wood	Platte City	5 th Highest %	Belton	Clayton	Parkville	Washington	Liberty	Overall Enrollments -- Transactions						≤ 3,000	St. Genevieve	Rock Port	Plattsburg	Maysville	St. Genevieve	3,000-9,100	Platte City	Platte City	Platte City	Washington	Platte City	≥ 9,100	Liberty	Chester-field	Liberty	Chester-field	Liberty	Overall -- Contributions						Highest %	West Co.	Clayton	Clayton	Clayton	West Co.	2 nd Highest %	Princeton	West Co.	West Co.	West Co.	Clayton	Midwest Transplant Network, Mid-America Transplant Services, Missouri Organ and Tissue Donor Program, Missouri Kidney Program, Gift of Life, Saving Sight	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Offices receiving awards based on transactions vs. enrollments or vs. contributions
DMV Awards Distributed, FY 15																																																																																													
	Quarter 1	Quarters 2	Quarter 3	Quarter 4	Year																																																																																								
Overall -- Enrollments																																																																																													
Highest %	Liberty	Chester-field	Liberty	Chester-field	Chester-field																																																																																								
2 nd Highest %	Des Peres	Liberty	Chester-field	Des Peres	Maple-wood																																																																																								
3 rd Highest %	Platte City	Platte City	Des Peres	West Co.	Des Peres																																																																																								
4 th Highest %	Lee's Summit	Belton	Platte City	Maple-wood	Platte City																																																																																								
5 th Highest %	Belton	Clayton	Parkville	Washington	Liberty																																																																																								
Overall Enrollments -- Transactions																																																																																													
≤ 3,000	St. Genevieve	Rock Port	Plattsburg	Maysville	St. Genevieve																																																																																								
3,000-9,100	Platte City	Platte City	Platte City	Washington	Platte City																																																																																								
≥ 9,100	Liberty	Chester-field	Liberty	Chester-field	Liberty																																																																																								
Overall -- Contributions																																																																																													
Highest %	West Co.	Clayton	Clayton	Clayton	West Co.																																																																																								
2 nd Highest %	Princeton	West Co.	West Co.	West Co.	Clayton																																																																																								

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)			
		Status	Measure(s)/Notes		
3 rd Highest %	Lamar Lamar Princeton Princeton Lamar				
4 th Highest %	Imperial Imperial Lamar Joplin Princeton				
5 th Highest %	Des Peres Princeton Joplin Lamar Joplin				
Overall Contributions -- Transactions					
≤ 3,000	Princeton Lamar Princeton Princeton Lamar				
3,000-9,100	Harrison-vile Carthage Butler Washing-ton Butler				
≥ 9,100	West Co. Clayton Clayton Clayton West Co.				

Priority Area Education – High School Education

Goal: Educate and build awareness about organ, eye, and tissue donation so people can make an informed decision.

- Objective(s):**
1. By June 2016, increase the number of high schools implementing the Gift of Life program from 80 as of June 30, 2013 to 90.
 2. By June 2016, offer a minimum of two organ and tissue donation learning module options for public schools.

Record major action steps below. *Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.*

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)													
		Status	Measure(s)/Notes												
<p>Monitor Donor Registry data</p> <p>STATUS:</p> <ul style="list-style-type: none"> Enrollment among young adults 15-24 years of age <table border="1"> <thead> <tr> <th>Age Group</th> <th>FY14</th> <th>FY15</th> <th>FY16</th> </tr> </thead> <tbody> <tr> <td>15-17</td> <td>171,252</td> <td>173,837</td> <td></td> </tr> <tr> <td>18-24</td> <td>627,190</td> <td>647,595</td> <td></td> </tr> </tbody> </table>	Age Group	FY14	FY15	FY16	15-17	171,252	173,837		18-24	627,190	647,595		Organ and Tissue Donor Program	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Number of registry enrollments among 15-18 year olds
Age Group	FY14	FY15	FY16												
15-17	171,252	173,837													
18-24	627,190	647,595													
<p>Potential: Establish a work team of partners by January 1, 2015 to evaluate existing organ, eye and tissue donation school program for use by high schools throughout Missouri</p> <p>STATUS:</p> <ul style="list-style-type: none"> April 2015, GODAC Chair, Deb Simaitis, contacted DESE and asked for a liaison to attend GODAC meetings May 2015, DESE Representative, Janice Rehak, attended the GODAC meeting and provided a list of education organizations for possible contact Move to active action step and update timeline for FY16 	<p>Potential: Organ and Tissue Donor Program, Team Missouri, Missouri School Boards Association, Department of Elementary and Secondary Education (Work Team)</p>	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Work team established and leader identified												
<p>Potential: Evaluate existing high school organ, eye and tissue donation program through December 2015</p>	<p>Potential: Work Team</p>	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Programs evaluated, Recommendations												

