



Annual Report to the General Assembly

**Pennsylvania Organ
and Tissue Donation
Awareness Program**

2022-2023



pennsylvania
DEPARTMENT OF HEALTH

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Introduction

In keeping with provisions of Act 102 of 1994 that established the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund (Trust Fund), Organ Donation Advisory Committee (ODAC), and Pennsylvania’s Organ and Tissue Donation Awareness Program (OTDA), this annual report provides information for the period of July 1, 2022, to June 30, 2023. As required by Act 90 of 2018, this report provides information on expenditures of the Trust Fund and donor designation rates.

Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund

The Department of Health (DOH) oversees administration of the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund which consists of private, voluntary contributions. Promotion of the Trust Fund’s vital work and accomplishments and diversification of revenue sources have become essential to the continued existence of a Pennsylvania organ and tissue donation program aimed at saving lives.

Figure 1: SFY 2022-23 Pennsylvania Budget for Trust Fund

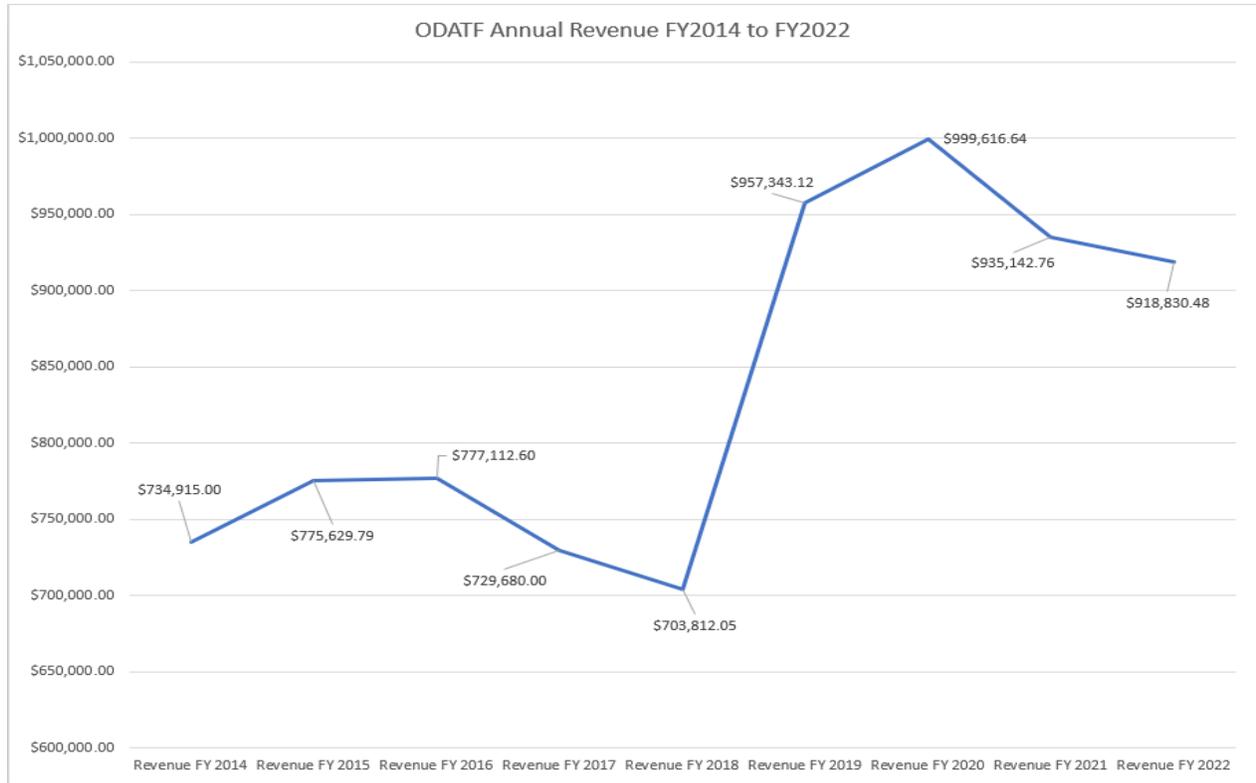
**GOVERNOR ROBERT P. CASEY MEMORIAL
ORGAN AND TISSUE DONATION AWARENESS TRUST FUND
July 1, 2022 – June 30, 2023**

