

Life Goes On Through Organ Donation

A Case Study

A research paper submitted in partial fulfillment of the requirements to obtain a Master of Arts in
Communication at the University of Ottawa.

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5/8/2014

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Abstract

A case study on an organ donation campaign in the state of Illinois was conducted by utilizing the theory of reasoned action organ donation model, which was modified specifically to the field of organ donation by Susan Morgan and colleagues, to properly analyze the different portions of the campaign. In Canada approximately 4000 people die every year waiting for organs. Although the majority of the public are pro organ donation, there is a gap between their feelings and acting on those feelings by becoming a registered organ donor. A case study has provided insights into how an organ donation campaign achieved over 5 million registered organ donors in 6 years. Organ donation campaigns have to battle several medical myths and misconceptions surrounding their field to gain a higher population percentage registered as donors. These myths are battled with consistent efforts to properly educate the public regarding organ donation.

I. Introduction

Organ donation is considered a taboo subject for most because of its relation to the topic of death; however it is a topic of conversation that Canadian's should think about bringing up with their loved ones.

There have been no recent major organ donation campaigns in Canada. In 1999, there were two reports released that highlighted the issues surrounding supply and demand of organs. The reports were issued by the House of Commons Standing Committee on Health and the National Coordinating Committee for Organ and Tissue Donation, Distribution and Transplantation. "Both reports proposed the development of a national strategy and the

formation of a council of experts to assist in developing and monitoring the strategy” (Norris, 2011, p. 1). Even though Canadians have known about the issue since 1999 there has been little effort to improve the situation.

There are two types of organ donation, living and deceased. Living organ donation is most often between family members and/or close friends because it means donating an organ while you both are living. Deceased organ donation is when a medical team will procure your organs after you have been pronounced dead. For the purpose of this research it will focus on deceased organ donation because living organ donation is more of a situational decision where one will decide to donate their organ because a person who means a lot to them will die without it. An abundance of information can be found as to reasons why people don’t act on their pro-organ donation feelings, but it has yet to be determined the best way to create an action within the public. “Despite the fact that people generally have positive attitudes toward organ donation and are aware of the organ shortage problem, the gap between demand and supply of organs for transplantation in the United States and in the rest of the world continues to grow” (Tian, 2010, p. 238). There is a knowledge problem in relation to organ donation in that researchers are unaware of how to create an action within the public and the public seems unaware of what it means to be a registered organ donor and how to become one.

The Beadonor.ca website was just launched in June of 2011 and they have just recently reached over half a million visitors to the site. The website quotes an annual target of 300,000 new registrations and from April 1st to September 30th there were 128,703 new registrations through 93,177 visits to the registration site. These numbers represent 43% of their target. These numbers are important to note because it shows that if people are visiting the website then it seems that they are registering to become official organ donors. “In 2011/12, TGLN surpassed

previous Ontario organ donor records, with 222 deceased organ donors” (Trillium Gift of Life Network, 2012). While researching online it is impossible to find statistics discovering how many people are currently waiting for organs in Ontario specifically or Canada as a whole. This is concerning because these numbers are crucial to understanding the critical state organ donation is in. In the United States this information is easily found. According to UNOS (2012) as of 10:00 pm on Thursday, December 13th, there are 116,817 people on the waiting list, there are 74,464 active candidates on the waiting list, there have been 21,132 transplants between January to September 2012, and there have been 10, 536 donors between the same time period.

Ontario’s overall donor registration rate varies in different communities from 10-50% but overall registration rate province wide is approximately 24%. “24% of Ontarians are registered donors. That’s 2.84 million out of an eligible 11.74 million” (Be A Donor, 2014). There are approximately 1700 individuals waiting for an organ transplant in Ontario and every three days one of them dies waiting. There are only 13 donors per million populations, whereas the United States of America and Europe have 23-30 donors per million populations. The Ontario provincial registry only went online as of June 2011 and previously an individual could only register in person at a Service Ontario location. Service Ontario locations serve individuals in need of renewing their drives license, license plates, or health card, but with several of these renewals being done online versus in person it was imperative that an individual has the ability to register to become an organ or tissue donor online. A resident of Ontario can check online at beadonor.ca to see whether they are registered as an organ donor, the status of their registration and they have the ability to choose which organs and/or tissue they would like to donate and if for medical or science reasons. The Gift of 8 Movement created a program called “One Life... Many Gifts” which is a curriculum resource that aims to educate senior secondary school students about the

vital importance of organ and tissue donation. The age of consent to donation in Ontario is sixteen. Today the reality is that people are dying on waiting lists because there are not enough donated organs.

A public awareness campaign is essential to promote any health related campaign, but unfortunately Canadians don't seem to be willing to take on the task of promoting and campaigning for organ and tissue donation. Norris (2011) found the following:

A key component of the national donation and transplantation strategy that was recommended in the 1999 reports of the House of Commons Standing Committee on Health and of Health Canada was a public awareness campaign.(p. 11).

A public awareness campaign is essential to help dispel common myths and misconceptions surrounding organ donation and provide the public with proper and relevant knowledge on the topic. Public awareness campaigns can be run city-wide, provincially/territorially and/or federally because the information is the same no matter where it comes from, that nationally there is a shortage of organ donors. The campaign must be lengthy because it must move from a hot topic to a longstanding concern for the public to have the time to absorb and fully understand the situation. "Although public awareness campaigns were designed and implemented in 2001 and 2002, there have been none since. To be effective, a public awareness campaign must be a longer-term commitment" (Norris, 2011, p. 12). The case study chosen must be long term to be considered a large and successful campaign. It is only in the long term that the results of health campaigns can be truly discovered if they were successful or not. Canadians should look into creating a national registry similar to the United Network for Organ Sharing (UNOS) in the United States to be able to provide real time statistics and have a base for which all organ and tissue donation campaigns can expand from.

To become a registered donor in Ontario it can be done through the Service Ontario website. The only information required is your health card number and date of birth. To register one must be over the age of eighteen and can decide if they want to participate in only organ transplants or if they would also like to over their organs for science purposes in addition to transplants. An individual can also decide which organs specifically they are willing to donate after becoming deceased, or if they are willing to donate all of their organs. It is also notable that an individual's family can always renege on their decision to donate if the family would prefer this not to happen. "Because the opportunities for organ donation are relatively rare and the impact is life-saving, it's important that Ontarians give serious thought to organ and tissue donation and register their consent to donate" (Be A Donor, 2014). Organ donation also comes at no cost to the family and one can still have an open casket if donating their organs.

The objective of this research is to explain the success of one organ donation campaign, as an exemplary case of the use of communication as a way to motivate people to register as organ donors. The campaign has been deemed successful because of the percentage of its population that are registered organ donors and the percentage of the population that register at driver facilities. The case study will show the inner workings of a campaign that has proven to be successful. It will illustrate the larger and smaller details required to reach the public effectively. A case study will also show potential errors of where the organization went wrong, therefore learning from others mistakes. The case study chosen was from the United States because there have been no large successful campaigns launched in Canada in recent years. The case study has looked in-depth into the campaign in its entirety using the theory of reasoned action organ donation model. The campaign chosen was the Life Goes On campaign from Illinois in the United States of America, which has been deemed successful based on several different reasons.

Illinois is home to one of the first three registry's started in the United States, it's size has continually grown over the years, the campaign managed to change the law regarding organ donation registry becoming a legally binding contract and the amount of people involved with the campaign and the different communities percentage of registrants has continued to rise at driver service facilities.

II. Background History of the Campaign

The Life Goes On campaign first began in 1991 when the Illinois Secretary of State Jesse White created an Organ/Tissue Donor Program awareness contest for kindergarten to grade 12 students to create a poster that promoted organ/tissue donation. "Joseph Kralicek was the first organ/tissue donor poster contest winner back in 1991" (Rock River Times, 2012). The winning poster would be duplicated and distributed statewide to Driver Service facilities, libraries, schools, hospitals, procurement agencies and other organizations.

In 1992 the organ/tissue donor registry was officially created, making Illinois one of only three states in the United States to maintain such a registry. "Illinois became one of just three states to establish a central organ donor registry in October 1992" (Ryan, 1994). The registry did not use taxpayers' money and would utilize the Secretary of State's driver's license database and whenever an individual enters such a facility they would be provided with information regarding organ/tissue donation and asked to join the registry.

The Illinois General Assembly passed legislation in 1993 that provided funding for organ/tissue donor education and awareness. The "Life Goes On" began as a statewide public awareness campaign and started off with a two day conference in April of 1994 aiming to address the concern regarding the lack of organ donors. When residents of Illinois receive

packets informing them their drivers' licenses require renewal they also receive information packets regarding organ/tissue donation. Driver service facility employees are encouraged to promote organ/tissue donation to customers and facilities are also now equipped with posters, brochures and other materials in both English and Spanish versions wherever appropriate. Driver's education and health classes now target students to help inform them about the cause and schools are now equipped with videos, brochures and speakers that promote organ/tissue donation.

In Peoria, Illinois the first Life Goes On Committee was created in 1999. It was originally created as a pilot project but turned into an integral portion of the Organ/Tissue Donor Program and committees can now be found in eight others cities and counties.

In 2004 Secretary of State Jesse White formed a task force whose goal was to research every aspect of first-person consent in hopes of putting it into place and eliminating the need for familial consent for donation to occur, and discover how this consent could benefit Illinois. In June of 2005 the General Assembly of Illinois passed legislation creating the first-person consent registry. The registry went into effect January 1, 2006, meaning an individual's consent to be a donor became a binding contract, and eliminated the need for familial consent for those aged 18 and older. Those under the age of 18 would still require familial consent. In 2012 a milestone was reached when the Illinois Organ/Tissue Donor Registry reached 5 million donors.

The Secretary of State's Organ/Tissue Donor program was major player in helping to create the National Coalition on Donation, which is now Donate Life America through its efforts with renowned transplant surgeon, Dr. James Wolf. The program was also one of the founding members of the Illinois Coalition on Donation, which is now Donate Life Illinois. The Secretary

of State's Organ/Tissue Donor Program has won several American Association of Motor Vehicle awards for its commercials, posters, brochures, newsletters and other items created to help promote organ/tissue donation.

This brief history demonstrates the leaps and bounds that Secretary of State Jesse White has taken the Organ/Tissue Donor Program and creating it into a successful campaign with over 5 million people who have entered into a legally binding contract to become organ and tissue donors.