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)													
		Status	Measure(s)/Notes												
STATUS: <ul style="list-style-type: none"> GODAC to meet and update timeline in FY16 			written												
Potential: Submit recommended high school organ, eye and tissue donation programs to the Departments of Elementary and Secondary Education and Health and Senior Services by February 1, 2016	Potential: Work Team	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measure: Recommendations approved by Departments												
Potential: Submit recommended high school organ, eye and tissue donation program information dissemination plan to the Departments of Elementary and Secondary Education and the Department of Health and Senior Services by February 1, 2016	Potential: Work Team	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Plan written, and plan approved by Departments												
Potential: Disseminate high school organ, eye and tissue donation educational program opportunities to public schools throughout Missouri <ul style="list-style-type: none"> Following Educational Opportunities listed on the DHSS website <ul style="list-style-type: none"> College Campus Toolkit Interactive Learning Program (HS) – Mid-America Transplant Services Pass It On (4th Grade) Pass It On (Scouting) Life Savers (HS) – Gift of Life, Kansas City Update timeline for state fiscal year 2016 and consider moving to Move to active action step vs. potential Enrollment among young adults 15-24 years of age <table border="1" data-bbox="262 1209 814 1307"> <thead> <tr> <th>Age Group</th> <th>FY14</th> <th>FY15</th> <th>FY16</th> </tr> </thead> <tbody> <tr> <td>15-17</td> <td>171,252</td> <td>173,837</td> <td></td> </tr> <tr> <td>18-24</td> <td>627,190</td> <td>647,595</td> <td></td> </tr> </tbody> </table> 	Age Group	FY14	FY15	FY16	15-17	171,252	173,837		18-24	627,190	647,595		Potential: Organ and Tissue Donor Program, Missouri School Boards Association, Department of Elementary and Secondary Education, GODAC, Eye Bank, OPOs, GOL	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Recommended program information posted on DHSS site, Number of presentation opportunities secured, Number of teachers informed about available programs, Number of schools adopting one or more recommended programs, Number of schools participating in educating students about organ, eye and tissue donation, and Number of donor designation among 15-18 year olds
Age Group	FY14	FY15	FY16												
15-17	171,252	173,837													
18-24	627,190	647,595													
Potential:	Organ and Tissue Donor Pro-	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule	Measures: Life Saver™ pro-												

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
<p>Publicize Gift of Life's Life Saver™ program</p> <p>STATUS:</p> <ul style="list-style-type: none"> Program link included on DHSS website (http://www.health.mo.gov/living/organdonor/resources.php#edresources) Saving Sight provided a volunteer presence at the annual Gift of Life's Life Savers™ Rally (October 2014). Plan to continue effort in FY16 Move to active action list in FY16 	<p>gram, GODAC members, OPOs, Eye Bank, Local School Board Association, Missouri School Board Association, Department of Elementary and Secondary Education, Non-profit and civic organizations, City Administrators, County Councils, Community Members</p>	<input checked="" type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	<p>gram information on DHSS website, Number of schools contacting Gift of Life about implementing program within their high school</p>
<p>Potential: Expand Gift of Life's Life Saver™ program in high schools beyond four Missouri counties of Cass, Johnson, Platte and Pettis to at least six counties by June 30, 2017</p> <p>STATUS:</p> <ul style="list-style-type: none"> Revisit objective, action steps and timeline 	<p>Gift of Life, Team Missouri, GODAC members, OPOs, Tissue Banks, Non-profit and civic organizations, Missouri School Boards Associations, Department of Elementary and Secondary Education</p>	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	<p>Measures: Expansion method determined Materials modified (if necessary), Training developed, Number of high schools implementing the program by school calendar year and, Number of high school students returning document that they spoke with their parent(s) about donation</p> <p><i>Note: Gift of Life has agreed to be the lead organization for this effort</i></p>

Priority Area **Education – Adults 50 years of age and older**

Goal: Educate and build awareness about organ, eye, and tissue donation so people can make an informed decision.