Beginning Balance	\$1,889,809
 Revenue:	
Driver's license applicants.....	\$241,345
Vehicle registrations.....	\$600,674
Private donations.....	\$1,296
Redeposit of checks.....	\$0
State income tax contributions.....	\$5,095
Interest/investment income.....	\$70,421
Total Revenue	\$918,830
 Total Funds Available	
	\$2,819,370
 Expenditures:	
Department of Health (broken out by category below).....	\$711,343
Statewide education and information campaign... ..	\$424,840
Voluntary benefit program reimbursements.....	(\$14,163)
Personnel/operating.....	\$72,340
Advisory committee.....	(\$0)
Department of Education.....	\$200,000
Department of Transportation.....	(\$0)
Total Expenditures	\$711,343
 Ending Balance	
	\$2,108,028

Source: Pennsylvania Department of Health. 2022¹

The two major revenue sources to the Trust Fund are contributions from driver license and motor vehicle applications or renewals and state income tax refunds designated by taxpayers for the Trust Fund.

Figure 2: Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund (OTDAF) Annual Revenue Graph Charting State Fiscal Years (SFY) 2014 through 2022



Source: <https://www.revenue.pa.gov/News%20and%20Statistics/ReportsStats/RevenueReceipts/Pages/FY-2022-23.aspx>²

Trust Fund expenditures include: Pennsylvania Department of Education (PDE) contract for administering the OTDA Project, a statewide public awareness campaign, voluntary benefits program, DOH administrative costs as the commonwealth agency that oversees the organ donation program, ODAC meeting expenses, and PennDOT expenses incurred for that agency’s role in organ donor designation and providing a mechanism for citizens to make voluntary monetary contributions to the Trust Fund.

The voluntary benefits program provides for hotel reimbursement of lodging expenses associated with living donor procedures and grief counseling for family members of deceased donors. In 2022-23, benefits from the Trust Fund provided support for these services to 36 families.¹

Organ and Tissue Donation Awareness Project

PDE contracts with the Lancaster-Lebanon Intermediate Unit 13 (IU13) to administer the **Organ and Tissue Donation Awareness (OTDA) Project**, which seeks to help secondary students consider critical issues that surround organ and tissue donation. Each teen can then make an informed decision about donor designation when obtaining a driver's license and discussing the decision with family members. Accomplishments in 2022-2023 include:

- **Grant Funding:** The 2022-2023 OTDA grant supported 16 schools and provided over \$30,000 in funding. The following schools were awarded as follows: Two new seed grant schools: Lampeter-Strasburg's Scrubs Club and Schaefferstown Mennonite High School; Three first year schools: Greencastle-Antrim High School, Philipsburg-Osceola Middle School and Southmoreland Middle School; Three second year schools: Hazleton High School, West Branch Middle School and William Penn High School; Four third year schools: Altoona Area High School, Butler Vocational Technical School, Indiana County Technology Center, and Northeastern High School; and Four Sustainability seed grant schools: Centennial School of Lehigh, Cedar Crest Middle School, DuBois Area High School and Windber Area High School.
- **Grantee Welcome:** Welcome kits were sent to all 2022-2023 Grantees. The OPOs and IU13 sent pamphlets, handouts, flyers, Donate Life Flags and tee shirts to supply teachers with giveaways at the start of the school year. There was a virtual "Grantee Meet Up" in September to welcome new and old grantees, allow for introductions, identify their respective locations and offer an opportunity to share important information regarding their grants. Budget, reimbursements, fieldtrips, and bussing were discussed, as well as the establishment of bimonthly meetings.
- **Promotional Activities:** OTDA staff attended the Pennsylvania Association for Gifted Education conference to connect with educators from across the state, the Pennsylvania Association of Intermediate Units state conference, and spent time in Western Pa promoting the OTDA message and visiting area schools.
- **Annual OTDA Spring Conference 2023:** The annual OTDA Conference highlighted Heather Leverington, a double lung recipient. Attendees were also able to connect with Pa OPO representatives, PDE and DOH partners. Additionally, attendees spent time brainstorming innovative ideas and concepts for school educators to utilize for the coming year.
- **Seed Grant:** OTDA has two types of seed grants available: one for interested new schools and another for past grantee schools to support their ongoing OTDA program. Six schools took advantage of these valuable seed grants in 22/23.
- **Budget:** The OTDA project received a budget increase in 22/23 which will allow more funding for schools as well as allow the OTDA coordinator to reinstate travel for site visits and attend more conferences in the 2023-2024 grant year. The budget also provided support with rising transportation costs to allow schools to attend more than one off site OTDA experience.³