The Life Goes On campaign is being considered as successful because they managed to get the law change making organ donation registration a legally binding contract, has greatly heightened the amount of exposure the organ donation field receives in Illinois, they have created several unique initiatives such as a direct mail program to individuals as they become eligible to register on their own, created counter donor mats for driver service facilities and created joint ventures with different campaigns, different sporting teams and local colleges and universities.

III. Literature Review

The mass media have the ability to communicate effectively to the public and potentially sway their views on the decision to donate organs, but entertainment programming sensationalizes the negative myths regarding organ donation. "Attention to the positive aspects of organ donation is needed to offset the negative portrayals of organ donation that have aired on popular medical dramas such as Grey's Anatomy and House" (Quick, Kim & Meyer, 2009, p. 141). Medical mistrust is one of the most common fears of the public when it comes to organ

donation, and entertainment media portraying frames where the public views reasons not to trust the medical industry has a severely negative effect on their attitudes towards organ donorship.

Tian (2010) studied the presentation and framing of videos on YouTube related to organ donation. It seems that non-profit organizations are utilizing YouTube in the best way possible because they produced or sponsored 34.4% of all the organ donation videos on YouTube. “They, together with individuals who produce their own videos to share their attitudes and experiences as organ donors, recipients, and activists, form media production teams that are notably different from those formed by the traditional media industry” (Tian, 2010, p. 244). The issue with this research is that the study shows that the videos portray organ donation in a positive light, but still the comments on the videos show that people did not intend on acting on those feelings as a result of watching the video. This problem stems from the fact that individuals are not searching YouTube to be educated on organ donation, but are the videos to reinforce their beliefs.

The majority of news broadcasts and newspaper articles all tend to frame organ donation in a positive light. The main problem with the news television broadcasts is that they fail to mention how an individual can register to become an organ donor. This information seems to be crucial as it has already been proven that the public tends to favour organ donation; therefore it is potentially because individuals are not aware of how to become a registered donor, which results in them not acting on their pro organ donation feelings. Narrative evidence in relation to organ donation is an important factor because it helps put a face to organ donation; however it is also important to pair narrative evidence with statistical evidence because mortality rates clearly portray the need for more organ donors. “Given society’s reliance on television for information about organ donation, we believe television news broadcasts have a responsibility to provide increased attention to the existing organ shortage in the United States, as well as to equip viewers

with an accurate understanding of how to become potential organ donors” (Quick, Kim & Meyer, 2009, p. 142). Mass media producers need to work harder to promote organ and tissue donation to the public. They should work with organ and tissue donation campaigns to ensure they promote the proper knowledge and information to the public.

With YouTube and television news broadcasts portraying organ donation in a positive light the public might be holding on to their worries based on the negative myths and superstitions surrounding organ donation, and/or because of portrayals on entertainment programs they have watched. YouTube and television news broadcasters attempt to portray organ donation positively but it doesn't seem to be enough to battle the negative portrayal the field receives from entertainment programs. Yoo & Tian (2011) found the following:

Recall of entertainment television programs reinforces the public perception of medical mistrust, suggesting that the more an individual recalls entertainment television programs, the more that individual will believe myths such as “doctors might prematurely declare death to procure organs if one has a signed donor card” and “doctors might treat donors as only sources of spare parts (p. 153).

Entertainment television tends to be educating the public on the wrong information and it is the sensationalized information they portray that people remember. “The sensationalistic treatment of organ donation in entertainment television is also having a negative impact on organ donation-relevant behaviors, including the willingness to register as an organ donor or to donate the organs of a loved one” (Harrison, Morgan & Chewning, 2008, p. 41). One of the major examples of entertainment television portraying these negative storylines is an episode of Law and Order that focused on organs being harvested by a prominent surgeon and then they were selling the organs on the black market. Unfortunately, this is only one of several programs that portray organ donation in a negative light versus the positive light it requires to save lives.

The Campus Donor Project was a health campaign geared towards college students with the hopes of encouraging them to become registered organ donors. The campaign had a media component that was created to both persuade and educate the target audience, college students, about organ donation. It seems campus donor projects can be effective, but it is unclear as to what portion of the project is the driving force to make them effective. Weber & Martin (2012) found the following:

First, campaigns designed to increase the number of people consenting to donation can be effective on a college campus. However, the exact mechanism that is responsible for the overall effect is still somewhat of a mystery (p. 515).

It seems as if even though people have favourable attitudes toward organ donation it is difficult to ascertain what encourages them to act on those attitudes. Although, knowledge is important it may be that an individual's attitudes and beliefs have not been activated until those attitudes and beliefs have been targeted properly by a campaign. "The current findings add to the growing body of literature indicating that researchers must look at other factors besides attitudes and knowledge for an explanation of why some people choose to provide donor consent while others do not" (Weber & Martin, 2012, p. 516). Knowledge, although extremely important, is not the "magic bullet" that entices people to act on their beliefs and attitudes.

Organ donation is commonly referred to as the gift of life, it is often viewed in a positive light; however it can also be viewed as a cultural taboo and medical misconceptions are a common superstition for an individual to believe in. In South Africa there are very strict regulations on who is able to donate and who is not, therefore knowledge could be a very key ingredient to gaining a higher amount of organ donors. A group of 18 young adults between the ages of 18 to 25 participated in a study to see how an educational pamphlet would affect their knowledge and/or attitudes regarding organ donation. "Findings suggested that the educational

brochure improved participants' knowledge and attitudes regarding organ donation, although these changes were not statistically significant" (Buthelezi and Ross, 2011, p. 734). The study found that individuals were more willing to donate; however the situation played an important role as well. An emergency situation where a family member or close friend was in dire need of an organ made the participant more willing to donate. "Seventeen of the participants expressed the view that there was not enough education on organ donation while eight participants felt strongly about the need to encourage people to consider donating their organs and expressed enthusiasm for the existing organ foundations for creating awareness" (Buthelezi and Ross, 2011, p. 734). Knowledge and education play a role in the willingness to donate; however it seems as if they are not the key player. The authors also recommend that further research evaluating existing organ donation campaigns would be beneficial to the field of organ donation.

The content and effects of public service announcements concerning organ donation were analyzed in two different studies. The first study coded the PSA's for their content based on their persuasive message typology and the second study analyzed undergraduate students' reactions to the PSA's. The research discovered that the PSA's did not always have the intended message and/or reaction. "As non-donors have yet to commit to the cause of donation, they may readily identify the persuasive techniques used in the message, may psychologically react to such techniques as they infer the manipulative intent of the message and may rely on this reactance in shaping their final evaluations of the message (i.e., message reactions)" (LaVail, Anker, Reinhart & Feeley, 2010, p. 62). PSA's are intended to create awareness and in the case of organ donation attempt to sway the public to become registered organ donors, however when the public recognizes the manipulation, or persuasion technique they tend to be resistant to the message. "Future efforts, therefore, might do well to employ more grassroots efforts to promote donation.

Such efforts might change perceptions surrounding donation leading the public to view future organ donation campaigns under a different “lens” or emphasis” (Ibid, p. 65). It seems that future PSA’s concerning organ donation should be more concerned on portraying more human interest stories than the cold hard facts.

Communication campaigns concerned with promoting organ donation were analyzed using a random-effects meta- analysis. Communication campaigns are growing by expanding to new locations and the information is being broken down into segmented audiences who require messages that are specific to their unique needs. Harrison, Morgan & Chewning (2008) found the following:

Through research on the behaviors of donors and non-donors, organ donation outreach and campaigns have been able to focus on segmenting audiences for different messages, and have taken campaigns to locations where people are more likely to be influenced about health related behaviours (p. 34).

By doing this study the authors discovered that they are still unsure of what factors or campaign activities are more successful than others in building awareness surrounding organ donation.

"The cumulative effect of public education campaigns in the promotion of organ donation is an approximate 5% increase in outcomes compared to a control group” (Feeley and Moon, 2009, p. 71). Although the increase is small, any increase in awareness can lead to saving hundreds, even thousands of lives because one person can save up to 8 lives through organ donation.

Empathy plays a large role in health related causes and campaigns because it is often empathy that leads a person to get involved. Organ donation is often thought to be a compassionate, selfless and noble act. Sincerity leads the public to become concerned for people requiring an organ transplant; however, campaigns need to promote the perceived benefits more to help create a behavioural intention. Cohen & Hoffner (2012) found the following:

Hence, while the initial appeal of becoming an organ donor may be grounded in sincere concern for the health of people needing transplants, we propose that the association of additional benefits with organ donation can further motivate and reinforce people's decision to register as a donor (p. 129).

For this study the researchers studied at a large urban university and in core classes of over 35 different academic majors the students had to read a news article about an individual waiting for an organ transplant. After they read the article they received a consent form and had to complete a questionnaire with an organ donor registration card attached.

This study was important because they reached individuals at an age where they are learning to make their own decisions and become their own person. "The role of self-benefits perceptions in predicting willingness to donate in the current research suggests that potential donors who associate self-benefits with organ donation, such as pride or satisfaction, are more likely to make a commitment" (Cohen & Hoffner 2012, p. 135). As human beings it is seemingly in our nature to always make sure we get something in return for our actions, whether it is something of monetary or emotional value."Half of respondents (52.7%) indicated that they were registered as organ donors on their drivers' license, but these individuals were not universally willing to sign an organ donation card" (Cohen & Hoffner 2012, p. 133). This is an important find from the study because it shows that individuals are afraid to officially register and this is most likely due to the top myths surrounding organ and tissue donation.

Individuals seem to be afraid either from a lack of knowledge and understanding or it is their non-cognitive beliefs that are stopping them from legally registering as organ donors. "Once a person registers as a donor, they are an organ donor for all intents and purposes unless they actively seek to remove their name from the registry" (Cohen & Hoffner 2012, p. 136). One's decision to be an organ donor can be revoked but once an individual has gone as far as to

officially register as an organ and tissue donor the chances are they will remain a registered organ and tissue donor. This study shows that it is very important for an organ and tissue donation campaign to dispel myths and tackle barriers that an individual has put up regarding organ donation; otherwise they won't improve the amount of people on their registry.

One of the largest fear factors regarding organ donation is that medical providers won't try and save one's life if they are registered as an organ donor. Emergency departments are often where conversations regarding a loved one potentially becoming an organ donor takes place and this can be a difficult situation to handle properly. "Although referral for organ donation was traditionally viewed as the domain of inpatient critical care providers, recent evidence highlights the importance of emergency providers in the organ donation process" (Michael & Jesus, 2012 p. 485). Although, numbers demonstrate that emergency departments often lead to organ donors, a strict process must be followed and the medical teams must be properly trained in how to deal with these situations.

