



Handing over ... Australians Donate 2002–2008

Marcia Coleman, Executive Chairman, Australians Donate

■ Australians Donate (AD) has served as the officially recognised peak national body for organ and tissue donation for transplantation since June 2002.

The Commonwealth designated this role for us in recognition of the need for a more concerted, co-ordinated national donation and transplantation program. There was also need for national forums to work towards resolving a wide range of ethical and practical issues, and this continues to be the case.

We are winding up on March 31 2008, and handing over our peak body role to the Cognate Committee on Organ and Tissues, along with the vast body of resource material we have compiled through our work.

The Committee will be an eighteen-member body representative of governments and clinical and non-clinical stakeholders. A diagram on page 5 outlines the anticipated structure.

The Collaborative

Management of our highly successful Australians Donate National Organ Donation Collaborative project will transfer on April 1st, 2008 to the National Institute of Clinical Studies, an institute of the National Health and Medical Research Council.

AD made a series of strong representations to Governments to secure the future of the Collaborative, which along with many other projects were given positive analysis as part of the AD Review.

In accord with representations, Health Ministers agreed to fund the Collaborative beyond its initial term to enable its valuable work to continue until June 2009.

The Collaborative will undergo a comprehensive evaluation over the



remainder of this year to consider its future beyond the extended funding period.

AD fulfills its charter

In 2002, the Australian Health Ministers' Advisory Council designated Australians Donate the peak national body with a charter to achieve four major objectives:

- Maximising organ and tissue donation for transplantation, and enhancing community confidence in the associated systems;
- Maximising the level of organ and tissue donation and the effective use of available donor organs;
- Developing an effective and nationally consistent program; and
- Creating an environment in which Australians can donate organs and tissue for transplantation with confidence, and ensuring ethical standards apply in the conduct of this work.

Australians Donate National Organ Donation Collaborative – the Journey

The AD Collaborative in its first year was supported by 22 Hospitals from around Australia. In year two, we have 26 Hospitals. Over 700 registrations were received for the Learning Sessions. Participation has included intensive care physicians, clinical care nurses, hospital executive staff, social workers, donor co-ordinators, transplant co-ordinators, emergency department doctors and nurses. Each year AD also held National Forums, attended by the broader medical community, addressed by international speakers and local experts. AD has also held numerous jurisdictional meetings, enabling local issues to be addressed.

2005

Marcia Coleman visited the USA to explore the Breakthrough Collaborative Series to determine its relevance to Australia.

2006

Collaborative Commences – Learning Session One – 29th & 30th June

St Kilda, Melbourne

Learning Session Two – 25th October
Brighton Beach, Sydney

2007

Learning Session Three – 15th & 16th
March Convention Centre, Perth

Learning Session Four – 13th &
14th June

“Anchoring our achievements”
Convention Centre, Melbourne

Learning Session- Five – “Spread &
Sustainability”

26th November Adelaide

2008

Learning Session Six – 29th February,
Darling Harbour, Sydney.

Lifting the donor rates has been the major aim for AD through the Collaborative. To support the work within Hospitals it was important to make sure of high community awareness around organ and tissue donation.

Generating public relations, media campaigns, community, business awareness and schools support has been another key role of AD. We have made our mark in this area—as demonstrated recently through our most successful Australian Organ Donor Awareness Week.

The Australian Organ Donor Register is the pivot of our promotional campaigning. AD has played a significant role, in association with government, in making it the national register, and for it becoming a register of consent.

AD has built a substantial foundation for the future

A great deal of very effective work has been done to prepare the way for improvement in the most fundamental measure of everyone's endeavour in this field—a substantial increase in the donor rate.

Surveys show overwhelming community support for donation. Yet the donor rate has remained fairly static for a decade.

Simply, the level of support has yet to translate into sustained higher donation rates in relevant Hospitals around Australia. This remains the sector's major challenge.

Assessing the work during our first triennium of funding, I would mark AD as having been highly effective in creating awareness and bringing people together to find common ground on a wide range of critical issues and practical considerations concerning organ donation:

- Establishing the Collaborative project in a network of hospitals as a means of gaining the involvement of clinicians and achieving greater engagement between hospital staff, patients and families
- Increased research
- Best practice protocols
- Professional education and training
- Overcoming potential barriers
- Addressing the need for co-ordination and consistent policy and practice

across jurisdictions

- Ethical issues
- Discussion on Donation after Cardiac Death (through two National Forums)

Outstanding challenges

The Cognate Committee's challenge, in association with all governments in Australia, hospital teams and the health sector more broadly, is to advance the fundamental objectives that were assigned to AD.

We have come a long way in a short time, but the basic needs—and future directions—are the same.

It is the Cognate Committee's responsibility to continue the momentum that AD has generated. Hospital clinicians have an important role to play to this end.

The resource material developed in the course of AD's work, our National Forums and Collaborative Learning Sessions will

provide an invaluable reference point and guide for the continuing effort in the field of donation and transplantation.