Objective(s): 1. By June 2018, adopt, adapt or develop and distribute materials dedicated to myths about age, cancer and medical care among the state’s adult population 50 years of age and older.

Record major action steps below. Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Establish a work team of partners by January 1, 2016 to evaluate existing educational materials for adults 50 years of age and older	Organ and Tissue Donor Program, Team Missouri, Missouri-based organizations working with target population Potential: University of Missouri St. Louis University Brown School of Public Health Washington University, etc.	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Work team established and leader identified
Evaluate existing materials for adults 50 years of age and older to determine effectiveness and make recommendation of material to use by June 30, 2017 STATUS: <ul style="list-style-type: none"> Radio ad produced by HRSA to resonate with individuals 50 years of age and older was aired in Missouri (April 2015). The purpose of the ad is Registry to inform and encourage individuals 50 years of age and older to register as potential organ, eye and tissue donors. Enrollment among individuals ≥ 50 was measured prior to, during and after the campaign. For comparison, donor designations for 	Work Team Potential University of Missouri St. Louis University Brown School of Public Health,	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measure: Material evaluation completed

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)																																																																	
		Status	Measure(s)/Notes																																																																
<p>the same months the previous year were utilized.</p> <table border="1" data-bbox="262 560 819 1144"> <thead> <tr> <th colspan="4">Donor Designations by Age Category</th> </tr> <tr> <th>Date</th> <th>45-54/ % of Δ</th> <th>55-64</th> <th>65+</th> </tr> </thead> <tbody> <tr> <td>3.29.2014</td> <td>543,109</td> <td>400,747</td> <td>286,465</td> </tr> <tr> <td>5.3.2014</td> <td>544,337</td> <td>402,516</td> <td>287,416</td> </tr> <tr> <td></td> <td>.23% ↑</td> <td>.44% ↑</td> <td>.33% ↑</td> </tr> <tr> <td>5.31.2014</td> <td>545,349</td> <td>404,120</td> <td>288,643</td> </tr> <tr> <td></td> <td>.19% ↑</td> <td>.4% ↑</td> <td>.43% ↑</td> </tr> <tr> <td>6.28.2014</td> <td>547,709</td> <td>406,736</td> <td>290,905</td> </tr> <tr> <td></td> <td>.43% ↑</td> <td>.65% ↑</td> <td>.78% ↑</td> </tr> <tr> <td>3.28.2015</td> <td>553,772</td> <td>423,164</td> <td>306,594</td> </tr> <tr> <td>5.2.2015</td> <td>554,784</td> <td>425,347</td> <td>308,508</td> </tr> <tr> <td></td> <td>.18% ↑</td> <td>.52% ↑</td> <td>.62% ↑</td> </tr> <tr> <td>5.30.2015</td> <td>555,436</td> <td>426,843</td> <td>310,277</td> </tr> <tr> <td></td> <td>.12% ↑</td> <td>.35% ↑</td> <td>.57% ↑</td> </tr> <tr> <td>6.27.2015</td> <td>556,527</td> <td>429,458</td> <td>312,924</td> </tr> <tr> <td></td> <td>.2% ↑</td> <td>.61% ↑</td> <td>.85% ↑</td> </tr> </tbody> </table> <p>Source: Missouri Donor Registry System</p> <p>While the radio campaign ad aired in April 2015 had no significant impact on the 45-54 and the 55-64 age groups, the number of donor designations for the 65 and older age group increased significantly between March 2015 to June 2015 (2.1%) compared to March 2014 through June 2014 (1.5%). The ad, intending to drive action (donor designations in registries), encouraged action among senior adults 65 years of age and older in Missouri.</p>	Donor Designations by Age Category				Date	45-54/ % of Δ	55-64	65+	3.29.2014	543,109	400,747	286,465	5.3.2014	544,337	402,516	287,416		.23% ↑	.44% ↑	.33% ↑	5.31.2014	545,349	404,120	288,643		.19% ↑	.4% ↑	.43% ↑	6.28.2014	547,709	406,736	290,905		.43% ↑	.65% ↑	.78% ↑	3.28.2015	553,772	423,164	306,594	5.2.2015	554,784	425,347	308,508		.18% ↑	.52% ↑	.62% ↑	5.30.2015	555,436	426,843	310,277		.12% ↑	.35% ↑	.57% ↑	6.27.2015	556,527	429,458	312,924		.2% ↑	.61% ↑	.85% ↑	<p>Washington University, etc.</p>		
Donor Designations by Age Category																																																																			
Date	45-54/ % of Δ	55-64	65+																																																																
3.29.2014	543,109	400,747	286,465																																																																
5.3.2014	544,337	402,516	287,416																																																																
	.23% ↑	.44% ↑	.33% ↑																																																																
5.31.2014	545,349	404,120	288,643																																																																
	.19% ↑	.4% ↑	.43% ↑																																																																
6.28.2014	547,709	406,736	290,905																																																																
	.43% ↑	.65% ↑	.78% ↑																																																																
3.28.2015	553,772	423,164	306,594																																																																
5.2.2015	554,784	425,347	308,508																																																																
	.18% ↑	.52% ↑	.62% ↑																																																																
5.30.2015	555,436	426,843	310,277																																																																
	.12% ↑	.35% ↑	.57% ↑																																																																
6.27.2015	556,527	429,458	312,924																																																																
	.2% ↑	.61% ↑	.85% ↑																																																																