Local organ donation campaigns and organ procurement agencies should work closely with these teams and provide the proper training. "Organ donation is ethically permissible after death is pronounced by either neurologic or circulatory criteria, but the pronouncement of death should be made by a physician who is caring for the patient and who is not affiliated with the organ recovery team" (Michael & Jesus, 2012, p. 486). It is extremely important that these guidelines and processes be strictly followed because the fear of medical mistrust in that medical teams won't try and save your life if you are a registered organ donor is one of the most prominent reasons an individual gives when stating why they refuse to register as a donor. "The prospect of uncontrolled donation after circulator death occurring in the ED or out-of-hospital setting raises immense ethical, clinical, and logistical challenges for emergency physicians and

organ procurement organizations” (Michael & Jesus, 2012, p. 486). Organ donation campaigns must work closely with organ procurement agencies to best understand the current situation and issues that may be happening, and organ procurement agencies must try and work closely with hospitals to make sure everyone is knowledgeable on the topic and the proper processes to follow. Referrals must be properly made between emergency departments and/or medical teams to the organ procurement agencies so as to ensure the reputations of both are properly upheld. “Organ procurement organizations should better educate providers about what constitutes an appropriate referral while mitigating the burden of those referrals and reinforcing their success” (Michael & Jesus, 2012, p. 489). Organ donation campaigns have to work with hospitals and medical teams as well because they can be a good resource for an individual to receive information regarding organ donation, therefore the campaigns could provide information brochures, booklets and other materials to the hospitals and medical teams so that they can provide those materials to patients in their care.

The theory of reasoned action represents an important contribution to the understand and planning of campaigns; however it had yet to be fully proven in organ donation until Weber, Martin and Corrigan (2007) applied the theory of reasoned action specifically in relation to getting individuals to register as organ donors. The theory chosen for this paper, the organ donation model of the theory of reasoned action is mentioned in the author’s research stating that the theory has been proven when applied to organ donation. “Morgan et al.’s (2002) ODM, which serves as an extension to the TRA, has been demonstrated to be predictive of self-reported donor status” (Weber, Martin & Corrigan, 2007 p. 2439). This is important for this research because it demonstrates the model does work when applied properly.

Research has failed to provide proof that the theory of reasoned action had the ability to actually predict signing behaviour, but these authors proved that the theory is beneficial in the realm of organ donor consent. “The results of the current investigation also serve to extend the organ donor literature by providing empirical support for the assertion that a real behavior indicating consent to donate is related to an individual’s attitude toward donation, normative beliefs, and intentions” (Weber, Martin & Corrigan, 2007, p. 2444). If organ donation campaigns can help to improve the public’s already positive attitude toward donation and encourage them at the very minimum have the belief and intention to register as an organ donor then the campaign can be deemed successful. “Consenters tend to be more altruistic, of higher socioeconomic status, more internally directed, feel more guilt, and possess more accurate knowledge about donation” (Weber, Martin & Corrigan, 2007, p. 2444). Campaigns must improve on the public’s knowledge regarding donation and dispel myths surrounding the field. If the campaigns can tap into an individual’s altruistic intentions and make them feel as if it is of the norm to register then they should be successful in having a high registration rate. “Future research must attempt to apply what we know of these individuals, and of persuasion theories, such as the TRA, in constructing messages intended to increase the number of people who give their consent” (Weber, Martin & Corrigan, 2007, p.2445). This is an important area of future research to explore in the organ and tissue donation field.

This case study will use the theory of reasoned action, specifically the organ donation model created by Susan S. Morgan, to analyze a chosen organ donation campaign to help discover reasons why the campaign could be deemed successful. The theory of reasoned action helps as an analysis tool to figure out what methods help to create a well reasoned action, and which variables are best suited to help create that behaviour. The organ donation model was

created to include the different variables that are specific to the organ donation field. These variables will be defined in the following section.

IV. About The Theory

The specific theory chosen for this case study is the theory of reasoned action (TRA) which has been expanded upon and altered to fit the mould of organ donation by Susan Morgan and colleagues. The theory of reasoned action involves variables such as knowledge, attitude, social norms, and behavioural intentions. “Organ Donation Model includes additional variables such as exposure to information and spiritual and cultural values” (Morgan et al, 2008, p. 646). These additional variables are important to include because failure to act in relation to organ donation seems to be deep rooted within an individual’s fears and superstitions. The traditional cognitive variables included are: attitude toward donation, knowledge about organ donation, perceived social norms, and interpersonal and mass media sources of information about organ donation. The non-cognitive variables are: ick (gross) factors, jinx factors, medical mistrust/premature declaration of death, bodily integrity, and perceived benefits of donation. “This model, and others like it, has helped in the segmentation of audiences and the development and placement of messages for campaigns” (Harrison, Morgan & Chewning, 2008, p. 36). This model was an important to improve the campaigns for organ donation because the theory of reasoned action on its own was showing that in relation to organ donation the public had good reason and should have been acting on their feelings; however it seems as if the non-cognitive variables are holding the public back.

The “Life Goes On” campaign’s promotions will be studied in comparison to which variable of the theory it best focuses on and how it attempts to improve the specific area chosen. For example, if the promotion focuses on the knowledge variable it is most likely focusing on how to improve an individual’s range of knowledge on the organ donation subject. If the promotion focuses on a non-cognitive variable such as medical mistrust it will be analyzed to see how the promotions attempts to focus on the variable and how the argument was structured and how strong the argument is in regaining an individual’s trust in the medical system. The theory of reasoned action modified for organ donation will be utilized to categorize the different advertisements or smaller campaigns within the larger campaign as a whole to see how many variables of the theory the campaign focuses on and how they combat the non-cognitive variables.

This theory guides the analysis of the chosen case study by demonstrating which variables are important regarding a health campaign promoting organ and tissue donation. The theory further expands on this by stating both cognitive and non-cognitive variables that effect an individual’s decision making process on whether or not to become a registered organ and/or tissue donor. The theory of reasoned action organ donation model helps to provide insight into potential reasons why the Life Goes On campaign may be considered successful.

The model displayed below shows how the different aspects interact with each other which ultimately and hopefully lead to a signed donor registration card. If the case study can manage to make registering as an organ donor into a perceived benefit and the subjective norm combined with in-depth knowledge on the subject and an overall positive attitude towards it then the case should be successful in gaining more signed organ and tissue donor registration cards.

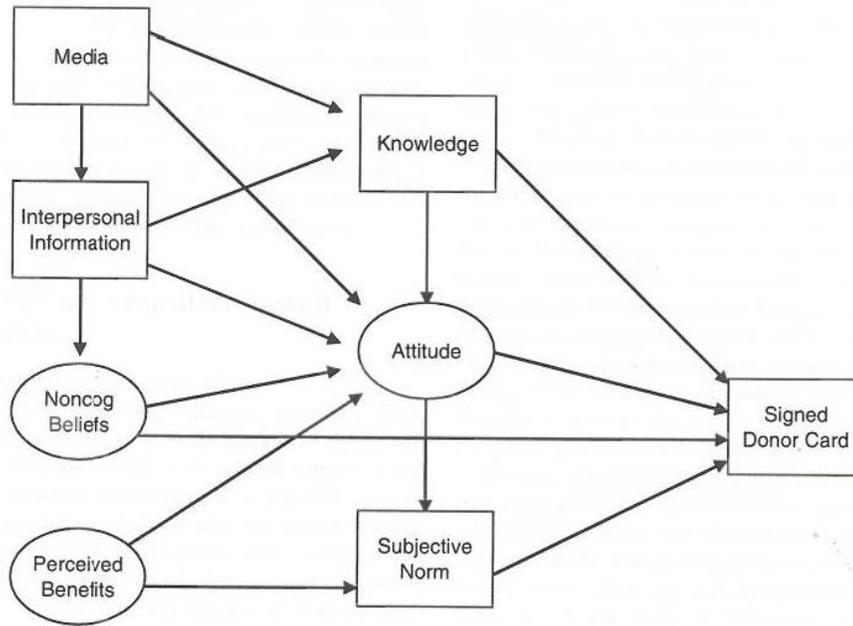


Table 1. Theory of Reasoned Action Organ Donation Model (Morgan et al, 2008, p. 645).

The theory of reasoned action is a longstanding theory that helps to explain an individual's behaviour. "Intention to perform a behaviour is a function of attitudes toward engaging in the behaviour and perceived normative pressure to perform the behaviour" (Hartford, 1980). An individual's actions can be explained by their attitudes toward the behaviour and how they believe society and their peers view the behaviour. "Attitudes may have more influence on intention when: personally relevant behaviour, not very observant behaviour" (Hartford, 1980). For one to become a registered organ donor it is not a very observable behaviour because it can be done in the privacy of one's home, online, or at a driver service facility. Therefore, the intention to engage in the behaviour may be more influenced by the individual's attitude toward organ donation. "A person's attitude can be changed in several ways: changing what beliefs are salient in a situation, changing evaluations of beliefs, and changing strength of belief" (Hartford, 1980). It may be difficult to change the public's beliefs surrounding organ donation; however the

three ways mentioned combined with the non-cognitive variables of the organ donation model could form the base of what an organ donation campaign should focus on.

In any health campaign the main goal is to intervene and change negative attitudes towards the campaigns desired action. “When intervening with a population, it’s necessary to elicit the beliefs of a sample of the population” (Hartford, 1980). Different portions of the population may have different beliefs regarding the health topic, therefore recognizing these segments of the population must be done to properly understand why they hold certain beliefs and what may be done to either change or strengthen those beliefs. “Differences between people who do the desired behaviour and people who don’t do it, in beliefs, strength and outcome, can help guide interventions” (Hartford, 1980). A campaign must understand the public they are targeting and their beliefs to help create a successful campaign. “Successful interventions have to assess underlying beliefs and their evaluations and strength and then work to change these components as necessary” (Hartford, 1980). To create a successful campaign it must break down an individual’s beliefs and recreate them by building them back up based on the reality’s and truths of the health topic.

V. Methodology

A case study will provide insight on the reasons why a single organ donation campaign has been successful in continually registering donors and how they were able to achieve such success. The specific case study will be chosen within the United States so that it is easily comparable to Canada. The United States is easily comparable to Canada because its close proximity means that the social cultures are similar, and the regulations and legislations are similar to those in Canada. A case study is beneficial because the researcher can learn from the

experiences of others. An in-depth look at the campaign another organization has created to help solve a similar problem to the one at hand is a good way to learn how to lay the groundwork for a successful campaign.

