



2022 Donate Life West Virginia Hospital Challenge

Hospital:   
 Hospital Contact Name:   
 Hospital Contact Email:

OPO:   
 OPO Contact Name:   
 OPO Contact Email:

**SECTION 1: Hospital – OPO Collaboration for Hospital Education / Donation Process Improvement Initiatives**

	<u>Activity / Associated Points</u>	<u>Points Per Activity</u>	<u>Number of Activities</u>	<u>Total Points</u>	<u>Notes (summary / dates / number of new donor registrations, etc.)</u>
1	Inpatient unit inservice ( <b>VIRTUAL OR IN PERSON</b> ) on organ donation process (Points per unique inservice or per participating unit/dept if eLearning)	30			
2	Ancillary/Support Staff ( <b>VIRTUAL OR IN PERSON</b> ) inservicing (Respiratory Care, Chaplains, etc.) (Points per unique inservice or per participating unit/dept if eLearning)	30			
3	Attendance at donation/transplantation related programming hosted by the OPO (Points awarded per activity, not per attendee)	30			
4	Grand Rounds presentation on organ donation process (e.g. Medical, Surgical, Ethics, Schwartz, Nursing, etc.) ( <b>VIRTUAL OR IN PERSON</b> )	50			
5	Physician Group or Department Education (Surgical, Medical, Emergency Medicine, Neurology, Cardiology, Residents, etc.) ( <b>VIRTUAL OR IN PERSON</b> ) (Points awarded per activity, not per attendee, minimum 2 physicians each event)	50			
6	Executive Leadership Hospital Oversight group presentations (e.g. hospital governing boards of directors, executive leadership, Medical Executive Committee, executive PI/ QA leadership, etc.) ( <b>VIRTUAL OR IN PERSON</b> )	60			
7	Clinical Oversight Committee presentations (e.g. Ethics, Critical Care Committee, Patient Care Committee, PI/ QA sub-committees, etc.) ( <b>VIRTUAL OR IN PERSON</b> )	50			
8	Multidisciplinary Donation Council/ Team/ Donor Advisory Group meeting(s), Nursing department or staff meeting(s) (e.g. Nursing education dept., ICU Managers meeting, etc.) ( <b>VIRTUAL OR IN PERSON</b> ) (Max 4 =160 points)	40			
9	One-on-one physician leader meeting to discuss donation activity and/ or best practices. ( <b>VIRTUAL, IN PERSON OR PHONE</b> )	30			
10	After Action Reviews / Multidisciplinary Case Debriefings, following donation cases. (Points per gathering despite # of cases covered) ( <b>VIRTUAL OR IN PERSON</b> )	20			
11	"Rounding" in ICU, ED, OR, or other unit/ dept. to share information about donation, the DLWV Hospital Challenge and/or register employees as donors (Points awarded per hospital per day, not per unit)	15			

≥ 1250 Points= Titanium

500-1249 Points= Platinum

350-499 Points= Gold

200-349 Points= Silver

100-199 Points= Bronze



<u>Activity / Associated Points</u>		<u>Points Per Activity</u>	<u>Number of Activities</u>	<u>Total Points</u>	<u>Notes (summary / dates / number of new donor registrations, etc.)</u>
12	Hospital-affiliated university, community college, or trade school presentations (medical school, school of nursing, respiratory therapy, or other programs that have clinical rotations in your facility) <b>(VIRTUAL OR IN PERSON)</b> <i>(Points awarded per unique presentation)</i>	50			
<b>SUBTOTAL</b>		<b>455</b>			

