

---

**TO:** CITY MANAGER **DATE:** 2008 March 5

**FROM:** DIRECTOR PLANNING AND BUILDING

**SUBJECT:** CITY SUPPORT FOR 'PROJECT GIVE LIFE' - BURNABY'S ORGAN TRANSPLANT AWARENESS CAMPAIGN

**PURPOSE:** To propose an approach for the City to support the 'Project Give Life' campaign.

---

**RECOMMENDATIONS:**

1. **THAT** Council authorize staff to proceed with the actions and associated expenditures outlined in this report to support 'Project Give Life' to enhance awareness about organ transplants and to increase the number of Burnaby staff and residents registered with the British Columbia Transplant Society's BC Organ Donor Registry.
2. **THAT** a copy of this report be sent to Dr. Susan Kwan, Chair, 'Project Give Life'; Ken Donohue, BC Transplant Society and to S.U.C.C.E.S.S.

**REPORT****1.0 BACKGROUND**

At its 2008 February 18 meeting, Dr. Susan Kwan appeared as a delegation before Council to seek support for 'Project Give Life'. At this time, Council requested that staff report back on options to assist 'Project Give Life' to help achieve the goals of the campaign. This report outlines a proposed program of actions to be undertaken by the City of Burnaby to support 'Project Give Life' for Council's endorsement.

**2.0 'PROJECT GIVE LIFE'**

The goals of the 'Project Give Life' campaign are: (1) to create awareness about organ transplants; and, (2) to increase the number of Burnaby residents that are registered with the BC Organ Donor Registry. The campaign is specific to Burnaby and will run from April to September 2008. The partners for the 'Project Give Life' campaign are Dr. Susan Kwan, the British Columbia Transplant Society (BCTS) and S.U.C.C.E.S.S. Multi-Level Care Society. The BCTS is an agency of the Provincial Health Services Authority (PHSA) that directs delivers or contracts for all organ transplant services across BC.

The Organ Donor Registry, managed by BCTS, provides British Columbians with a legal, first person consent registration system. This replaces the previous system of decals on drivers' licenses, which missed a large segment of society (non-drivers), provided less choice and could not always ensure quick access to information. The Organ Donor Registry provides for different choices, including which organs to be donated and the option not to be a donor. By registering, individuals can ensure their decision is upheld and offer their loved ones comfort during a difficult time. Registration can be made online at [www.transplant.bc.ca](http://www.transplant.bc.ca).

To: City Manager  
From: Director Planning and Building  
Re: City Support for the 'Project Life Campaign' -  
Burnaby's Organ Transplant Awareness Campaign  
2008 March 5..... Page 2

Provincially, 16% of the population has registered as an organ donor; in Burnaby the participation rate is 10%. There are 209 Burnaby residents alive today because they received an organ transplant. Sixteen people in Burnaby are currently waiting for a life saving transplant. By providing assistance to 'Project Give Life', the City of Burnaby can help to achieve the goals of the campaign by increasing awareness among staff and in the community about organ transplants and encouraging people to register their decision with the Organ Donor Registry.

### 3.0 PROGRAM OF ACTIONS BY THE CITY

Staff have reviewed the options to provide support for 'Project Give Life'. The following outlines a proposed program to achieve the campaign goals among City staff and to facilitate delivery of the campaign in the community. The complimentary actions by the City to integrate with 'Project Give Life' are as follows:

#### Program Launch

At the regularly scheduled Council meeting on April 21, it is proposed that the Mayor read a proclamation for the launch of 'Project Give Life' in Burnaby to show the City of Burnaby's endorsement and support for the campaign. This date would coincide with the beginning of BC Organ Transplant Awareness Week. The 'Project Give Life' partners would appear as a delegation to give an overview of the campaign.

A signing reception event in the City Hall foyer is proposed to precede the Council meeting (5:30 p.m. – 6:30 p.m.) with invitations from 'Project Give Life' extended to the Mayor, Councillors and Council Committees. Organ donor registration forms would be made available. The media would be invited by 'Project Give Life' to attend the signing reception.

#### Give Life at Work

'Give Life at Work' is an established BCTS program, which the City will implement for its staff during the 'Project Give Life' campaign. A City staff person would be the designated point person for BCTS to coordinate the best ways to reach staff with a message about organ donation. This would involve one or two informative emails, posting notices, making organ donor registration forms available, and having donor family and/or transplant recipient guest speakers come to City Hall to relay the message to staff of the importance of being an organ donor and registering a decision about organ donation with BCTS.

#### Public Awareness During the Campaign

- *Website Notice* - Notice of the campaign with a link to the BC Transplant Society's website under "What's New" on the City's homepage during BC Organ Transplant Awareness Week, April 21 – 27, 2008 would be posted.
- *Facilitate Contacts and Endorsement* - Council's endorsement and the City's implementation of the 'Give Life at Work Program' would strengthen 'Project Give Life's efforts to encourage other Burnaby agencies, businesses, schools, and post-secondary institutions to implement a program in workplaces throughout the city. Where appropriate, staff could assist with introducing 'Project Give Life' partners to community contacts.
- *Posters and Forms for the Community* - Posters and organ donor registration forms will be distributed to the City's major recreation and community centres, libraries, and other facilities. The option for 'Project Give Life' volunteers to have a registration table at major facilities will be made available.
- *Notice in the City's Newsletter* – Provide information about the City's efforts, timing and how to register as an organ donor in *Info Burnaby*.
- *Overpass Banners* – During the campaign, the City will print and hang banners on the Kingsway and Canada Way pedestrian overpasses to create awareness.

To: City Manager  
From: Director Planning and Building  
Re: City Support for the 'Project Life Campaign' -  
Burnaby's Organ Transplant Awareness Campaign  
2008 March 5..... Page 3

- *Venue for Community Event* – 'Project Give Life' partners would like to host a Chinese Health Fair for the community at Bonsor Recreation Centre in late August. The City will assist by securing the venue at a reduced rate and assisting with advertising in City publications for the event.
- *Organ Donor Registration Form Mail-out* – The opportunity to include an organ donor registration form and pre-paid return envelope from BCTS with 2008 tax notices, which are distributed to approximately 70,000 property owners, will be provided.


Closing Event

Similar to the 'Project Give Life' kick-off, staff would propose to invite the campaign partners to appear as a delegation before Council to share the results of the campaign in September 2008.

The estimated cost to the City for materials would be in the order of \$1,500. This would be for paper, printing (including banners), advertising and additional mail-out costs. With Council approval of the recommendation of this report, the direct expenses for the program can be accommodated under the Boards, Committees and Commissions budget. A staff point person will be assigned to a liaison function with the campaign to undertake the required interdepartmental and multi-venue coordination.

**4.0 CONCLUSION**

This report responds to Council's request for staff to outline an approach for the City to support the 'Project Give Life' campaign for Burnaby. The 'Project Give Life' campaign in Burnaby will promote awareness about organ transplants and encourage the community to register with the BC Organ Donor Registry. This report outlines a program of actions which the City can undertake to give support to the campaign by raising awareness among staff and in the community.

  
Basil Luksun, Director  
PLANNING AND BUILDING

KDH:sa

- Copied to:
- Deputy City Manager
  - Director Engineering
  - Director Finance
  - Director Human Resources
  - Director Information Services
  - Director Parks, Recreation & Cultural Services
  - Fire Chief
  - Officer In Charge, RCMP
  - City Clerk
  - Chief Librarian