



**TRANSPLANT
QUÉBEC**

*Ensemble pour
le don d'organes,
pour la vie.*

PRESS RELEASE

For immediate release

National Organ and Tissue Donation Awareness Week – April 21 to 27, 2019

Say it any way you like. But say it.

Montréal, April 19, 2019 – To mark *National Organ and Tissue Donation Awareness Week 2019* (NOTDAW), Transplant Québec is more determined than ever to highlight the importance of citizens talking to their loved ones, friends and work colleagues about organ donation. The slogan of Transplant Québec's 2019 communications campaign is "Say it any way you like. But say it." In order to foster a conversation about organ donation, Transplant Québec has taken action in several areas through its communications campaign, notably by creating the Web page and the Facebook page at ditesle.ca

"We firmly believe in the importance and the benefits of talking about organ donation and putting your decision in writing. Telling your loved ones about your intention to become an organ donor after death greatly facilitates its achievement once you do pass away. And knowing that a person can save up to eight lives through organ donation and give renewed health to 20 others through tissue donation certainly puts it into the proper perspective. The hundreds of people who receive a transplant each year are living proof that organ donation gives people a second chance at life. The gratitude each recipient feels towards his or her donor and the donor's family is incommensurable. Together, we can certainly do better for the 800 or so people waiting for an organ transplant in Québec," said Louis Beaulieu, Chief Executive Officer of Transplant Québec.

For Transplant Québec, *National Organ and Tissue Donation Awareness Week* is a golden opportunity say THANK YOU to all those who help save or transform the lives of others.

Transplant Québec also wishes to thank the elected officials who support this great movement of solidarity across Québec, one that includes more than 100 cities and municipalities. As well, Transplant Québec applauds media initiatives and the production companies that produce reports or documentaries about organ donation.

Overview of initiatives intended to foster a conversation about organ and tissue donation

- More than 100 cities and municipalities from all regions of Québec support this solidarity movement by hoisting an organ and tissue donation flag (list of cities and municipalities available at www.transplantquebec.ca/sndot).
- Montréal city hall will be lit up in green on April 23, 2019, starting at sunset, in order to mobilize citizens on behalf of the organ donation cause.
- Advertising campaign "Say it any way you like. But say it." in print media and on the radio, and presentation of a short video by Transplant Québec on television, across social media networks and on partner websites (March 19 to May 6, 2019).
- Rebroadcast of the documentary *Don d'organes : la vie continue* by Télé-Québec on April 21, 2019, at 8 p.m. and promotion of the campaign "Say it any way you like. But say it." as part of the documentary *Une greffe pour la vie (A Transplant)*, to be broadcast by Canal Vie on May 6, 2019, from 9:00 p.m. to 10:30 p.m.;
- Multiple activities in hospitals across the province (calendar of activities available on the Transplant Québec website).

Did you know?

Some 92% of Québécois are in favour of organ donation, according to a Léger survey conducted in October 2018 on public perceptions and knowledge of organ donation. They are motivated by the idea of saving lives and would take pride in the knowledge that they are contributing something important when they die (see the press release on the survey results).

There is no specific age at which a person can donate organs and tissues: the youngest-ever donor was 48 hours old, while the oldest was 92. A 76-year-old man donated five organs. To find out more about the subject and other myths, see the information sheet entitled “Organ and Tissue Donation – Myths and Realities”, available on the Transplant Québec website.

How to indicate your consent in Québec

Transplant Québec strongly encourages citizens to sign up to one of the two registries. Doing so constitutes the best way to confirm your consent, as it is permanent, does not need to be renewed, and is available to authorized personnel at the opportune time.

Through December 31, 2018, more than 4 in 10 Quebecers registered their consent to organ and tissue donation in one of the two registries. There are three ways to consent to organ donation :

- By signing your Consent to Organ and Tissue Donation form issued by the Régie de l'assurance maladie du Québec (attached with the health insurance card renewal notice). The form can also be ordered by calling 1-800-561-9749;
- By meeting a notary to register your consent (or refusal) in the Chambre des notaires du Québec's organ donor *registry* (*Registre des consentements au don d'organes et de tissus*);
- By signing the consent sticker and affixing it on the on the back of the health insurance card upon renewal, or by ordering the sticker on the *Signez don* website at www.signezdon.gouv.qc.ca

Transplant Québec wishes to remind people that signing up to one of the registries is the best way to confirm your consent, as once consent is registered, it remains sustainable over time.

About Transplant Québec

Transplant Québec has a mandate from the Minister of Health and Social Services to save lives and improve the health of persons in need of a transplant by coordinating the organ donation process, ensuring the equitable allocation of organs, supporting best clinical practices through consensus-building and the mobilization of its partners, and promoting organ donation in the society at large. Transplant Québec therefore works to ensure that the greatest possible number of Quebecers waiting for an organ can benefit from a transplant in as timely a fashion as practicable.

Checklist

- Communications campaign: “Say it any way you like. But say it.” <https://ditesle.ca/en>
- List of cities and municipalities participating in *National Organ and Tissue Donation Awareness Week* 2019: <http://www.transplantquebec.ca/villes-et-municipalites>
- Calendar of activities presented in hospitals: <http://www.transplantquebec.ca/sndot>
- Information sheet “Organ Donation: Myths and Realities” (heading marked “News”): <http://www.transplantquebec.ca/en>
- Testimonials of three transplant recipients: <http://www.transplantquebec.ca/temoignages-de-receveurs>
- Press release dated February 19, 2019 concerning the Léger survey results from October 2018: <http://www.transplantquebec.ca/communiqués>
- General information about organ donation: <http://www.transplantquebec.ca/en>

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Source :

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