Donate Life Pennsylvania

Donate Life Pennsylvania (DLPA) is the collaborative initiative between the Departments of Health, Education and Transportation, the Center for Organ Recovery & Education (CORE) and Gift of Life Donor Program (GLDP). Trust Fund contributions are used to educate Pennsylvanians, build awareness about the importance of organ and tissue donation, and increase the number of people who designate as organ donors on driver's licenses and state identification cards. Trust Fund money is distributed to the OPOs according to the provisions of Act 102 of 1994. The OPOs use no funds directly but subcontract with a marketing agency that uses Trust Fund dollars to design and implement public awareness campaigns under DLPA.

State fiscal year (SFY) 2022-2023 began with the new media agency, Bravo Group, being onboarded and undertaking a transitioning process with the previous agency, Tierney. The media agencies are selected and subcontracted by the two PA OPO's. The transitioning between the two agencies included handing off the DLPA digital channels, including paid advertising platforms, organic social media, and the DLPA website. Bravo Group researched existing materials related to organ donation, hosted a discovery session with the OPO teams, and conducted message testing related to creative concepts.

Bravo Group focused on making structural communications updates. A new paid search campaign was launched that increased the conversion rate from 0.68% to 5.62%. The increase was due to more advanced targeting and strategic use of keywords.

Outreach to develop strategic partnerships was initiated by Bravo Group, including conversations with AmeriHealth Caritas, the PA Department of Revenue, and Pennie, Pennsylvania's health insurance marketplace. These partnerships present possible new opportunities for hardwiring a donor designation registration form. Bravo Group is planning to heavily focus on partnership building moving into the next fiscal year.

The focus of Bravo Group for the final quarter of the fiscal year was primarily spent on planning for PA Donor Day, which took place on August 1, 2023. Bravo Group worked with the OPO teams to secure new partners and conducted outreach to confirm previous partner participation. Updates were made to the Donor Day toolkit, a supplementary legislative toolkit, and the Donor Day landing page.

Donor Designations

Donor designations for SFY 2022-2023 ended with a decrease of nearly 7,602 registered organ donors from the previous fiscal year, bringing the total designation number to 4,990,138. The percentage of Pennsylvanians who are registered organ donors decreased slightly to 49.31%.

The key performance indicator for Bravo Group is to increase statewide organ and tissue donor designations to over five million and reach a designation percentage goal of 52.50% by the end of the three-year contract. The following outlines the designation share starting at the beginning of Bravo Group’s contract and the current share:

Baseline (6/30/2022)

- Designations as of 6/30/2022: 4,997,740
- Designation percentage as of 6/30/2022: 49.61%
- Total Customers: 10,073,226

SFY 2022-2023 (6/30/2023)

- Designations: 4,990,138
- Designation percentage as of 6/30/2023: 49.31%
- Total Customers: 10,120,645

Donor designation registrations primarily take place at PennDOT Driver Motor Vehicle (DMV) centers. A focus of Bravo Group is to increase registrations through other avenues, such as online registrations. Online designations through PennDOT totaled 469 in this fiscal year, which was a decline from the previous year (SFY 2021-2022) of 778 online registrations. Notably, the previous year-over-year comparison saw a similar decline, as SFY 2020-2021 had 1,302 online designations. The decline in online designations through the PennDOT website could be, in part, due to the launch of the application programming interface (API)/online hardwiring to the national registry and the increased focus on driving conversions to that registry as a key marketing goal.