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Establish a donor drive volunteer program with Lion Club members (2015-2016) STATUS: <ul style="list-style-type: none"> • Lions Volunteer Plan completed • Program began in May 2015 • 54 volunteers trained May 15, 2015 	Saving Sight	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Number of volunteers trained
Media Campaign targeting Missouri population 50+ years of age STATUS: <ul style="list-style-type: none"> • Radio Ad developed by HRSA utilized and aired in April 2015 (month) • Aired 5,136 times through contract with Missouri Broadcaster's Association <ul style="list-style-type: none"> ○ Investment: \$44,000 ○ Statewide (except St. Louis per HRSA's request) • Aired 23 times through contract with Learfield (on week) <ul style="list-style-type: none"> ○ Investment: \$5,500 ○ Rural Missouri (counties with the lowest enrollment of target population) 	Department of Health and Senior Services, GODAC	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Enrollment among adults 50 years of age and older

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Develop dissemination plan for materials identified as effective for adults 50 years of age and older	Work Team	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measure: Dissemination plan completed
<p>Potential: Disseminate materials to adults 50 years of age and older</p> <p>STATUS:</p> <ul style="list-style-type: none"> Radio Ad developed by HRSA utilized and aired in April 2015 (month) to inform and encourage individuals 50 years of age and older to register as potential organ, eye and tissue donors. Donor designations among middle and older adults monitored during March, April, May and June 2015. Comparison data will be donor designations for the same months the previous year. Publish results in FY16 Upon receipt of analysis, revisit objective, action steps and timeline in FY16 	<p>Potential: Work Team Organizations, Organizations serving adults 50 years and older, news media, hospitals, lawyers, etc.</p>	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	<p>Measures: Recommended myth busting material posted on DHSS site and available for distribution</p> <p>Number of materials mailed</p> <p>Number of donor designation among 45-54, 55-64, and 65+ year olds</p> <p><i>Note: Measures will be dependent upon dissemination plan developed and approved, number of partners assisting in distribution, and their distribution methods</i></p>

Priority Area Education – Social Media

Goal: Educate and build awareness about organ, eye, and tissue donation so people can make an informed decision.

Objective(s): 1. By June 2018, distribute organ and tissue donation information through Twitter, Facebook, YouTube and the Internet.

Record major action steps below. *Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.*

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Add content at least quarterly to social media venues, e.g., Twitter, Facebook, YouTube and Internet STATUS: <ul style="list-style-type: none"> Revisit objective, action steps and timeline in FY16 	Organ and Tissue Donor Program Potential: OPOs, Eye Bank, Tissue Banks, Gift of Life, Missouri Kidney Program, Transplant Hospitals, Donor Families, Recipient Families, Community members, Civic and non-profit organizations	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Number of followers Number of posts Number of hits
Develop a social media outreach kit for stakeholders to use during National Eye Donor Month (March) STATUS: <ul style="list-style-type: none"> Social media outreach kit developed 40 hospitals received kit 400 page views (www.saving-sight.org/national-eye-donor-month-2015) 	Saving Sight	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Kit developed # of kits distributed to stakeholders # page views # of stakeholders utilizing the kit (new measure for FY16)

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
<p>Potential: Develop or adopt messages for groups to use about organ, eye and tissue donation</p>	<p>Potential: OPOs, Eye Bank, Tissue Banks, Gift of Life, Missouri Kidney Program, Transplant Hospitals, Donor Families, Recipient Families, Community members, Civic and non-profit organizations, Organ and Tissue Donor Program</p>	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	<p>Measures: Number of messages developed, Number of messages used by partnering agencies, Number of message posts, Number of message re-tweets</p>

Priority Area Education – Faith-based Opportunities

Goal: Educate and build awareness about organ, eye, and tissue donation so people can make an informed decision.