The case study chosen is the “Life Goes On” campaign created by Secretary of State Jesse White in Illinois, U.S.A. The campaign started in 1999 and continues to this day. It started at driver’s licence registration facilities and has grown to be so much more than that. “Life Goes On” has won awards for their advertisements and continues to break down barriers in the organ donation community. Life Goes On has relationships with local universities and colleges to help promote organ donation awareness. The campaign has also created their own seasonal newsletter that although doesn’t come out every season is usually released at minimum twice a year and usually three times. One of the most impressive parts of the campaign was that they successfully campaigned to change the law regarding organ and tissue consent in 2006, and this change in legislation made an individual’s wishes regarding organ and tissue donation legally binding and removed the requirement of a third party witness. The age of consent for this new law is eighteen years of age, previous to turning eighteen a child must have their parents consent.

This campaign has been deemed successful because of several reasons. The term success can be very subjective; however it is because of the following reasons that this campaign was determined to be considered successful. The Illinois donor registry started by Secretary of State Jesse White was one of the first three states in the United States of America to have a state wide registry. The registry has continued to grow since its inauguration and despite the law change in 2006 forcing past registrants to re-register there are over 5 million people registered today. The campaign is by no means perfect; however they seem to have witnessed their own mistakes,

owned up to their faults, and learnt from them to improve for the future. For example, the law change was an important part of helping to change the future for organ donation because it meant that once registered their wish would be granted and said individuals family could not opt them out of donating; however this also meant that there would be a time gap between when individuals would visit a driver service facility at the age of sixteen, not being required to return until the age of twenty-one, yet age of consent is eighteen years old. The Life Goes On campaign then had to discover a way to reach out to individuals as they turned eighteen years of age.

The Life Goes On campaign has also played a large role in supporting other organ and tissue donation campaigns, as well as helping to create them. They have been used as an outline for new campaigns to use when trying to create their own. This particular campaign was chosen because they were one of the first three organ donation campaigns in the United States of America and they have often been chosen to help mentor other campaigns in an effort to raise their donor consent and registration rates to create rates similar to those the state of Illinois is experiencing. The Life Goes On campaign was also successful in changing the law regarding organ donation to make it a legally binding contract so that an individual's wishes will be followed through on and their family cannot refuse to donate the individuals organs. It is because of these and several other reasons that will be made clear through the results and analysis section that this campaign was chosen.

A case study is helpful because one can learn from the experiences of others and provide a solid base to create another campaign from. It is easier to expand on a solid base than start from scratch on your own. Looking at another organizations strategy can give one access to ideas and tools that otherwise might not have come to mind. When creating a campaign it is important to

look at what has been successful previously so that one can learn how to best reach their audience but at the same time altering the campaign to one's own specific targets and goals. Organ donation campaigns have proven difficult to not only reach the public but mostly to have the ability to create an action within the public to become registered organ donors. A case study will provide the insight necessary to see strategies that have proven successful in another region similar to Canada. One major positive of the Illinois campaign specifically is that it is recent and still continuing to this day so through the research one can see how the campaign has potentially evolved over time and grown with its public.

The limitations of doing research through a case study is that there is limited access to information regarding how the campaign creators came to the decisions they did or the reasoning as to why they decided on those actions. It is also difficult to ascertain if the population in Canada will react the same way as the public in Illinois did.

The "Life Goes On" campaign will be analysed using the organ donation model to see how well it has been able to reach its audience based on the original theory of reasoned action variables of knowledge, exposure to information, perceived social norm, behavioural intent, attitude and also included are the additional variables of exposure to information and spiritual and cultural values. The case study will examine every aspect of the "Life Goes On" campaign including the small events that all combine to create the campaign as a whole. Research will be done to discover how often these events occurred, approximately the portion of the population that was reached through the events, and what aspects of organ donation were portrayed. The campaign will be reviewed to see what different aspects of organ donation were highlighted, if the current situation of people awaiting organs is made known to the public, as well as if the

campaign highlighted the amount of newly registered living donors or if the amount of non-living donors during a year is mentioned and if the campaign shared success stories of people who have received organs and how their lives have changed. “The Life Goes On” website provides links to every newsletter they have printed since its first publication in Spring 2007 and every newsletter provides information on all the activities and announcements concerning the campaign. As a result the newsletters provided the majority of the framework for the case study and the information discovered in the newsletters will be broken down in the different variables of the theory of reasoned action organ donation model.

The newsletters provide a wealth of information regarding every aspect of the campaign from showcasing events the campaign has put on or attended to showcasing new movements and smaller campaigns within the larger campaign and even go as far as showcasing individuals who have received or are waiting for an organ transplant and share their stories. Statistics concerning the number of registered organ donors at the beginning of the “Life Goes On” campaign until present will be analyzed to see how the numbers have progressed and hopefully grown throughout the campaign and will help to prove if the campaign has managed to become successful. These numbers will also provide insight to see if the numerical data coincides with different activities and goings on of the campaign during the same time period to see if the campaign has given enough knowledge, exposure and opportunities for the public to become registered.

VI. Results and Analysis

The Life Goes On campaign was created by Secretary of State Jesse White and began with a five week media blitz in 1994 that featured the theme “Life Goes On”. “A five-week

media blitz based on the theme “Life Goes On” was aimed at informing every Illinois resident about the urgent need for additional organ and tissue donors” (Ryan, 1994). This became the official starting point of a campaign to promote organ and tissue donation awareness and this campaign is still running today, almost twenty years later. The campaign will now be broken down into the different sections of the theory of reasoned action organ donation model. The main variables consist of knowledge, attitude, social norms, behavioural intentions, exposure to information, spiritual values and cultural values. The complementary variables included are attitude toward donation, knowledge about organ donation, perceived social norms, interpersonal and mass media sources of information about organ donation, ick (i.e. gross) factor, jinx factor, medical mistrust, bodily integrity and perceived benefits of donation.

a. Knowledge

The first variable is knowledge which mainly consists of the complementary variable knowledge about organ donation for the purposes of this case study. One of the main sources of information the public of Illinois received from the campaign was through the Life Goes On newsletter that has been released seasonally since 2007; however it is not consistently released every season. The newsletter is considered the main source of knowledge because they have included facts and true stories regarding the current organ donation situation in Illinois and also included knowledge regarding the Life Goes On campaigns past and to be held in the future events. Paper pamphlets and brochures on the topic of organ donation may not be updated and re-released three to four times annually like the newsletter has been. A member of the Illinois public could pick up a copy of the newsletter at driver service facilities, which is the main location where the campaign started, and they can take it with them and read it when they find the time and they have the ability to pass it along to their family and friends.

The question and answer portion of the newsletter is an integral source of knowledge about organ donation for the public because it gives them the opportunity to ask the questions they have and get answers sent to them directly. This is integral for the campaign creators because it provides them the opportunity to see what beliefs and/or lack of proper knowledge their target public may have and then they are able to alter their campaign accordingly. Based on the theory of reasoned action the campaign must understand the public's belief to create a successful intervention in changing their attitudes. Question and answer sections can be helpful for a health campaign to give the public a straight forward answer to a question they may have had difficulty finding an answer to previously. Organ donation, as with any health related issue, is difficult to generalize to the public in a way that can answer the questions the different segments of the population may have.

One of the questions posed in the Spring 2007 newsletter directly relates to the current situation in Canada, specifically Ontario, where the public is wondering if signing the back of one's driver's license fully registers them as an organ donor."Signing the back of your drivers license is no longer required. When visiting a Driver Services facility you will be asked if you would like to join the new registry. If you say yes, your name automatically goes into the registry and nothing further is required" (Life Goes On, 2007a, p. 3). In Ontario the individual must register online to be fully registered with the Ministry of Health as an organ and/or tissue donor."Your registration decision is stored in the Ministry of Health and Long-Term Care database and is only disclosed at end of life to Trillium Gift of Life Network, Ontario's organ and tissue donation and transplantation agency" (Be A Donor, 2014). In an opt-in society the campaign must ensure that the public is aware of how to engage in the behaviour of becoming a registered organ donor properly otherwise all of the other campaign efforts may be rendered

redundant. A limitation to the question and answer section is the lack of space in the newsletter to provide in-depth detail to strengthen the answer. This could be improved by including a link to a website with further information or a phone number where the individual can find out even more information regarding their questions.

The facts section of the fall 2007 newsletter includes some key terminology relating to organ donation and additionally, hopes to dispel misconceptions regarding whether or not an individual can actually receive a kidney from a person with a different blood type. “A person can receive a kidney from a living donor with a different blood type if they undergo a process both before and after the transplant, which removes harmful antibodies from the blood as well as removal of the spleen” (Life Goes On, 2007b, p.3). An extra medical process is involved if an individual’s kidney donor is of a different blood type. These facts also let the reader know that the first kidney transplant was highly successful. “The first living kidney transplant was performed in 1954 between identical twins Ronald and Richard Herrick in Boston. Richard, the transplant recipient lived another eight years, dying from causes not related to his kidney transplant. Robert, the donor twin, is still living 53 years later in Maine” (Life Goes On, 2007b, p.3). These pieces of knowledge can help the public have stronger beliefs and more positive attitudes toward donation because of the amount of years a donor recipient may gain and that the medical field has worked to find ways around barriers that may have previously put donation in a more negative light.

The campaign features a story in 2007 about an individual who received a kidney transplant and the recipient’s body was rejecting the kidney; therefore the recipient would require another kidney transplant but only once they were healthy and strong enough to endure another transplant surgery. This piece of information can help build trust in the campaign

because they aren't only sharing happy stories and happy truths about organ donation but they're telling the real truths of the field. This piece of information may impact the campaign negatively by giving the segment of the population another reason to not fully trust the medical field because despite their best efforts surgeries don't always go according to plan. The public must be aware of all the positive and negative implications of organ donation because a well rounded decision is what the field requires and helps to create a well reasoned action. This story could benefit from a highlight of some of the processes that the medical field has in place surrounding organ donation and transplant surgeries to help weaken the belief an individual might have in medical mistrust. The medical mistrust belief can be a very strong one that the campaign must try and weaken in order to have a successful intervention in changing an individual's attitude and as a result create a successful campaign.