Online Media

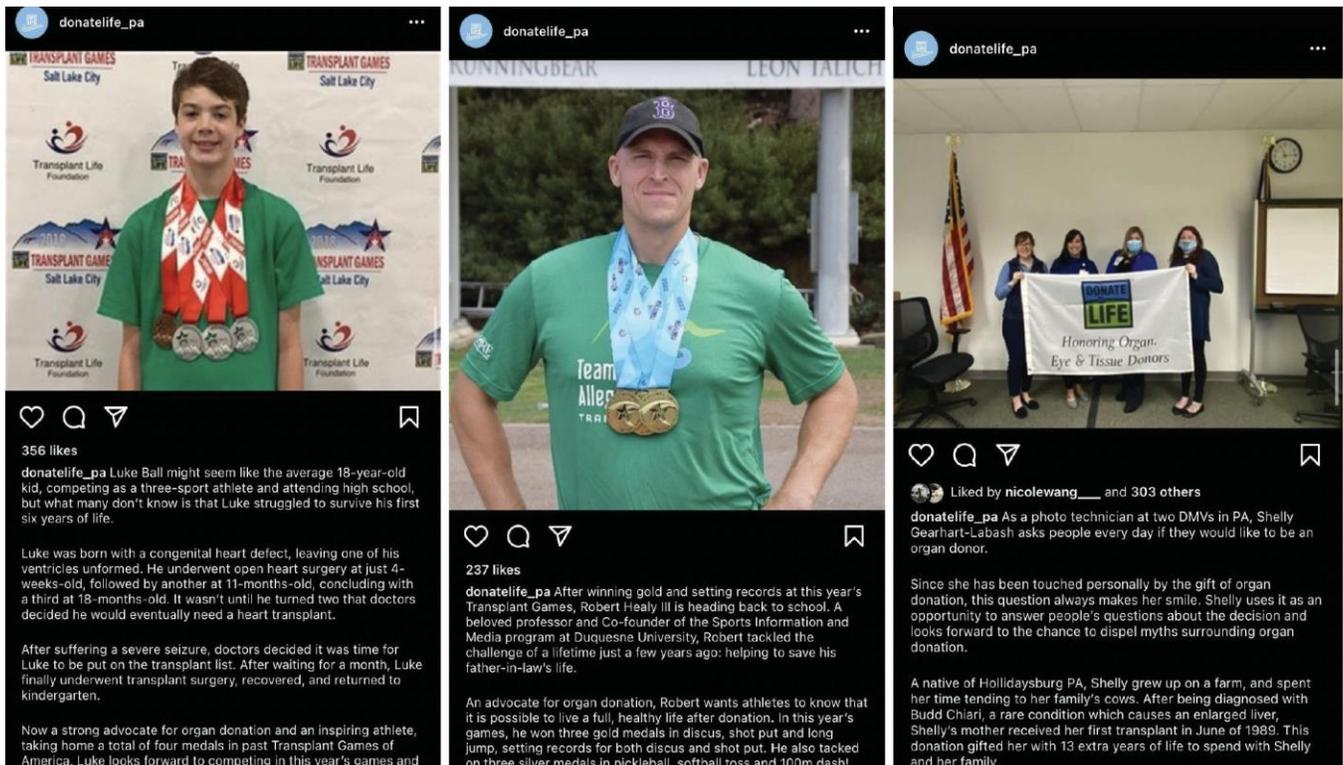
Since the transition to Bravo Group, the DLPA website saw an increase in users, sessions, new users, pageviews, and session duration. Social media activities included 125 posts on Facebook and 108 posts on Instagram. Facebook followers increased from 12,434 to 12,901 and Instagram gained 178 new followers. Following are metrics for the two social media sites:

Figure #3: DLPA Social Media

Metric	Facebook	Instagram
Reach	1,362,148	92,2171
Page Visits	4,936	1,245

Source: Bravo Group Annual Report FY22-23⁴

Figure #4: DLPA Instagram and Facebook posts, Luke Ball, Robert Healy, and Shelly



Source: Bravo Group Annual Report FY22-23⁴

PA Donor Day

Bravo Group partnered with the OPOs to host Donate Life PA's fourth annual PA Donor Day. For the first time this year, PA Donor Day was held on August 1st (previously celebrated in January) to symbolize that eight lives can be saved by one donor (8/1). National Minority Donor Awareness Month is also in August, which enabled Bravo Group to incorporate this recognition into the messaging and materials.

Working with the OPOs, Bravo Group created an updated toolkit and graphics that were provided to partners. In addition, a supplementary toolkit for legislators was created for use in the campaign.