Objective(s): 1. By June 2018, engage at least one religious leadership organization in organ, eye and tissue donation and Registry education efforts.

Record major action steps below. *Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.*

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Identify work group and work group leader for faith-based education efforts by June 2015 STATUS: <ul style="list-style-type: none"> Revisit objective, action steps and timeline in FY16 	GODAC Potential: OPOs, Eye Bank, Organ and Tissue Donor Program, Missouri Kidney Program, etc.	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Work group and group leadership identified and secured
Identify opportunities to reach sizeable church leadership audiences by June 2016 STATUS: <ul style="list-style-type: none"> Revisit objective, action steps and timeline in FY16 	Work Group	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Opportunities identified and documented
Build relationship with identified church leadership groups and discuss organ, eye, and tissue donation education and registry opportunities through June 2018 STATUS: <ul style="list-style-type: none"> Revisit objective, action steps and timeline in FY16 	Work Group	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Number of alliances contacted Number of meetings/contacts Number of educational efforts initiated Number of speaking engagements booked

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Potential: Develop and post a central speakers list of volunteers accessible by work group, GODAC and partners by June 2016	Potential: OPOs, Eye Bank, Organ and Tissue Donor Program, Missouri Kidney Program, Work Group, etc.	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Speakers list developed and published, and partners notified of availability
Potential: Maintain and update central speakers list of volunteers by June 2016	Potential: OPOs, Eye Bank, Organ and Tissue Donor Program, Missouri Kidney Program, Work Group, etc.	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measure: Number of volunteer speakers on list, Update frequency, Number of hits, etc.

Priority Area Education – Living and Other Donation Types

Goal: Educate and build awareness about organ, eye, and tissue donation so people can make an informed decision.

Objective(s): 1. By June 2018, inform public about living and other donation types.

Record major action steps below. *Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.*

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Include at least one living donation article in the organ and tissue donation annual report STATUS: <ul style="list-style-type: none"> Story submitted by MTN, <i>Living Kidney Donation Creates Brotherly Bond</i>, included in the 2014 GODAC Annual Report Living donor data included in the 2014 GODAC Annual Report 	GODAC, OPOs Potential: Eye Bank, Organ and Tissue Donor Program, Missouri Kidney Program, etc.	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Living donor article published annually by January 15
Expand living donation information on website and assure information is current and accurate through June 2018 STATUS: <ul style="list-style-type: none"> Review of web content at www.health.mo.gov/organdonor completed 	Organ and Tissue Donor Program Potential: OPOs, Eye Bank, Missouri Kidney Program, Gift of Life, Transplant Centers, etc.	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Annual review, research complete, information approved, and number of links or information added
Expand bone marrow and other donation information on website and assure information is current and accurate through June 2018 STATUS: <ul style="list-style-type: none"> Review of web content at www.health.mo.gov/organdonor completed 	Organ and Tissue Donor Program Potential: OPOs, Eye Bank, Missouri Kidney Program, Gift of Life,	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Annual review, research complete, information approved, and number of links or information added

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
	Transplant Centers, etc.		

Priority Area **Finance – Sustainability**

Goal: Sustainable funding supports Donor Registry System operation and educational programs.

- Objective(s):**
1. By close of 2017 legislative session, reauthorize the Missouri Income Tax check off
 2. By June 2018, ensure a continual fund balance of three years of operating expenses
 3. By June 2018, establish an online contribution mechanism for the Organ Donor Program Fund

Record major action steps below. *Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.*