**SECTION 2: Hospital / Community Engagement / Awareness Events**

<u>Activity / Associated Points</u>		<u>Points Per Activity</u>	<u>Number of Activities</u>	<u>Total Points</u>	<u>Notes (summary / dates / number of new donor registrations, etc.)</u>
13	Set a goal for the number of new registrations you want to reach during your campaign and post on hospital intranet. Track goal through hospital-specific Donate Life America page, publicly placed marker/barometer or other public posting and report progress to your collaborating OPO. <i>(1 goal marker per hospital/25 pts max)</i>	25			
14	Hold direct donor registry enrollment events (VIRTUAL OR IN PERSON) in high-traffic areas in the hospital or online campaign. <i>(4 events per hospital/100 pts max)</i>	25			
15	Hold a DLWV Hospital Challenge kick-off event or other large-scale event that is reported by news media; consider featuring a donor family and/or transplant recipient. <i>(2 events per hospital/100 pts max)</i>	50			
16	<a href="#">Implement Give 5 – Save Lives direct donor registration tactic. See materials and tips (click here).</a> <i>(1 event per hospital / 50 pts max)</i>	50			
17	Place a campaign web banner and link(s) to the state and Donate Life America donor registries and/or OPO on internal email signatures and websites for the duration of the campaign. <i>(2 per hospital - 1 for email signatures &amp; 1 for website link/80 pts max)</i>	40			
18	Identify hospital ambassadors/volunteers to assist during events throughout the challenge. <i>(2 ambassadors/80 pts max)</i>	40			
19	Hold a donor memorial service, candle-lighting ceremony or other donation celebration. <i>(1 event per hospital/100 pts max)</i>	100			
20	Hold a Donate Life flag-raising ceremony <i>(1 ceremony/100 pts max)</i>	100			

≥ 1250 Points= Titanium

500-1249 Points= Platinum

350-499 Points= Gold

200-349 Points= Silver

100-199 Points= Bronze



<u>Activity / Associated Points</u>		<u>Points Per Activity</u>	<u>Number of Activities</u>	<u>Total Points</u>	<u>Notes (summary / dates / number of new donor registrations, etc.)</u>
21	Send email from hospital executive (CEO, CMO, CNO, etc.) to all staff, announcing the campaign, encouraging participation, providing campaign updates, Include link(s) to state and Donate Life America donor registries and/or OPO. (4 original emails per hospital/80 pts max)	20			
22	Hold a program with living donors, transplant recipients, donor family members, and/or transplant professionals to talk about the campaign and the importance of donation registration. (2 events/80 pts max)	40			
23	Include donation education, link(s) to state and Donate Life America donor registries and/or OPO, and information about the campaign and ways to get involved in new employee orientations. (4 unique activities/100 pts max)	25			
24	Utilize hospital's internal media to run campaign PSAs, post e-versions of campaign materials, and/or feature short videos on donation and transplantation. Access videos on organdonor.gov or on HRSAtube. (6 unique media activities per hospital/150 pts max)	25			
25	Register new organ, cornea and tissue donors. (20 points per designation)	20			
26	Display campaign posters and table tents with donation information and links to the state and Donate Life America donor registries and/or OPO in hospital's high-traffic public and employee areas including on bulletin boards, in elevators, cafeteria, lobby, and restrooms. (Points awarded for displays in separate areas of the hospital. 6 displays/180 pts max)	30			
27	Publish donation and transplantation articles, with links to state and Donate Life America donor registries and/or OPO, in internal hospital newsletters. (Points awarded for each unique article. 3 articles/105 points max)	35			
28	Hospital participation in WV Donor Day Donor Day (8/1/21), National Donor Day (2/14/2022), National Blue and Green Day (4/22/2022.) (Points awarded per hospital. 3 events/225 pts max) <b>Donate Life Month Events will fall under other areas of scorecard.</b>	75			
29	Partner with your municipality, area colleges/universities, chamber of commerce, local businesses, and fraternal organizations (e.g., veterans, Rotary Club, Kiwanis) to engage new partners in the campaign and help host awareness and donor registry enrollment events. (Points awarded per partner engagement. 5 partners/250 pts max)	50			
30	Partner with local police, firefighters, EMS, and other first responders to engage new partners in the campaign and help host awareness and donor registry enrollment events. (Points awarded per event. 4 events/100 pts max)	25			
31	Organize a challenge competition among local medical schools or universities/colleges. (Points awarded per competition. 1 event/50 pts max)	50			

