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**TO:** CITY MANAGER **DATE:** 2008 Sept. 30

**FROM:** DIRECTOR PLANNING & BUILDING **FILE:** 01600-20  
*Reference: Organ Donation Awareness  
in Burnaby*

**SUBJECT: RESULTS OF BURNABY'S PROJECT GIVE LIFE CAMPAIGN**

**PURPOSE:** To report on the results of the Burnaby *Project Give Life* campaign for organ donation awareness.

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**RECOMMENDATIONS:**

1. **THAT** Council approve ongoing support for organ donation awareness by making organ donation registration forms available at all City public facilities.
2. **THAT** a copy of this report and a letter of appreciation from the Mayor for the opportunity to partner in this important community health initiative be forwarded to Mr. Ken Donohue, Communications Director, BC Transplant; Ms. Peggy Lau, Executive, Health and Wellness Center, S.U.C.C.E.S.S.; and Dr. Susan Kwan.

**REPORT****1.0 INTRODUCTION**

Appearing elsewhere on Council's agenda is a delegation by BC Transplant, S.U.C.C.E.S.S., and Dr. Susan Kwan, the partners in the Burnaby *Project Give Life* campaign. The purpose of the delegation to Council is to formally report on and conclude the *Project Give Life* campaign for Burnaby.

This report summarizes the activities of the campaign undertaken to increase the number of people in Burnaby registered with the BC Organ Donor Registry and to raise awareness of the importance of organ donation. BC residents can now register their legal decision regarding organ donation with the BC Organ Donor Registry online at [www.transplant.bc.ca](http://www.transplant.bc.ca).

**2.0 CAMPAIGN SUMMARY**

At its 2008 February 18 meeting, Dr. Susan Kwan appeared as a delegation before Council to seek support from the City for *Project Give Life*. At this time, Council requested that staff report back on options for the City to help achieve the goals of the campaign. A 2008 March 10 report to Council outlined a proposed program of actions by the City which Council approved.

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On 2008 April 21 *Project Give Life* began with a kick-off hosted by the City prior to a regularly scheduled Council meeting. A courageous guest speaker shared the story of her organ transplant. *Project Give Life* partners appeared as a delegation before Council for the Mayor's reading of a proclamation announcing the Burnaby campaign.

From 2008 April to September the City then directly participated in the campaign through a number of public awareness activities, including:

- Posting notice on the City's website about the campaign with a link to BC Transplant's online organ donor registration [[www.transplant.bc.ca](http://www.transplant.bc.ca)];
- Distribution of posters, brochures and donor registration forms to 23 City community centres, libraries, pools and golf courses;
- Hosting awareness tables with BC Transplant volunteers at Bonsor Complex;
- Publication of an article in Info Burnaby delivered to over 88,000 households and businesses;
- Installation of overpass banners on Canada Way and Kingsway;
- Securing the Bonsor Complex for S.U.C.C.E.S.S. to host their annual Health Fair; and
- Mailing brochures and organ donor registration forms to over 70,000 residents and businesses with 2008 tax notices.

The City also worked with BC Transplant to implement a workplace campaign during the month of August. The goal was to provide every City employee with information about the BC Organ Donor Registry and the opportunity to register their legal decision which involved:

- Distributing brochures and organ donor registration forms to staff in all departments;
- Email messages to all staff regarding the campaign with a link to BC Transplant's webpage;
- Hosting a special event in the City Hall courtyard to allow staff the opportunity to hear inspirational guest speakers – an organ donor recipient and a donor mother – share the powerful stories of their experiences;
- Staff attending the event also had the opportunity to fill out registration forms and BC Transplant staff and volunteers were available to answer questions.

Dr. Susan Kwan, S.U.C.C.E.S.S. and BC Transplant also initiated other workplace campaigns, presentations and events throughout Burnaby to provide the broader community with the opportunity to register as an organ donor. The feature community event, *Health Fair 2008: Project Give Life*, was held at Bonsor Recreation Centre on August 24, 2008. The Health Fair, first initiated in 1991 by S.U.C.C.E.S.S., attracts thousands of people from Metro Vancouver to the event each year. This year marked the first time the event was held in Burnaby.

The delegation will speak to the specific results and their experiences with the City of Burnaby for the *Project Give Life* campaign. Generally, the campaign widely increased resident and staff awareness of the importance of the organ donor registry for improving and saving lives. More directly, the *Project Give Life* campaign resulted in over 1,400 new Burnaby organ donor registrants.

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### 3.0 CONCLUSION

*Project Give Life* provided Burnaby residents, businesses and City staff with the opportunity to learn about the benefits of the BC Organ Donor Registry and to register their legal decision regarding organ donation. On an ongoing basis, BC Transplant has advised that there is opportunity for the City to further support of the BC Organ Donor Registry by making awareness brochures and registration forms available at all City public facilities. With Council approval of the recommendation of this report, staff would undertake to ensure that BC Organ Donor Registry information is displayed in public reception areas of City facilities. In addition, BC Transplant has indicated that should a future opportunity arise to partner with the City in a further campaign, that they would approach Council directly to build on and continue the success of this first campaign in Burnaby.

It is also recommended that a letter be sent to Mr. Ken Donohue, Communications Director, BC Transplant; Ms. Peggy Lau, Executive, Health and Wellness Center, S.U.C.C.E.S.S.; and Dr. Susan Kwan to express the City's appreciation for the opportunity to participate in this important health initiative.



B. Luksun, Director  
PLANNING AND BUILDING

KDH/rj

Copied to: Deputy City Manager  
Director Finance  
Director Engineering  
Director Parks, Recreation and Cultural Services  
City Clerk  
Fire Chief  
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