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
<p>Monitor income and expenditures to assure current plus three year program operating expenses</p> <p>STATUS:</p> <ul style="list-style-type: none"> • Annual assessment complete and FY16 budget proposal presented to GODAC (May 2014, 2015) • FY14 budget updates provided at GODAC meetings (July, Sept and Dec 2014, and February and May 2014) • FY15 budget updates provided at GODAC meetings (July, Sept and Dec 2014, and March and May 2015) • FY15 budget adjusted in January 2015 and report provided during GODAC meeting (March 2015) 	Organ and Tissue Donor Program, GODAC, Department of Health and Senior Services	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Annual assessment of projected income and expenses Annual budget adjustments made as needed and reported Quarterly reports
<p>Adjust annual budget expenditures to assure current plus three year program operating expenses</p> <p>STATUS:</p> <ul style="list-style-type: none"> • Income and expenditure trend monitored by GODAC member from data available from the State Treasurer’s Office and reported at GODAC meetings (July, Sept and Dec 2014, and March and May 2015) 	Organ and Tissue Donor Program, Department of Health and Senior Services, GODAC	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Quarterly reports

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Potential: Establish work group and leadership for online contribution mechanism for the Organ Donor Program Fund to determine scope, functionality and to make recommendations to the State of Missouri	Potential: Organ and Tissue Donor Program, Department of Health and Senior Services, Information Technology, Department of Revenue, GODAC, Team Missouri	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Work group established and leadership identified Recommendations submitted to the DHSS
Potential: Establish an online contribution mechanism for the Organ Donor Program Fund	Potential: Work group, Organ and Tissue Donor Program, Information Technology, Software Contractor	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Online mechanism established and functional, Monitor revenue through this mechanism, and quarterly report to GODAC
Potential: Reauthorize tax check off by close of 2017 legislative session	Potential: OPOs, Eye Bank, individuals, Department of Health and Senior Services	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measure: Reauthorization enacted prior to Sunset clause

Priority Area **Finance – Stewardship**

Goal: Transparent stewardship of the Organ Donor Program Fund

Objective(s): 1. By June 2018, provide budget reports to advisory committee, partners, and the public.

Record major action steps below. *Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.*

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Provide budget report that reflects current expenses, forecasts, and variances at advisory committee meetings for members, partners, and public in attendance STATUS: <ul style="list-style-type: none"> FY14 budget updates provided at GODAC meetings (July, Sept and Dec 2014, and February and May 2014) FY15 budget updates provided at GODAC meetings (July, Sept and Dec 2014, and March and May 2015) 	Organ and Tissue Donor Program	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measure: Budget report shared at advisory committee meetings
Publish a fiscal year end budgetary report in the annual report for members, partners, and the public STATUS: <ul style="list-style-type: none"> Report for FY14 released January 15, 2015 as part of the Annual Report available at www.health.mo.gov/living/organdonor/publications.php Key partners and committee members received printed copies for the report for distribution Local license offices received a printed copy to share with staff 	Organ and Tissue Donor Program	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Budget summary included in annual report Annual report published on the web, and Annual report distributed to members and key partners

Priority Area Registry – Functionality

Goal: A confidential and technologically current Donor Registry System

- Objective(s):**
1. By December 2017, Donor Registry System will be mobile friendly
 2. By June 2018, streamline the online registration process of the Donor Registry System

Record major action steps below. *Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.*

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Establish IT work group and group leadership	Organ and Tissue Donor Program Potential: GODAC, OPOs, Eye Bank, Gift of Life, etc.	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> Not started Measures: Work group established and group leadership identified <i>Note: There is a need for DHSS' legal counsel to be a part of the work group</i>
Research best practices for online registration that meets Missouri statutory requirements and submit recommendations by June 2016	IT Work Group	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> Not started Measure: Recommendations submitted to the DHSS
IT work group submits recommendations by June 2016 on how to modify the Donor Registry System portal so that it is also mobile friendly	IT Work Group	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> Not started Measure: Recommendations submitted to the DHSS
Incorporate accepted recommendation into the Donor Registry System by June 2018	Organ and Tissue Donor Program, Information Technology, Software Contractor	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> Not started Measures: Streamlined Online Registration Process Deployed, and Mobile friendly Donor Registry System Deployed
Modify DRS to improve functionality and assure security	Organ and Tissue Donor Program, Information	<input type="checkbox"/> Completed <input type="checkbox"/> On Target	<input type="checkbox"/> Behind Schedule CSR Developed

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
<p>STATUS:</p> <ul style="list-style-type: none"> The DRS follows State of Missouri Cyber Security Protocols (https://cybersecurity.mo.gov) Office of Administration, Information Technology Services Division (ITSD) upgraded production and test server software in FY14 ITSD updated the Secure Socket Layer (SSL), an encryption method to increase security of the DRS data in FY14 CSR entitled "Donor Registry System – Application Modifications, Enhancements and Documentation" submitted at end of FY14. CSR deliverables are broken down by year one and two and then by high, medium and low priority within each year. 	Technology, Software Contractor	<input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Completion of high, medium and low priorities by year