Donate Life Illinois is a sister campaign of Life Goes On and they launched a high school education program that in its first semester of the 2007-2008 school year managed to reach almost 12,000 high school students."Donate Life Illinois members representing various donor agencies have reached nearly 12,000 high school students during the first semester of the 2007-08 school year with its brand new donor education program called 'Organ and Tissue Donation – Get The Facts'" (Life Goes On, 2008a, p. 2). This education program could prove to be successful in changing the public's attitudes towards donation by educating youth before they build strong negative beliefs in many of the non-cognitive variables that hinder an individual from registering as an organ donor. "This program is one of the best ways to get young people involved in and thinking about donation, which may touch their lives in the future" (Life Goes On, 2007a, p. 2). This education is important; however it is important to note that the youth cannot become registered organ donors without requiring parental consent until they're eighteen

years of age. Starting to educate the population at a younger age, although they can't register alone, could help to avoid them developing fears and hopefully avoid an individual in developing beliefs in the common myths and misconceptions surrounding organ donation, This program is not directly a part of the Life Goes On campaign the two campaigns often work together and it is important that the education efforts are geared towards the younger segment of the population in Illinois. These two campaigns work close together and often create joint campaign ventures.

In the winter of 2008 the Life Goes On newsletter featured a timeline of highlights and firsts in donation, which helps the public to have a greater knowledge of organ donation and to understand the developments the field has achieved.

1954	→	First successful kidney transplant on humans in the United States between twin boys.
1958	→	First instance of a transplant recipient giving birth.
1961	→	Anti-rejection medicine for recipients increased the overall success rate of transplants.
1962	→	First kidney transplant from a deceased donor.
1967	→	First successful liver transplant.
1968	→	First successful heart and pancreas transplants.
1977	→	First computer-based organ-matching system (United Network for Organ Sharing) created.
1983	→	First successful single-lung transplant.
1986	→	First successful double-lung transplant.
1987	→	First successful intestinal transplant.
1988	→	First successful split-liver transplant.
1989	→	First successful living donor liver transplant.
1990	→	First successful living donor lung transplant.

Table 2. Highlights and First in Donation Timeline (Life Goes On, 2008a, p. 4).

This knowledge has the potential to help the public battle their negative beliefs and attitudes in medical mistrust to see the challenges the medical field has overcome. Every effort or information that the campaign can give to the public helps play a role in dispelling the negative myths and misconceptions, which should help lead to more of the population becoming registered organ donors.

The Life Goes On campaign administered a direct mail program that reached out to individuals when they turned eighteen years of age to inform them about organ donation and to give them the opportunity to become a registered organ donor. Since the mail program's inception it has resulted in over 6,000 individuals having registered. This initiative was a result of the campaign directors discovering that their new registry produced a gap in reaching the segment of the population as they became of age to register because they were only required to visit their local driver service facilities at the age of sixteen and again at twenty-one. An individual's eighteenth birthday is the prime time to reach out to them and get the process beginning to give them enough information and knowledge for them to make a reasoned decision and act on their new found knowledge and become registered organ donors. "The letter resulted in more than 18,000 new donor registrations in the last year" (Life Goes On, 2009, p.2). This is seemingly a highly effective campaign initiative to directly reach out to members of the public right as they become of age to officially make the decision to become registered organ donors on their own, without requiring parental consent.

The letters serve as both an information package and as reminders of information they should have learnt in the high school education programs run by Donate Life. This program began because the Life Goes On campaign fought for and won a grant to help fund the initiative. In an attempt to ensure the initiative would be successful Secretary of State Jesse White began

sending letters, donor brochures and donor registration cards to every driver and state identification holder of the state of Illinois on their eighteenth birthday. This initiative began in April of 2008 and by fall of 2009 they had sent approximately 426,000 letters resulting in more than 24,000 registrants creating a 5% rate of return. The fact that the campaign recognized an issue in their new registry and went to such great efforts to rectify the situation shows growth in their campaign, especially when they could have just celebrated the success of getting the law changed and creating the new registry; however they were working hard to find new ways and ventures to continually better their campaign efforts. The theory of reasoned action state that to create a successful intervention the campaign must understand the different segments of the population's beliefs, therefore this campaign venture opens the campaign up to a new portion of the population as they're becoming of age to register alone.

In the summer of 2008 the Life Goes On campaign released facts to the public that portrayed the current numbers regarding individuals waiting for organs and the breakdown of demographics relating to these individuals. "In Illinois, more men than women are awaiting transplants – 2,846 men and 2,004 women. While more men are waiting for a kidney, liver or heart, more women are waiting for a pancreas, lung or intestine" (Life Goes On, 2008b, p. 1). These numbers are significant for the public to fully grasp the current situation regarding the shortage of organs; however they do little to actually engage the individual into thinking about what the numbers mean. The facts are important though because with increased knowledge the public can better understand the perceived benefits of donation. The facts section would benefit from a "How can you help?" section that would try and create a behavioural intention in the reader. This would be a good section to give the reader more information regarding how they can become a living donor as well. Understanding the population the campaign is targeting can help

to create a successful intervention, changing the public's attitudes and resulting in the desired behaviour of registering to become an organ donor. This signifies that the Life Goes On campaign has the proper base for creating a successful organ donation campaign.

In 2006 Life Goes On collaborated with Donate Life America in efforts to help large donor hospitals, transplant centers, and organ procurement organization partners, such as Gift of Hope, achieve higher donor consent rates. One of the goals was to attain a 50% donor registration rate among licensed drivers in the states. "The United States can now boast that 100 million Americans – roughly 42 percent of the adult population – are registered as organ, eye and tissue donors in state donor registries" (Life Goes On, 2012a, p. 1). Illinois' Secretary of State Jesse White's Life Goes On campaign took a leading role in helping to mentor other states to achieve better registration rates. Knowledge is important to get out to not only the public but it is also very important for the individuals working in the field to fully comprehend the situation. This helps to demonstrate that the campaign is considered successful in the field because they have mentored other campaigns to try and help them achieve better donor consent and registration rates. This is another segment of the population for the campaign to comprehend because if the population is working in the field they must be knowledgeable about the campaign and its ventures.

b. Attitude

A major factor contributing to change the public's attitude toward organ donation is to understand the perceived benefits of donation. Attitude plays a large role in leading to the behaviour of registering as an organ donor. The three possibilities for changing attitudes mentioned in the theory section will be utilized as guiding points for this variable of the theory of reasoned action organ donation model. Hallmark creates greeting cards that a transplant recipient

can give to their donor and/or donor's family that thanks them for giving them the gift of life. Although, this is not a portion of the campaign they did advertise the information and if there is a thank you card relating to the subject and the behaviour it means that the card recipient has engaged in an action that a person should be thanked for.

There was a 13 way kidney swap at Georgetown University Hospital and Washington Hospital Center. It was a 26 person transplant with 13 people donating kidneys to 13 people awaiting them. "Georgetown University Hospital and Washington Hospital Center recently pioneered a 26-person transplant effort – 13 people donating a kidney to 13 recipients waiting" (Life Goes On, 2010a, p. 4). This is an important story to tell the public because it means that although an individual may not be a kidney match for the person they are hoping to donate it to that it may still be possible to be a donor and get a kidney for their loved one. "The pairing allows a family member from one family to donate to a person needing a transplant in another family if someone else agrees to donate to his or her family member in need" (Life Goes On, 2010a, p. 4). This is a perceived benefit to donation that it is a group effort and one single act can lead to a much larger act that helps to save multiple lives, not just one. "According to the National Kidney Foundation and the Alliance for Paired Donation, this type of cross-matching of living kidney donation may save an additional 3,000 lives annually" (Life Goes On, 2010a, p. 4). This could help change what beliefs are salient in this situation if the public can understand the amount of lives that can be bettered based on one person's decision to become an organ donor.

Gift of Hope donor campaign, another campaign that works closely with Life Goes On, started giving donor families a box they call "To Remember Me", which is a memory box given after a loved one has become a donor. "The Gift of Hope Organ & Tissue Donor Network is a procurement organization that coordinates with donor families and recipients in central and

northern Illinois. One of the things they do for donor families is present them a memory box after a loved one has become a donor” (Life Goes On, 2012a, p. 4). The memory box includes lapel pins, a wristband, a donor medallion and a poem about organ donation. This box is a unique gift because it serves as a reminder to the donor’s family and the public that the donor has done a good deed and helps to save a life by donating. This information was feature in the winter 2012 newsletter and helps to remind people of the perceived benefit to donation and the greater the amount of perceived benefit the more likely an individual will have a positive attitude toward donation and as a result the more likely the individual will become a registered organ donor.

It is estimated that since the new law came into effect more than 100 additional lives have been saved each year. This can help to battle any issue anyone might have had with the new law because it is difficult to be against or argue with anything that helps to save over 100 additional lives each year. This fact can help make the belief that saving lives is the most salient belief in this situation of whether or not to become an organ donor.

c. Social Norms

The theory of reasoned action organ donation model includes social norms because if it is a widely accepted normal behaviour to become a registered organ donor it is more likely the number of registrants will continually rise. “Often this theory is the foundation for health interventions that intend to establish a social norm for a positive health behaviour (e.g. exercise) for a targeted group” (KNACK, 2006). The Life Goes On campaign uses facts and numbers to help prove that becoming a registered organ donor is a positive behaviour and that it is becoming the social norm in Illinois.

In the spring of 2007 1.8 million people had joined the new registry in its first year. “1.8 million people in Illinois have joined the new organ/tissue donor registry in its first year” (Life Goes On, 2007a, p. 4). This number could help demonstrate that it may be considered the social norm to register as an organ donor because of the large amount of people registering with the new registry in just one year. This fact could also be used as a tool to help battle the jinx myth where people believe if they register they will die shortly after. Additionally, this number could help dispel the myth entirely because 1.8 million people didn’t die because of the jinx factor of registering. These facts can help weaken the myth regarding the jinx factor because of the amount of people registering every year who haven’t died as a result of their being jinxed by registering as an organ donor.

By the fall of 2007 the donor registry had surpassed 2.5 million people which helps prove that the new registry didn’t discourage people from registering and that the public would re-register to make their choice legally binding. “Two-and-a-half million people are a lot of people no matter how you look at it. The fact that we have spread the new donor message to that many people in Illinois in just a little more than 18 months is truly an accomplishment” (Life Goes On, 2007b, p. 1). In January of 2006 the average number of people registering to become organ donors at driver service facilities was 50% and in the fall of 2007 some facilities were experiencing numbers such as 70% or 80% with a few facilities experiencing numbers as high as 90%. If the numbers keep growing it will become more socially accepted and potentially even expected that people register as organ and/or tissue donors when they visit their local driver service facility.