The over-riding goal is to lift Australia's donation rates comparative to the best in the World. We need to be mindful of the influences on the donation rates in this country where we have excellent clinical care directed to saving lives, a low road toll, controlled gun laws and preventative health programs. We encourage the values around making sure the decision to donate is part of end of life care in both the minds of the health professional as well as the general public.

I believe we leave the national program much better equipped to manage its immediate challenges and achieve the longer-term goals, than when Australians Donate began.

Personally, over time, that is what I hope for, but for now it is enough to have been a part of that endeavour and to have seen it advance so far in such a comparatively short time.

Latest Collaborative Results

The twenty-two original participating hospitals of the National Organ Donation Collaborative (NODC) achieved a total of 135 donors, out of 225 donors Australia wide (60%) in the period July 2006 to June 2007. From July to December 2007, a further 64 donors have been reported, out of 84 donors Australia wide (76%). Australians Donate will publish a final report on the Australians Donate National Organ Donation Collaborative, July 2006 – 31st March 2008.

Introducing Collaborative Members

■ On 19 March Orange and Bathurst staff were given an intensive briefing on the Collaborative by Sue Huckson from NICS and Robert Herkes, Director of ICU at Royal Prince Alfred Hospital, Sydney. Back Row: Left to Right – Robert Herkes (RPAH), Louise Wells (CNE RN ICU Orange), Carolyn Sanders (RN ICU Orange) Front Row: Left to Right – Sue Huckson (NICS), Erin Robinson (Theatre RN Bathurst), Keven Quan (Intensivist Orange), Kathryn Ainsworth (RN ICU Orange), Sonya Braithwaite (RN ICU Orange).



Website Update

■ Our web site, widely used by both the media and consumers, had over 300,000 hits in the month of February 2008

■ AD's website will be functioning in the short term under the auspices of the Department of Health and Ageing.

Collaborative Learning Session 6 and National Forum held in Sydney

■ The 6th Australians Donate Collaborative Learning Session was held in Sydney on Friday 29 February 2008 following the AD National Forum. Sydney put on some wild weather with many flights and taxis in chaos as the city was also getting ready to celebrate Mardi Gras. Amongst this excitement, the Learning Session and National Forum once more provided the attendees with a variety of speakers and topics which ignited debate and comment.

We again celebrated a high degree of hospital participation. Delegates from 25 of 26 of the collaborative hospitals attended the Learning Session with an average of 4-5 delegates per hospital. 124 delegates registered for the Learning Session and 144 delegates registered for the Forum.

The Forum invited overseas speakers to provide the opportunity for the sector to continue to grow an understanding of the principal issues and barriers around organ and tissue donation from this important international perspective.

These speakers also presented at the Learning Session providing delegates



International Speaker Leo Roels presenting at the National Forum

with the opportunity to hear current international perspectives.

The speakers

The key speakers included:

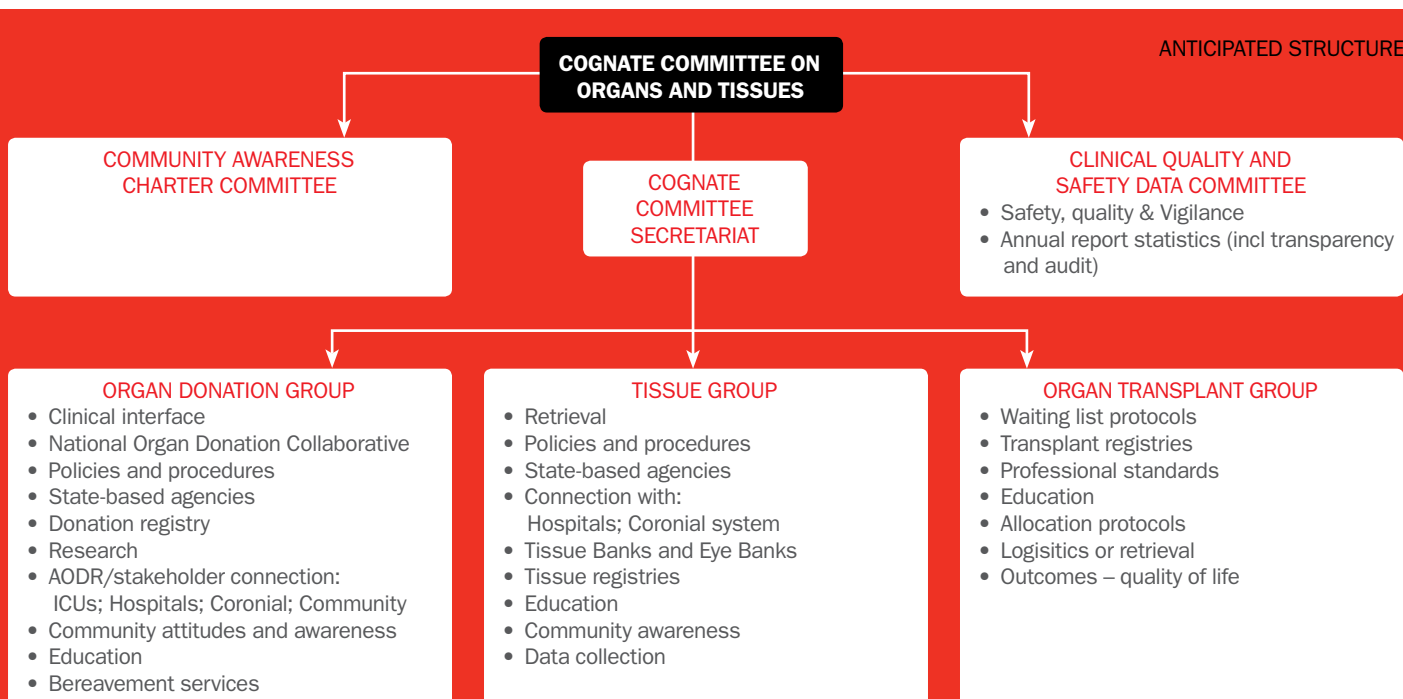
Mr Leo Roels who is the Managing Director for the International Donor Action Foundation in Belgium and is also on the Board of Directors of ITCS and Scientific Program Director ITCS. Mr Roels spoke on the international results of the Donor Action Survey and was able to comment on the Australian results of this survey.

