



## January 1 - December 31, 2022 Report

*Donate Life Virginia (DLVA) is a statewide coalition that serves to save and heal lives by working to increase the number of organ, eye, and tissue donors in the Commonwealth.*

### **Registry Data Update**

#### **2022 Donor Registry**

<b>Means/Place of Registration</b>	<b>2022 Registrations</b>
Online	2,554
DMV	141,746
Form Upload	63
<b>Total Registered:</b>	<b>144,364</b>

#### **2022 Donor Designation Data**

Donor designation data is collected from DLVA members twice a year to measure the impact of donor designation on the donation process.

Name of State	Virginia
Total number of unique donors registered in donor registry <b>as of 12/31/22</b>	4,727,731
<b>January 1 - December 31, 2022</b>	
Number of recovered organ donors authorized by registry	182
Number of recovered organ donors	322
Number of recovered tissue donors authorized by registry	454
Number of recovered tissue donors	743
Number of recovered eye/cornea donors authorized by registry	652

Number of recovered eye/cornea donors	1,009
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## **2022 DLVA Highlights**

### **Virginia Department of Motor Vehicles (DMV) Partnership**

We continue to work closely with the Virginia DMV throughout the year, highlighting our partnership's importance.

- For National Donate Life Month, we provided posters, hosted a Blue & Green Day contest and provided treats to employees.
- In September, we thanked our partners during DMV Appreciation Month and recognized their efforts in saving lives.
- In December, we delivered tumblers to each CSC thanking them for their continued support in saving lives.

### **National Donate Life Month**

National Donate Life Month was celebrated online with posts on our social media channels. We provided our members with custom National Donate Life Month graphics featuring the DLVA logo.

### **Live On: A Classroom Curriculum**

Our new online curriculum launched in Spring 2022. The curriculum is designed to provide students with the following:

- Understand and describe the urgent need for organ, eye and tissue donors in the Commonwealth and in our country.
- Identify and locate within the body the organs and tissues used in transplantation.
- Determine and explain the different types of donors.
- Discover and describe the impact donation has on donor families and recipients.
- Understand the donation process.
- Discuss and determine a personal plan for becoming a donor.
- Instruct family and friends on the important steps to becoming an organ, eye and tissue donor.

### **Joey Gase Racing**

DLVA sponsored race car driver Joey Gase for the NASCAR Xfinity Spring race at Richmond Raceway. We honored 12-year-old Abbie Bachmore, who saved four lives through organ donation, on the race car.

### **New Virginia Donor Registry Vendor**

The Virginia Donor Registry was successfully moved to new vendor LifeLogics in June 2022. The new registry improves user experience and meets the security requirements required by Virginia DMV.

### **New Strategic Plan**

In September, with all our member organizations represented, we developed our next strategic plan for 2023-2025.

- Diversity, Equity and Inclusion: Ensure DEI is a key consideration in all activities spanning the following focus areas.
- Partner Connections: Establish new and improve existing partnerships to help increase organ donation awareness, education, trust, and registrations.
- Donor Registry: Protect registrants' data in accordance with Virginia mandates and use the data and technology to increase the number of registrants.
- Education and Outreach: Focus our outreach and education in low registration communities.
- Governance: Ensure that DLVA is organized and managed effectively for the benefit of all members and stakeholders.

### ***REAL ID Advertising Campaign***

With the REAL ID deadline in May 2023 was fast approaching, we began a digital ad campaign last Fall encouraging people to register to become a donor when they get their REAL ID. Our advertisements were seen on Facebook, Instagram, Google, and airport displays. The campaign had a 10.13% conversion rate among new users to the site. The campaign ended in December 2022 when the federal government announced another extension of REAL ID to 2025. Donate Life Virginia will be launching a new advertising campaign in the summer of 2023 addressing common myths that are barriers to people registering to become donors.

### **Donate Life Virginia Membership**

#### **Full Members**

Children's Hospital of The King's Daughters

Inova Transplant Center

LifeNet Health

Lions Medical Eye Bank

Old Dominion Eye Foundation

Sentara Transplant Center

Tennessee Donor Services

University of Virginia Transplant Center

VCU Health Hume-Lee Transplant Center

Henrico Doctors' Hospital Virginia Transplant Center

Washington Regional Transplant Community

Donor family, transplant recipient, and living donor representatives

#### **Associate Members**

Virginia Department of Motor Vehicles

Donate Life America

Virginia Department of Health

Virginia Hospital & Healthcare Association  
United Network for Organ Sharing  
Virginia Hospital and Healthcare Association