PA Donor Day 2023 had 104 total confirmed partners, up from 60 partners the previous year. The individuals and organizations spanned across industries including:

- Hospitals and Health Systems
- Community Health Centers
- Religious Organizations
- State Associations
- Community Groups
- Private Companies and Individuals

Over 40 media placements across broadcast, print, and online news with an estimated potential audience of more than 770,000 and an estimated publicity value of over \$89,000 was a result of earned media efforts for PA Donor Day. Additionally, partners and key stakeholders across PA shared the Donor Day message with 68 organizations posting on social media channels having a collective following of 2,103,365 across Facebook, Instagram, and Twitter. On Donor Day, there were 19 organ donor registrations through the DLPa website, which was 58% above the daily average. For the seven-day period ending August 1, 2023, there were 110 registrations, an increase of 43% over the registrations captured during the preceding seven-day period.

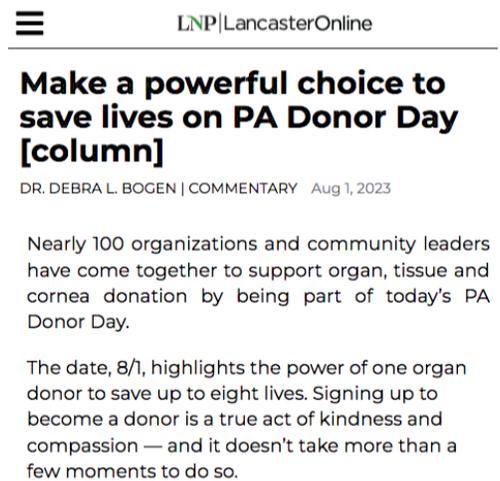
Following are examples of PA Donor Day graphics and media coverage⁴:

Figure #5: Donor Day Graphic



Source: Bravo Group PA Donor Day 2023 Report⁴

Figure #6: Donor Day Media Coverage



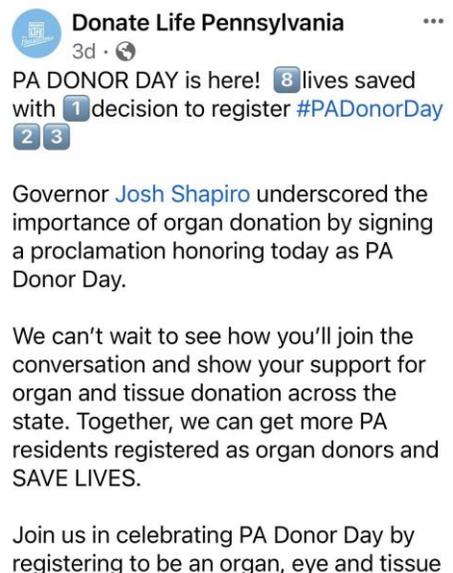
Source: Bravo Group PA Donor Day 2023 Report⁴

Figure #7: Donor Day Media Post



Source: Bravo Group PA Donor Day 2023 Report⁴

Figure #8: Donor Day Media Post



Source: Bravo Group PA Donor Day 2023 Report⁴

Organ Procurement Organizations

When the National Organ Transplant Act (NOTA) was signed into law in 1984, it created the national Organ Procurement and Transplantation Network (OPTN) for matching donor organs to waiting recipients. The OPTN both standardized the process through which organs are donated and shared across the country and created the system of federally designated OPOs throughout the United States and its territories.

OPOs must be certified by the Centers for Medicare and Medicaid Services (CMS) and abide by CMS regulations. By federal law, all OPOs must be members of the OPTN, and all OPOs are members of the Association of Organ Procurement Organizations (AOPO).⁵

Pennsylvania is served by the Center for Organ Recovery & Education (CORE) and Gift of Life Donor Program (GLDP). OPOs have two major roles in the service areas:

1. **Increasing the number of registered donors:** OPOs reach out to individuals, families, communities and professionals through education and public awareness campaigns. The goal is to encourage people to legally register as a donor.
2. **Coordinating the donation process:** Representatives from the OPO evaluate the potential donors, check the deceased's state donor registry, discuss donation with family members, contact the OPTN computer system that matches donors and recipients, obtain a match list for that specific donor, and arrange for the recovery and transport of donated organs. These representatives also provide bereavement support for donor families and volunteer opportunities for interested individuals.