Dr Julia Wendon who is a Consultant and

Senior Lecturer in Hepatology at King's College London presented on critical care and liver transplantation.

A/Professor Michael G Ison of Feinberg School of Medicine, Chicago, USA, spoke on donor derived infections: current issues and future directions. A/Professor Ison is also the Chair of the Disease Transmission Advisory Group, United Network for Organ Sharing.

Professor John McNeil who is the Head of Department of Epidemiology & Preventive Medicine at Monash University spoke on ethical issues in organ donation and transplantation.



Australians Donate Projects* 2002-2008

2002-2004

National Communications Strategy for organ and tissue donation
Clinical Policy and Protocol Project
Legislative review project – scoping study for harmonisation of the human tissue acts across Australia
National Forum – Queensland
Review of Australasian Donor Awareness Program (ADAPT)
Australian Organ Donor Awareness Week 2004
Strategic Positioning of the Australian Tissue Banking Forum
Non Heart Beating Donor Symposium
Review of Donor Coordination System in Australia and overseas

2005-06

Donation after Cardiac Death Forum
National Schools Project – Stage 1
National Organ Donation Collaborative launched
AHMAC Working Party on organ and tissue donation
Australian Organ Donor Awareness Week 2005
A Study of Potential Deceased Organ Donation Rates in Australia
Towards a National Framework for Development of Organ Allocation Protocols study and report
Coordinated review of AODR brochure 2005
Collaborative Learning Session 1 – Melbourne

2006-07

Development of organ and tissue donation module for Monash University online education package
International Transplant Procurement Management pilot course – conducted by instructors from University of Barcelona
Training by Transplant Procurement Management staff for sector
Facilitated the development of Donation after Cardiac Death through a forum
Collaborative Learning Session 2 – Sydney
Collaborative Learning Session 3 – Perth
Collaborative Learning Session 4 – Melbourne
Review of factors influencing the organ donor rate in SA report
Survey of attitudes and perceptions towards organ and tissue donation among emergency staff and critical care nurses

Scoping study that looked at the efficacy of a comprehensive cost/benefit study of organ and tissue donation and transplantation to assist in the justification of additional expenditure on increasing organ donor numbers

Australian Organ Donor Awareness Week 2006

Advertising campaign which targeted specific markets including the indigenous sector and universities

Phase two of national schools project

Organ and Tissue Donation: a scoping study of General Practitioners

GP education material – an online education module that included CPD points.

Research attitudes of various religions, ethnic and cultural groups within Australia relating to organ and tissue donation for transplantation

Review and report on community perceptions to organ and tissue donation for transplantation.

Community Champions Program

Australian Organ Donor Awareness Week 2007

National Forum

Community education program in conjunction with the David Hookes Foundation

National Data Management Project

Qualitative Research into appropriate communication messages

Understanding the availability and need of organs and tissue for transplantation research and report

Australian and New Zealand Intensive Care Society and the Transplant Society of Australia and New Zealand Forum Report – Adelaide

2007-2008

Organ availability and need modelling and report

Sustainability and Spread phase of the Collaborative – 6 more hospitals joined collaborative

Collaborative Learning Session 5 – Adelaide

Collaborative Learning Session 6 – Sydney

Forum of Intensive Care Physicians and Transplant Surgeons

National Forum – Sydney

Understanding Donation in the Collaborative Era research report

Chair of Organ and Tissue Donation established

Australian Organ Donor Awareness Week 08

Major awareness campaign on organ donation – an integrated campaign of TV advertising, public relations and media relations.

**Not all projects are listed*