≥ 1250 Points= Titanium

500-1249 Points= Platinum

350-499 Points= Gold

200-349 Points= Silver

100-199 Points= Bronze



<u>Activity / Associated Points</u>		<u>Points Per Activity</u>	<u>Number of Activities</u>	<u>Total Points</u>	<u>Notes (summary / dates / number of new donor registrations, etc.)</u>
32	Host a donation education program or segment with your local television station. (Points awarded per unique TV programming. 2 TV segments/100 pts max)	50			
33	Participate as a hospital team in a community walk/run promoting organ donation awareness. (Points per walk or run. 1 event/50 pts max)	50			
34	Post donation-related info/story and links to state and Donate Life America donor registries and/or OPO on billboards. (Points awarded per unique billboard. 2 unique billboards/200 pts max)	100			
35	Place an ad/PSA about organ, eye, and tissue donation, with links to state and Donate Life America donor registries and/or OPO, in the local media (news, radio, TV). (Points awarded per unique ad/PSA regardless of the number of times the ad/PSA ran. 5 unique ads/PSAs/175 pts max)	35			
36	Send letter/email from hospital CEO to other hospitals, health organizations, physician practices, or community groups encouraging them to join the campaign, with links to resources and state and Donate Life America donor registries and/or OPO. (Points awarded per unique letter per group listed above. 8 unique letters/200 pts max)	25			
37	Use social media sites (Facebook, Twitter, LinkedIn, Instagram) to highlight community donation events, must provide links to state and Donate Life America donor registries and/or OPO and encourage registration. (Points are awarded per unique posting per hospital. 8 postings/200 pts max)	25			
38	Create a pro-donation theme and use in community parade, event, and/or health fair. (Points awarded per event. 4 events/100 pts max)	25			
39	Submit a letter to the editor to an area publication, urging donation registration and providing links to state and Donate Life America donor registries and/or OPO. (Points awarded for each letter that is published. 3 unique published letter/75 pts max)	25			
40	Create a hospital-specific Donate Life America registration page and/or add a state and Donate Life America donor registry and/or OPO link to your hospital's website. (Points are awarded for the unique DLA registration page, as well as each unique link to the state, Donate Life America registries and/or OPO website. 3 pages or links/75 pts max)	25			
41	Publish donation/transplant articles, with links to state and Donate Life America donor registries and/or OPO in hospital community newsletter or other local print/online publication or forum. (Points awarded per unique article published on paper or electronically. 3 articles/75 pts max)	25			

≥ 1250 Points= Titanium

500-1249 Points= Platinum

350-499 Points= Gold

200-349 Points= Silver

100-199 Points= Bronze



<u>Activity / Associated Points</u>		<u>Points Per Activity</u>	<u>Number of Activities</u>	<u>Total Points</u>	<u>Notes (summary / dates / number of new donor registrations, etc.)</u>
42	Place donation-related posters with state and Donate Life America donor registry or OPO details in local businesses. (Points awarded per business. 10 businesses/150 points)	15			
43	Provide donation information and registration opportunities at community health fairs/screening events. Partner with your local Health Department, mobile screening units, blood centers, and other community health organizations.	25			
44	Hold monthly meetings with OPO marketing representatives (at hospital or system level) to collaborate on building a culture of donation in the communities we jointly serve. (Points awarded per monthly meeting. 4 meetings/100 points max)	25			
45	Donation of paid media (billboards, radio/tv spots, print ads, etc).	75			
46	Enter a description of one or more of your own activities not listed above. (Describe in notes column, submit supporting documents, awarded per activity at the discretion of the DLWV Hospital Challenge scoring committee)	25			
<b>SUBTOTAL</b>		<b>1375</b>			
<b>SECTION 1 TOTAL</b>		<b>455</b>			
<b>SECTION 2 TOTAL</b>		<b>1375</b>			
<b>DLWV HOSPITAL CHALLENGE SCORECARD TOTAL</b>		<b>1830</b>			

**TOTAL NUMBER OF REGISTRATIONS**