The Life Goes On campaign portrays both regular citizens of society and celebrities, such as a Chicago Bears player whose young baby had recently been a heart transplant recipient, that

have been affected by organ donation.”Chicago Bears cornerback Charles Tillman was the Secretary of State’s spokesperson for the Organ/Tissue Donor Program in April, featured in the Secretary of State’s donor commercial and the new donor brochure” (Life Goes On, 2010b, p. 1). Another celebrity mentioned in the newsletters was daredevil Evil Knievel. “Motorcycle daredevil Evil Knievel, who recently died at age 69, received a liver transplant nine years ago after battling Hepatitis C” (Life Goes On, 2008a, p. 2). Celebrities aren’t exactly considered the norm; however they bring a common face to the cause, which can often make it easier to reach a greater amount of people in a shorter time frame. It often takes a big story or a well known face to bring a health cause campaign to the limelight and bring strength to the campaign to help make it a hotter topic.

The new registry was and is continually growing from when it first came into effect in January 2006 with now over 5,000,000 registered as of March 2010. “It’s hard to believe that the new Organ/Tissue Donor Registry is already four years old! There are currently 5.1 million people in the new registry, which debuted in Illinois in January 2006 and made donation a legally binding agreement” (Life Goes On, 2010a, p. 4). The more people that continually register the more it will become the perceived social norm.

The Life Goes On newsletter features several stories throughout the years that portray a driver service employee’s connection with organ donation and one example is Brian Bush an outreach coordinator. “Brian’s family has not heard directly from any of his grandfather’s tissue recipients, but Mid America Transplant, the organ procurement organization that services Southern Illinois, told the Bush family that he helped a number of people” (Life Goes On, 2010a, p. 3). These stories help to demonstrate that organ donation is more common and affects more families than most people may believe it does. If the public understands how many people are

affected by this issue and see how many people are registering as organ donors it may help them to see the perceived benefit of organ donation and as a result register as an organ donor. The more benefits an individual perceives to gain from an action the more likely they are to have a positive attitude and engage in the desired behaviour.

d. Behavioural Intentions

Intention to engage in the desired behaviour brings the campaign one step closer to gaining more registered organ donors. In the fall of 2007 the newsletter highlights that it only takes 60 seconds to register on the website and this is important because individuals are more likely to avoid registering in anything if it is a lengthy process, even if it is for a good cause. “Visit www.LifeGoesOn.com (it only takes 60 seconds to register online)” (Life Goes On, 2007a, p. 1). It is easier to engage the public in the behaviour at a public event if it goes quickly; it means you can register more people in a short amount of time, which enables you to catch everyone interested because they don’t change their mind while waiting to register. A behaviour is the desired end result of several health campaigns, especially campaigns geared towards promoting organ donation awareness and registration in an opt-in society, because they require a behaviour for the public to opt in. Therefore, the behaviour needs to be as simple, efficient, and overall as easy as possible because today’s society craves that. North America has a culture where people prefer the fast and easy, therefore the fact that registering online can be done in 60 seconds will help to create a behavioural intent or action.

The campaign created a new brochure that featured a tear-off card, which is a new way to encourage a behaviour in the public with the ease and convenience of registering. “It’s easy to join the new registry: Complete and mail the registration card on the YOU DECIDE brochure” (Life Goes On, 2007b, p. 1). It is also a unique way to reach out to the portion of the public who

doesn't drive, therefore wouldn't be visiting a driver service facility and/or are not very computer savvy so they are unable to register online. It is a great tool to reach a potentially difficult part of the population to reach. The brochure features stories of donor recipients and donor myths, which aid the public in feeling empathetic to the situation and could help to dispel their belief in some of the common donor myths and misconceptions. Behaviour beliefs play a role in determining one's attitudes about the behaviour. "The person's beliefs that the behaviour leads to certain outcomes and his or her evaluations of these outcomes. Attitudes are determined by behaviour beliefs" (Hartford, 1980). If the campaign is successful in creating positive behavioural beliefs in the public it will lead to a behavioural intent, a positive attitude and most likely the individual engaging in the desired behaviour of donor registration.

The campaign was awarded a two year grant to test ways to increase donor registration at driver service facilities in the Chicago metro area. The best and worst facilities were chosen and the efforts began late summer of 2011. This campaign initiative entailed intense on-site events help twice a week over eight weeks with the goal to provide people an opportunity to ask questions which may not have been address in any of the brochures or other educational materials found at the facilities. "The goal was to provide an opportunity for people to ask questions, which may not be addressed in the brochures or other educational materials" (Life Goes On, 2011b, p. 1). Discovering the questions the public has about organ donation can help the campaign to understand the different population segments and what their beliefs are.

Based on the theory of reasoned action a successful intervention can only be done through assessing the public's beliefs and understanding where they come from. The campaign must then work to alter the beliefs to build positive attitudes. There was point of decision information about donation placed in key areas of the facilities, such as counter mats as a last

minute effort to inform the facility visitors. The testing also included a mass media component, which included radio public service announcements, billboards and advertisements on local buses. The messages included in the mass media component focused on targeting key myths surrounding organ donation and perceived barriers to donation. The ultimate hope of this testing was to increase registration, as well as discovering the differences between the best and worst facilities. It also demonstrates that the campaign works very hard to create a behavioural intent and hopefully action in every visitor to the driver service facility. A health campaign needs to be constantly changing like this otherwise the public becomes immune to the message and no longer pays attention to it.

e. Exposure to information

In April of 1994 what would become the Life Goes On campaign held the first state wide organ donor conference and had 200 attendees. The goals of the conference were to install loop machines and an organ donor message in all driver service facilities, expand training for employees in all facilities to sensitize them to donor issues, work with hospital administration and nurses to heighten awareness of the need for organ and tissue donation, work with members of the clergy to reach target groups, to develop materials for use in the workplace, and encourage companies to promote organ donor awareness among employees. “Information works. That is why it is so important that we now follow up on our message with specific information about what people can do to help” (Ryan, 1994). In this situation doing and what someone can do to help is the action of becoming a registered organ donor and helping to spread awareness. The five week media blitz proved worthy when driver service facilities experienced a 50% increase up to 33% from 22% during the same time period the previous year.

The newsletter released by the Life Goes On campaign often feature photographs from the many different events the campaign has held or has attended. This is important for portraying the large amount of exposure to organ donation information that the public of Illinois has access to because of this campaign. Exposure to information plays a key role in leading to an educated public, which helps to lead to a well reasoned action and helps to dispel the common myths and fears surrounding organ donation. The events themselves give people access to gaining the required knowledge and that helps in leading to the desired behaviour. The newsletter photographs lack the direct link to knowledge and behaviour; however the rest of the information found in the newsletter will help readers gain the required knowledge and will hopefully lead to the desired behaviour, which is the individual registering as an organ donor.

A new initiative began in 2008 that involved public and academic libraries in activities that are aimed at promoting awareness. Donor agencies provided libraries with a list of suggested books on donation and conducted a “bookshelf drawing”, which raffled off selected books that libraries could enter to in hopes of winning the selected books. “Donor agencies provided libraries a list of suggested books on donation and conducted a “Bookshelf Drawing”, a raffle of selected books that libraries could enter and win” (Life Goes On, 2008b, p. 1). This initiative can help to supply books regarding organ donation that might be unaffordable for several libraries, or the books might simply not be at the top of the priority list for books the library requires. This initiative creates a new venue that the public can be exposed to information regarding organ donation and the venue is free for the public, therefore making it easily accessible to the public as a whole.

The Life Goes On campaign and the Chicago Bears created a mini joint campaign called “Tackle the Shortage” where information and donor registration booths would be available at the

first four home games of the season. This is a great way to expose a large amount of people to organ donation information in a short time frame.

Volunteers play a large role in creating a successful campaign; however, they must be properly trained and well educated. The Life Goes On campaign puts their volunteers through training to help ensure they're knowledgeable on the subject of organ donation. If the campaigns volunteers are not exposed to the proper information then the campaign will not be successful. The organization must give their volunteers the proper know how and knowledge so that they can successfully pass the information along and be successful in the campaigns venture.

Illinois has a team that competes in the transplant games and who often attends public events in an effort to promote the cause and raise awareness for both organ donation and the transplant games. "The Transplant Games are held every two years and are open to anyone who has received an organ transplant, and is at least six months post-transplant. Thousands attended this year's event to make the Transplant Games one of the largest competitive sporting events in the United States" (Life Goes On, 2008c, p. 2). The team attends events such as the Kane County Cougar's baseball team games, which is a great place to reach out to families as they enjoy a local team's baseball game. This is a great way to expose the public to individuals who have received organ transplants and are living normal lives.

The campaign created a poster contest for students from kindergarten to grade twelve encouraging them to design a poster regarding organ donation and the winning poster is distributed around the state and specifically displayed at all the driver service facility locations. "Secretary of State Jesse White will award the winners their prizes in his State Capitol office in April. The grand-prize-winning poster will be reproduced and displayed at all Driver Service

facilities, libraries, hospitals and other locations statewide” (Life Goes On, 2010a, p. 2). The poster contest has been running since the very beginning of the campaign and is an initiative that is aimed to engage the younger population into spending time thinking and actively creating a message to promote awareness of organ donation. This initiative leads to exposure versus knowledge because it reaches a wide range of the population without actively working to educate the public. It builds awareness within youth in kindergarten to grade twelve and potentially expanding to include their families.

In April of 2009 Life Goes On joined forces with the Northern Illinois University (NIU) athletics program to help promote organ donation at their athletic events through the 2009 to 2010 school year. This union was announced at a press conference, which leads to great exposure. The November 5th game was pronounced to be named the “Life Goes On Game”. One of NIU’s basketball team’s double header games would provide a platform to register organ and tissue donors. “Fans attending the game will be able to register for the state’s tissue and organ donation program at Huskie Stadium at tables staffed by NIU athletic staff and student-athletes” (NIU, 2009). Public address announcements were made at the games through NIU radio broadcasts and volunteers called it becoming a hero when an individual signed their donor registration card. “Illinois already boasts one of the most successful state registries in the country and Secretary White hopes events like Wednesday’s press conference, and partnerships like the one announced with NIU, will spur even more people to ‘give the gift of life’” (NIU, 2009). In 2009 partially because of this union, it was suggested by the press that Illinois already boasted one of the most successful state registries in the United States.