CORE is the non-profit, federally designated OPO serving the western half of Pennsylvania, West Virginia and Chemung County, New York. **Pennsylvania population served:** 3.1 million

Pennsylvania counties served: Allegheny, Armstrong, Beaver, Bedford, Blair, Bradford, Butler, Cambria, Cameron, Clarion, Clearfield, Crawford, Elk, Erie, Fayette, Forest, Franklin, Fulton, Greene, Huntingdon, Indiana, Jefferson, Lawrence, McKean, Mercer, Potter, Somerset, Venango, Warren, Washington and Westmoreland

Pennsylvania organ transplant centers served: Allegheny General Hospital, UPMC Children's Hospital of Pittsburgh, University of Pittsburgh Medical Center Hamot, University of Pittsburgh Medical Center Presbyterian and Veterans Administration Pittsburgh Healthcare System

Pennsylvania tissue procurement providers within CORE's service area: Center for Organ Recovery & Education (CORE)

Pennsylvania eye procurement providers within CORE's service area: Center for Organ Recovery & Education (CORE) and Lions Eye Bank of Northwestern Pennsylvania⁶

GLDP is the non-profit, federally designated OPO serving the eastern half of Pennsylvania, southern New Jersey and Delaware. **Pennsylvania population served:** 11.3 million

Pennsylvania counties served: Adams, Berks, Bucks, Carbon, Centre, Chester, Clinton, Columbia, Cumberland, Dauphin, Delaware, Juniata, Lackawanna, Lancaster, Lebanon, Lehigh, Luzerne, Lycoming, Mifflin, Monroe, Montgomery, Montour, Northampton, Northumberland, Perry, Philadelphia, Pike, Schuylkill, Snyder, Sullivan, Susquehanna, Tioga, Union, Wayne, Wyoming and York

Pennsylvania organ transplant centers served: Albert Einstein Medical Center, Children’s Hospital of Philadelphia, Geisinger Medical Center, The Hospital of the University of Pennsylvania, UPMC Harrisburg Hospital, St. Christopher’s Hospital for Children, Temple University Hospital, Penn State Milton S. Hershey Medical Center, The Lankenau Hospital, Lehigh Valley Hospital, Crozer Chester Medical Center and Thomas Jefferson University Hospital

Pennsylvania tissue procurement providers within GLDP’s service area: Gift of Life Donor Program, Community Tissue Services, CryoLife, Inc., LifeNet Transplant Services, Musculoskeletal Transplant Foundation and National Disease Research Interchange

Pennsylvania eye procurement providers within GLDP’s service area: Gift of Life Donor Program, AltruVision and Lions World Vision Institute.⁷

Table 1: Pennsylvania Organ Procurement Organizations Donations, FY 2022-23

	CORE	GOL
ORGAN DONATION		
Total number of referrals	5,778	4,007
Total number of potential donors	348	874
Total number of donors recovered	263	549
Total number of organs recovered	983	2378
Total number of organs transplanted	607	1,429
Total number of organs provided for research	131	429
TISSUE DONATION		
Total number of referrals	25,579	33,518
Total number of potential donors	12,614	4,946
Total number of donors recovered	933	1,144
Total number of tissue grafts produced	11,122	82,425
Total number of tissues provided for research	2,568	0
EYE DONATION		
Total number of referrals	25,579	33,518
Total number of potential donors	7,594	6,359
Total number of donors recovered	762	1,783
Total number of eye tissue procured	1,095	624
Total number of eye tissue transplanted	927	451
Total number of eye tissue provided for research	107	16

Source: CORE and GLDP 2022⁸

Organ Donor Designation on Driver's Licenses and State Identification Cards

In SFY 2022-23, a decrease of 7,602 organ donor designations were seen in driver's licenses and state identification cards, bringing Pennsylvania's statewide donor designation rate (DDR) to 49.31 percent.⁹ The decrease in donor designations is largely attributed to reductions in overall state population.

Table 2: County Ranking by Percent of Driver Licenses and State Identification Cards with Organ Donor