Priority Area Stakeholders – Communication

Goal: Engaged stakeholders making recommendations for Donor Registry System operations and education initiatives through open and transparent communication

- Objective(s):**
1. By June 20, 2015, document roles of primary stakeholders.
 2. By June 30, 2015, document communication process between the advisory committee and the Department.
 3. By June 30, 2015, publish the role of the Donate Life Missouri team.
 4. By June 2018, engage stakeholders on Donor Registry System operations and education efforts.

Record major action steps below. *Color text highlights areas that organizations and individuals may want to adopt to help impact organ, eye and tissue donation and donor designations in Missouri.*

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Research and document role of primary stakeholders	Organ and Tissue Donor Program Potential: GODAC, OPOs, Eye Bank, Gift of Life, etc.	<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input checked="" type="checkbox"/> Not started	Measures: Research completed, Roles documented for GODAC, OPOs, GOL, and Team Missouri, and Roles published on web
Document process utilized by the advisory committee when communicating with the Department of Health and Senior Services STATUS: <ul style="list-style-type: none"> • The Department recommended and GODAC agreed to utilize the Department of Health and Senior Services' SBAR process to communicate, suggestions, ideas recommendation, requests and questions to the Department in FY14 • Old orientation training translated and under revision (FY15) for new training scheduled for release in FY16 • Information being incorporated into GODAC training (FY16) so that as new members are appointment they will can learn the process 	Organ and Tissue Donor program, GODAC	<input checked="" type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Communication process documented, and Communication process included in advisory committee handbook

Action Steps	Responsible & Potential Person(s)/ Program(s)/ Stakeholders	Success/Potential Success Indicator(s)	
		Status	Measure(s)/Notes
Solicit input from stakeholders when modify the Donor Registry System STATUS: <ul style="list-style-type: none"> • A survey related to the DRS reports issued to all partners in FY14 • Survey results taken into consideration as registry modification and enhancements were incorporated into the CSR document in FY15 		<input type="checkbox"/> Completed <input type="checkbox"/> Behind Schedule <input checked="" type="checkbox"/> On Target <input type="checkbox"/> Not started	Measures: Number of recommendations incorporated into the Donor Registry System, and Number of recommendations incorporated into educational efforts

This work was supported in part by Health Resources and Services Administration contract 234–2005–370011C. The content is the responsibility of the authors alone and does not necessarily reflect the views or policies of the Department of Health and Human Services, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.

¹ Based on OPTN data as of July 2015. (<http://optn.transplant.hrsa.gov>)

² Donate Life America. (November 2014). Statistics. Retrieved from <http://donatelife.net/statistics/>

³ Department of Health and Senior Services. (July 2015). Donor Registry System.

⁴ Missouri Department of Revenue. (April 2013). Driver/Identification Transactions for Calendar Years 2010, 2011 and 2012.

⁵ Organ Procurement and Transplantation Network (OPTN). (June 2014). Data Reports and Policies. Retrieved from <http://optn.transplant.hrsa.gov/converge/latestData/advancedData.asp>

⁶ Based on OPTN data as of July 2015. (<http://optn.transplant.hrsa.gov>)

⁷ U.S. Centers for Disease Control and Prevention. Retrieved from <http://www.cdc.gov/features/worldkidneyday/>.

⁸ Department of Health and Senior Services. (July 10, 2013). Population MICA.

⁹ Based on OPTN data as of July 24, 2015. (Request No 7/10/2015–6, <http://optn.transplant.hrsa.gov>)

¹⁰ Organ Procurement and Transplantation Network (OPTN). (Request No 082014–SEP2013–003 and 5): Donors Recovered where Missouri is Donor Home State of Recovery). Based on OPTN data as of June 30, 2014. Data subject to change based on future data submission or correction.

¹¹ Based on OPTN data as of July 24, 2015. (Request No 7/10/2015-7, <http://optn.transplant.hrsa.gov>)

¹² Based on OPTN data as of June 5, 2015. (Recurring Request No 03AUG2004-001, <http://optn.transplant.hrsa.gov>)

¹³ Based on OPTN data as of July 24, 2014. (Request No 7/10/2015-7, <http://optn.transplant.hrsa.gov>)