In 2009 around the same time that Life Goes On joined forces with NIU they also awarded a two year contract to the company AdCo the first time such a contract went to a

downstate agency. The campaign was hoping to target a diverse audience in both traditional and non-traditional media, in two different languages – English and Spanish. AdCo created extensive in-store signage from banners to floor stickers and window clings. The created a substantial online presence with the campaigns first foray onto Facebook and using Google ad words to increase overall online reach. “AdCO created a substantial online presence for the Organ Tissue program that went beyond a typical website. This included Secretary of State’s first foray on Facebook and the utilization of Goolge AdWords to increase overall online reach” (Russell, 2010). AdCo advertising received a Silver Telly for the television campaign it created. “The 2010 television campaign was released (in English and Spanish versions) in April and featured Charles Tillman of the Chicago Bears, whose young daughter received a heart transplant” (Russell, 2010). The campaign was shot in the Bear’s locker room at Soldier Field and this was the first time that the Chicago Bears had allowed that to happen. This helps to demonstrate that the campaign has recognized that a specific segment of the populations beliefs require the campaign to reach out to them in Spanish. The theory of reasoned action states that the campaign must understand their target population to successfully change their attitude and it seems as if the Life Goes On campaign was successful in hiring a company that was effectively able to target that segment of the population.

The College of DuPage won Donate Life Illinois campus challenge by registering 559 organ and tissue donors during the six week competition. The College of DuPage won over 17 other participating colleges and universities in Illinois. “Community colleges across the state climbed on board, committing to holding donor drives with a goal of registering 100 organ/tissue donors. Many of the colleges met their goals, with many overwhelmingly surpassing the benchmark” (Life Goes On, 2012c, p.1). This helped the Life Goes On campaign create their

own competition, which is a great source of information for students who may have just left home and are branching out on their own and beginning to make decisions fully on their own. This venture helps to reach out not only to students from the state of Illinois, but it may also reach students from other states and/or countries who may not have experienced or been exposed to an organ donation campaign in their home town.

The Life Goes On campaign created a community college program that runs for a week during the month of April. The Richland Community College began this venture in April of 2011 and they were successful in registering over 130 people as organ donors. The campaign then sent letters to the presidents of local community colleges to inform them of the event and inviting them to get involved in future years. “Donor Program regional coordinators have been contacting the colleges to assist with events, and Secretary White hopes to hold press conferences at each college and talk to the students about joining the donor registry” (Life Goes On, 2011b, p. 4). In the spring of 2012 modelling the college program from their original initiative with Richland Community College they worked hard to expand the programs reach. The campaign was successful in registering 59 community colleges that would be forced to hold donor drives and donor awareness events on campus.

The Chicago Slaughter football team hosted a donor awareness night. This is a good event because the more sports teams involved the greater amount of the population that will become exposed to organ donation information.

In November of 2012 the American Association of Motor Vehicle Administrators gave two honors to the Life Goes On campaign in Public Affairs and Consumer Education awards for top marketing campaigns. “White’s organ and tissue donor program was recognized during the

American Association of Motor Vehicle Administrators (AAMVA) Region III Conference in St. Louis. The two honors were Public Affairs and Consumer Education (PACE) awards for top marketing campaigns” (Rock River Times, 2012). The first award was for the Spring 2011 Newsletter section “Where are they now?” which highlighted the first winner of the poster contest in 1991. The winner was a boy named Joseph Kralicek whose father was awaiting a liver transplant. In the update the father had received the liver shortly after his son won the poster contest. The second award was for the 10” by 15” counter mats which highlighted the donor portion of an individual’s driver’s license. “This mat is designed as a ‘last stop’ reminder about the importance of organ/tissue donation and gives the customer one more opportunity to join the registry” (Rock River Times, 2012). These awards help demonstrate why the campaign has become successful, and prove that they are pushing boundaries surrounding organ donation.

The Life Goes On campaign released a public service announcement that featured a 13 year old girl on the one year anniversary of her heart transplant. The heart recipient and her friends had organized and run a donor drive at their local Wal-Mart where they registered people as donors and painted organ donor ribbons on people’s faces. There is no information on how many people registered at this donor drive; however it does demonstrate that people of all ages can get involved in the cause and help build awareness. “Mikhala volunteers at community events and donor registration tables, where she continues to inspire people with her donor story. She’s a teen on a mission to save lives through the miracle of organ donation” (Life Goes On, 2011a, p. 2). It can be more difficult to say no to a child and the public tends to get involved in areas that affect the children because they are viewed as a portion of the population who are unable to fight for themselves.

March is National Eye Donor Month and in 2011 the McLean County Miss Fit's roller derby ran an event called "Thanks for Giving" and they successfully raised over \$500 for the Illinois Eye Bank. "Players have to be tough, but in the case of McLean County MissFits, they're also not afraid to show some heart by supporting worthwhile community organizations" (Life Goes On, 2012b, p. 2). This event is another venue that helps expose different portions of the population to organ donation, and especially a very specific part of organ donation.

The Life Goes On campaign promotes events that help to raise awareness of organ donation such as runs and marathons that raise money and awareness for organ and tissue donation. In 2012 alone there was the Transplant 5km run/walk, the Red Shoe Run and Nick's Race in Newton, Illinois that promoted and raised funds for organ and tissue donation. These runs were compounded with Christopher Praetzel who ran across the United States of America in honour of his brother who received a heart transplant at three years of age. "The Red Shoe Run was created 'to honor those who generously donate, to remember those who died waiting, and to bring hope that those who need a donor will find one in time'" (Life Goes On, 2012d, p. 2). These runs are help to promote organ donation because they are becoming more and more popular with today's society all across North America and beyond.

To celebrate donate life month in April of 2012 the Life Goes On campaign focused on targeting community colleges. The campaign also ran television and radio advertisements that aired state-wide in both English and Spanish. Approximately 650 movie screens across Illinois aired the donor advertisement also. Community colleges had to commit to holding donor drives with the goal of registering 100 new people and with 59 colleges committed that is a good amount of people that they will hopefully be successful in registering at their donor awareness events.

In 2013 the campaign's volunteers and employees distributed donor related items at events in every neighbourhood. This is a great tool to canvas the public and encourage them to become knowledgeable on the subject of organ donation; however this venture shouldn't be limited to donate life month every year.

The theory of reasoned action organ donation model includes exposure to information because it helps to build a social norm. The more the public is exposed to information it can help the action to become more widely known and accepted as a normal behaviour. "Using a social norm approach for health promotion attempts to influence others to want to try, master and adhere to that social norm" (KNACK, 2006). The more the public is exposed to people registering it is more likely to become accepted as the social norm and all the different Life Goes On campaign events help organ donorship become the norm.

f. Spiritual Values

Spiritual values are a variable in the theory of reasoned action organ donation model because it is a common myth and misconception that religious views don't support organ donation. The Life Goes On campaign must promote the portion of the religious population that support organ donation. As per the theory of reasoned action the Life Goes On campaign must understand the varying segments of the populations beliefs regarding organ donation in order to successfully intervene and change their attitudes and the religious portion of the population is a new segment for the campaign.

National Donor Sabbath is celebrated every November and in the winter of 2008 Secretary of State Jesse White created a thirty second radio commercial that featured donor program regional coordinator and an eleven year old heart transplant recipient. A campaign

advocate and a transplant recipient are the right people to help properly portray the campaigns message and dispel the myth that religions don't support organ donation. All religions are invited to be involved in the event and no religion actually disagrees with organ donation. "Every year, two weekends before Thanksgiving, National Donor Sabbath is observed, a time when faith leaders are encouraged to discuss organ/tissue donation with their congregations. All major world religions embrace donation as a final, charitable act of giving" (Life Goes On, 2013a, p.3). This also provides another type of interpersonal source of information. Religion is a common misconception surrounding organ donation, as a result National Donor Sabbath is a very important event that plays an integral role in proving to the public that religions do in fact support organ donation.

g. Cultural Values

The Life Goes On campaign has to understand the different cultures and their beliefs to properly target their population and successfully intervene to change their attitudes. To be able to successfully target the multiple cultures they must create campaign ventures that are unique to a specific culture.

In the fall of 2009 the Life Goes On campaign released a new window cling in Spanish to try and reach out to minorities, which is extremely important because minority populations are very difficult to reach and there is a severe shortage of minority donors.

The Life Goes On campaign has released information displaying the breakdown of ethnicities for people waiting for organ donors. The majority are African American (1722), then Caucasian (1333), and lastly Hispanic (533). "Although there is no guarantee, those of a particular racial or ethnic group have a much better chance of a successful transplant from a

larger pool of donors who share their ethnicity” (Life Goes On, 2013b, p.2). This is important because the different ethnicities need to understand that they have a better chance of finding an organ donor match if the donor comes from the same background as they do, so this is important because they must realize that their ethnicity requires donors.

Myths and misconceptions have become a huge part of the North American culture and even more so in specific for the different ethnic minority groups. “Despite Hispanics and Latinos being the third-largest minority on the national waiting list, they tend to be very skeptical about organ/tissue donation” (Life Goes On, 2013c, p.4). Myths are a major barrier for organ donation campaigns to try and break through. “Hispanic and Latino skepticism about donation centers primarily on religious beliefs. Many first- and second-generation Hispanics still believe their religion prevents donation” (Life Goes On, 2013c, p.4). Their skepticism seems to be based primarily on their understanding that their religion does not support organ and tissue donation. It is often difficult for their community to donate because they believe a person dies when their heart stops beating and to be an organ donor machines must keep their heart beating to keep the organs viable, making it a difficult situation because then technically in their eyes the individual is not in fact dead yet. Knowledge is a great way to start but communicating in depth about the myths and why they are false should greatly improve the chances of breaking down the barrier and changing the nation’s culture.

In Illinois the driver service facilities became equipped with new counter mats in 2012 and each facility featured a display board based on their primary demographic, Caucasian, Hispanic or African American. These demographics can be difficult to reach if not properly targeted, therefore it is integral that the campaign did the proper research to be able to properly target each facilities main demographic.

In recent years the campaign's newsletters have begun featuring a new spotlight on minority donation, which will be dedicated to stories, facts, statistics regarding minority donation. This will focus on particular racial or ethnic groups that would have a much better chance of a successful donation if the donor shares their racial or ethnic background. African Americans, Asian and Pacific Islanders, and Hispanics suffer renal failure almost three times more often than Caucasians do. At this time there were approximately 90,000 people waiting for a kidney and approximately 34% were African Americans, who only account for 14% of the population of the United States, and they only account for 25% of kidney transplants performed because there are not enough matches made as a result of a lack of African American registered organ donors. These myths are of course, just that, myths; however they are very real fears for portion of the public who are not knowledgeable on the facts of organ and tissue donation. The newsletter also features ideas on how the public can help with this situation. Life Goes On (2013b) found the following:

Please encourage minorities to register as donors at health fairs, donor registration drives and Driver Service facilities. Ask minority customers why they are hesitant to register as donors when so many minorities are waiting for a transplant. (p. 2).