ORGAN DESIGNATION PERCENTAGE BY COUNTY			
COUNTY	TOTAL DRIVERS	ORGAN DESIGNATION	PERCENTAGE
ADAMS	83,098	45,813	55.13%
ALLEGHENY	947,103	503,762	53.19%
ARMSTRONG	54,909	26,273	47.85%
BEAVER	130,900	66,990	51.18%
BEDFORD	39,154	18,786	47.98%
BERKS	336,924	158,532	47.05%
BLAIR	96,732	51,994	53.75%
BRADFORD	47,285	26,449	55.94%
BUCKS	536,179	281,961	52.59%
BUTLER	160,205	91,069	56.85%
CAMBRIA	103,261	53,517	51.83%
CAMERON	3,656	1,995	54.57%
CARBON	53,448	25,497	47.70%
CENTRE	97,368	58,781	60.37%
CHESTER	416,666	245,169	58.84%
CLARION	27,566	13,124	47.61%
CLEARFIELD	59,260	31,296	52.81%
CLINTON	26,510	14,269	53.82%
COLUMBIA	49,318	25,266	51.23%
CRAWFORD	64,744	32,992	50.96%
CUMBERLAND	215,697	119,916	55.59%
DAUPHIN	231,365	110,173	47.62%
DELAWARE	449,356	207,966	46.28%
ELK	24,970	13,591	54.43%
ERIE	204,660	110,483	53.98%
FAYETTE	108,081	46,276	42.82%
FOREST	4,254	2,149	50.52%
FRANKLIN	120,440	61,614	51.16%
FULTON	11,838	5,226	44.15%
GREENE	26,760	12,165	45.46%
HUNTINGDON	33,086	17,132	51.78%
INDIANA	60,139	29,021	48.26%
JEFFERSON	34,374	17,207	50.06%

COUNTY	TOTAL DRIVERS	ORGAN DESIGNATION	PERCENTAGE
JUNIATA	17,571	8,385	47.72%
LACKAWANNA	168,088	84,738	50.41%
LANCASTER	423,443	227,098	53.63%
LAWRENCE	70,028	34,589	49.39%
LEBANON	116,562	58,388	50.09%
LEHIGH	297,024	141,027	47.48%
LUZERNE	260,007	115,237	44.32%
LYCOMING	88,371	47,190	53.40%
MCKEAN	30,560	16,983	55.57%
MERCER	83,043	41,613	50.11%
MIFFLIN	32,913	17,100	51.96%
MONROE	140,505	58,644	41.74%
MONTGOMERY	691,804	373,837	54.04%
MONTOUR	14,741	8,089	54.87%
NORTHAMPTON	267,094	133,307	49.91%
NORTHUMBERLAND	70,640	33,212	47.02%
PERRY	38,270	19,434	50.78%
PHILADELPHIA	1,128,251	354,585	31.43%
PIKE	49,648	23,708	47.75%
POTTER	12,873	6,579	51.11%
SCHUYLKILL	113,896	54,714	48.04%
SNYDER	29,447	14,216	48.28%
SOMERSET	57,361	29,072	50.68%
SULLIVAN	4,958	2,547	51.37%
SUSQUEHANNA	30,784	16,811	54.61%
TIOGA	32,138	17,523	54.52%
UNION	29,126	15,722	53.98%
VENANGO	39,040	19,945	51.09%
WARREN	29,740	17,456	58.70%
WASHINGTON	174,945	90,807	51.91%
WAYNE	44,510	23,507	52.81%
WESTMORELAND	281,105	141,657	50.39%
WYOMING	22,514	11,774	52.30%
YORK	370,339	204,190	55.14%
TOTALS	10,120,645	4,990,138	49.31%

Source: Pennsylvania Department of Transportation, 2023⁹

Citations

¹ Pennsylvania Department of Health, 2022.

² Pennsylvania Department of Revenue, 2022.

<https://www.revenue.pa.gov/News%20and%20Statistics/ReportsStats/RevenueReceipts/Pages/FY-2022-23.aspx>

³ Pennsylvania Department of Education. Lancaster-Lebanon Intermediate Unit 13. Organ and Tissue Donation Awareness Program, 2022.

⁴ Bravo Group FY 22-23 Report, July 1, 2022 – June 30, 2023.

⁵US Department of Health and Human Services, <https://www.hhs.gov/>, 2022. Health Resources & Services Administration (HRSA), US Government Information on Organ Donation and Transplantation, <https://www.organdonor.gov/>, 2022 and Association of Organ Procurement Organizations, 2022 <https://www.aopo.org/>.

⁶ Center for Organ Recovery and Education, 2022. <https://www.core.org/>.

⁷ Gift of Life Donor Program, 2022. <https://www.donors1.org/>.

⁸ Center for Organ Recovery and Education and Gift of Life Donor Program State Fiscal Year 2022-23.

⁹ Pennsylvania Department of Transportation, 2023.