



Campaign Key Messages

The three key messages of the DonateLife campaign are:

- Organ and tissue donors can save lives.
- The people close to you need to know your decision.
- Consent will be sought from the people close to you – it's important they know your decision.

Supporting Messages

- Australia needs to increase the current family consent rate for organ and tissue donation in order to save and improve the lives of more Australians.
- One organ and tissue donor can save the lives of up to 10 people and improve the lives of dozens more. In Australia, an organ donor can donate their heart, lungs, kidneys, liver and pancreas. Tissue donors can give their eye, heart, musculoskeletal and skin tissue.
- Surveys suggest that while 80 per cent of Australians support organ donation, only 58 per cent of families consent to donation by their loved ones when it is sought in hospital. It is vital that we change this.
- Research shows that if a family knows each other's wishes, they are more likely to consent to a donation request.
- Organ donation in Australia is always predicated on family consent, whether or not the deceased had registered as a donor. The only exception is that if the deceased registered their wish not to become a donor, the family is not asked.
- When families have not previously discussed donation and do not know their family's wishes, only about 50% agree to donation. The most important thing people want to know in order to make a decision about donating a family member's organs is the wishes of the deceased.
- Given the important role of the family in being asked to agree to their deceased loved one becoming an organ and tissue donor, it is important for families to have a memorable discussion.
- The people close to you need to know your wishes. If you want to donate life, it is important to discuss it today.

We encourage all Australians to:

1. **DISCOVER** the facts about organ and tissue donation.
2. Make an informed choice and **DECIDE** about becoming a donor.
3. **DISCUSS** your decision with those closest to you and know each other's wishes.

Authorised by the Australian Government, Capital Hill, Canberra.