The campaign advocates and members of the public talking to these minorities should ensure that they understand registering as an organ donor does not require them to donate their organs right away. The campaign creators are telling the public to help by encouraging minorities to register and donate and you can also help by speaking to them and figuring out why they are hesitant to become donors so that the campaign can better target them and break down the barriers and myths surrounding donation. Knowledge is therefore extremely important where organ donation is concerned.

The next newsletters spotlight on minority donation focused on the Hispanic and Latino portion of the population. Hispanic and Latino's are the third largest minority on the National Transplant Waiting List, but it is difficult for them to receive transplants because their communities tend to be very skeptical about donation. "Even though Hispanics comprise just 16 percent of the general population, they comprise 18 percent of the national kidney waiting list and 17 percent of the liver waiting list, according to the U.S. Department of Health and Human Services" (Life Goes On, 2013c, p.4). The Life Goes On campaign is making an effort to try and create more materials in Spanish to help overcome these scepticism's. Life Goes On (2013c) found the following:

Understanding religious views on donation, overcoming language barriers and promoting a better understanding of the donation process and its benefits are critical to persuading Hispanics and Latinos that it is safe and advantageous to their community to register as donors. (p.4).

If more of these minorities become registered organ donors it helps out their own religious and ethnic community because the more diverse the donor pool is, the better the chances of the individual finding a donor match within their own ethnicity. The spotlight on minorities focuses mostly on the cultural aspects of the minorities and donation; however it does also greatly help them become more knowledgeable and battle all the non-cognitive variables that make them hesitant to become donors.

VII. Campaign Results

The breakdown of the campaign based on the theory of reasoned action organ donation campaign model illustrates that Illinois' Secretary of State Jesse White's Life Goes On organ donation campaign has mostly focused on knowledge and exposure to information. Knowledge and exposure to information are two of the main components to create a reasoned action;

however it is only when all the variables combine together that the best results can be achieved. Spiritual and cultural values are important to the field of organ donation, but in an effort to battle or focus on these values it is most often through knowledge and exposure to information that these values come through. The campaign has been successful in intervening and changing the public's attitudes and this can be based upon their efforts to understand their target population's demographics and working to understand the public's beliefs about organ donation and working to create an educated population. The campaign had high amounts of exposure to information for the public and provided the public with a large breadth of knowledge as well. "Without you, the registry would not be where it is today – one of the largest in the nation with more than 5 million people registered" (Life Goes On, 2012c, p. 1). This statement in itself proves that the Life Goes On campaign has been highly successful, taking a brand new registry beginning in 2006 and reaching over 5 million registrants in 6 years.

VIII. Conclusion

In conclusion, the only way to be certain that an organ donation campaign has been successful is to see the number of registrants continually rise. There is no quick solution to the current organ shortage; it is only through hard work, dedication and consistent effort that the shortage will slowly begin to fade away. The theory of reasoned action organ donation model proves that it is not one sole variable of the model that holds the key to a successful campaign; however it is the combinations of all the different variables that must work complement each other to form a reasoned action for the public to become a registered organ and tissue donor. The Life Goes On campaign has managed to educate the public so that they are more knowledgeable regarding organ donation and they have successfully managed to do so through the amount of exposure to information and amount of knowledge based campaign efforts.

The Life Goes on campaign helped battle the myths that entertainment programming portraying organ donation in a negative light by creating a positive media frenzy in Illinois with the multitude of campaign events and ventures they run. As Tian (2010) discovered positive media portrayal plays an important role in battling negative myths which play a primary role in individuals refusing to register as organ donors.

The Life Goes On campaign attempts to provide the public of Illinois with several reminders as to how to become a registered organ donor, which is lacking from news broadcasts and newspaper articles. As Quick, Kim and Meyer (2009) researched it seems to be the missing link when speaking about organ donation. The Life Goes On newsletter provides a point of reference for members of the media to use to ensure they are providing their public with the proper information about organ donation and becoming a registered organ donor.

Buthelezi and Ross (2011) studied a group of individuals aged 18 to 25 on whether educational brochures increased registration to become an organ donor, although their findings were not statistically significant they did see an improvement. The Life Goes On campaign demonstrates through their venture geared towards providing individuals with an informational packet on their eighteenth birthday that it can provide a statistically significant improvement in registrations. The authors recommended that further research evaluating existing organ donation campaigns would be beneficial to the field of organ donation and this research demonstrates that the Life Goes On campaign portrays that education and knowledge plays a significant role in gaining registrants.

Several researchers, such as Cohen and Hoffner (2012) and Weber and Martin (2012,) have studied the effects of organ donation campaigns or educational tools on college and

university campuses. The Life Goes On campaign utilized similar situations and launched their own campus donor ventures and had colleges and universities throughout Illinois launch their own campaigns in an effort to gain more registered organ donors. The multitude of schools that registered to be involved combined with the amount of registrations the schools received proves that campus donor projects can be successful in gaining registrants through education.

The Life Goes On campaign has proven itself to be successful because it has continued to find new and innovative ways to reach out to different segments of the population and to provide reminders for the portion of the public that may have intended to become registered organ donors but have not yet done so. The campaign advocated in regards to changing the law; therefore registering as an organ and/or tissue donor became a legally binding contract. This venture is unique to Life Goes On because now the final decision on whether or not an individual successfully donates their organs and/or tissues is based on their decision and is ultimately not left to their family once they have passed. The campaign continues its efforts to dispel the public's fears based on the common myths and misconceptions, in an attempt to gain their trust and ultimately for them to become registered organ donors. Life Goes On has aided in eliminating the superstitions surrounding the topic of organ donation by raising awareness and creating a standard that the majority of the public visiting drive service facilities are registering as donors and as a result creating the idea that it is the social norm. The fear of the unknown is a major obstacle for health campaigns but through well communicated campaigns such as Life Goes On the fear can be broken down by raising awareness and properly educating the public. The campaign is beginning to focus more of its efforts on targeting the multitude of cultural and spiritual values that hinder an individual from registering as an organ and tissue donor, which is demonstrated through more recent newsletters that feature a minority spotlight.

It is difficult to ascertain what the best possible way to create an action within the public is; however the Life Goes On campaign has demonstrated that through an abundance of knowledge and exposure an organ and tissue donation campaign can repeatedly experience a rising number of the public registering as donors. One can simplify the procedure by ensuring that the public only has to register in one place and making that decision a legally binding contract is the best way to streamline the registration process. It is apparent from the Life Goes On campaign that a strong leader, who is passionate about the subject, such as Secretary of State in Illinois, Jesse White, helps to create a clear concise goal and path for the campaign. A strong leader helps to properly guide and motivate both employees and volunteers to create a combined effort to create a successful campaign.

The Life Goes On organ donation campaign is representative of the typical problems of health decisions. Campaigns are only one factor and they must be combined with several others ventures because success cannot be explained by one small portion. Success is based on the contribution of all variables that make the campaign a whole and lead to success. There are two different types of society's based on organ donation, there is the opt-in where the public must register themselves and there is the opt-out which means they are automatically registered and must un-register themselves. Canada and the United States are similar cultures where they are opt-in; however Europe has more opt-out countries. The campaign was selected for the reason that it is from a society similar to Canada's where communication plays a large role, the litigation surrounding the organ donation field is comparable and that they were successful in taking a campaign and building it from the ground up. It would be beneficial for campaign creators in Canada to follow in the footsteps of the Life Goes On campaign, save for it must be kept in mind that population demographics plays a significant role and what works directly for

one campaign in one region may not work in another; however it offers a solid base and provides a role model for other campaigns on possible ventures to help them achieve success.

The next step in determining how successful this campaign has been and could be would be to create an organ and tissue donation campaign in Canada that mimics the Life Goes On campaign. Mimicking different campaign initiatives by partnering with local Canadian sports teams and colleges/universities would be beneficial to hopefully improve the shortage of organs and scarcity of registered organ donors in Canada. Promoting and communicating the proper knowledge to the public combined with an extensive amount of exposure to the correct information can help to battle the common myths and misconceptions that surround the organ and tissue donation field in Canada.

Communication campaigns require more than just solid communication; they must involve the public and make them believe as if they are doing the right thing by getting involved with the campaign and following through with the campaigns message. Words, advertisements, broadcasts, commercials, etc. mean nothing if the campaign is not successful in gaining a following of passionate individuals willing to fight for the cause. Communication is a large part of this and it is a necessity that it be done well, but it is not the sole deciding factor on whether or not the campaign can be deemed successful. The Life Goes On campaign can be considered successful because it managed to communicate well and for the reason that they managed to build a following of passionate individuals who got others involved in the organ donation cause by becoming registered organ and tissue donors.

VIII. Limitations, Ethical Questions and Areas of Future Research

The limitations of this case study are that an individual's research can be limited by the amount and type of information that has been released by the campaign directors regarding the events, stories and directives that is meant to reinforce their efforts. Research regarding a campaign can become biased because individuals writing about their efforts most likely support the cause and therefore may not be as forthcoming about negative information regarding the in-depth details of the campaign.

When dealing with a medical process there are several ethical questions that must be properly recognized and dealt with in the appropriate manner. There should be several rigorous rules and regulations in place to be combined with proper training to ensure that the communication and the process are done ethically. Campaign creators must be careful to target their ventures and information properly to an appropriate market that is of an age where they can fully comprehend the situation. The facts and information must be properly communicated in an unbiased manner; consent must be given only once the individual is thoroughly educated regarding organ donation. Psychological and emotional support should be included by the proper authorities on the subject to help ease the public with making their decisions. The process of registering as an organ donor or the process of donating an organ needs to be approached in an objective and ethical manner to ensure the individuals in question make their decision based on their own opinions and not because they felt coerced to do so

An area of future research would be to gain an understanding of the rules and regulations regarding organ and tissue donation that the medical field has to abide by. These could potentially provide the information the public requires to battle some of the common myths and misconceptions that people often believe regarding organ donation. The biggest myth this could

help battle would be a very common fear of medical mistrust and the fear of being pronounced dead too early.

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