

**MEDIA RELEASE:**

For Immediate Release

November 12, 2014



**Organ donation referral program expands into Norfolk General Hospital**

Norfolk General Hospital is proud to join Trillium Gift of Life Network (TGLN) in working to save lives through organ and tissue donation. As a partner in Ontario's Routine Notification program, NGH is required to report every impending patient death in ventilated units to TGLN so that their specially trained staff can identify potential donors and approach families to re-affirm consent. Norfolk's Go Live Date for mandatory reporting is November 18, 2014.

"One organ and tissue donor can save up to eight lives and transform as many as 75 others, says Dr. Dhanani, Chief Medical Officer at TGLN. "Our goal is to ensure that at end-of-life, all opportunities for organ and tissue donation are identified and pursued. Today, 56 hospitals across Ontario have implemented the Routine Notification program and every one of them is helping us to save lives."

Right now in this province there are more than 1,500 people waiting for a life-saving organ transplant. Every three days one of these people will die waiting because the call saying that a transplant match is available didn't come in time. The reality is that the opportunity for organ donation is rare. While all of us have the potential to be an organ and/or tissue donor, you are five times more likely to need an organ transplant during your lifetime than you will have the opportunity to donate one. On average, only 2-3% of hospital deaths occur in circumstances that will permit a person to become an organ donor, which means it is crucial that hospital staff be familiar with the criteria a person must meet to be an organ donor and know when the call to an organ procurement organization must be made.

Specially trained coordinators in the Provincial Call Centre are the first point of contact for referrals from our hospital, allowing TGLN to immediately begin work to determine a patient's eligibility for organ and tissue donation, which translates into reduced hospital wait times for on-site support services. Other initiatives, such as providing prepared policies, procedures and other tools in order to promote consistent practice, have also been put into place to reduce workload for hospital staff.

"Trillium Gift of Life Network has been a great support to Norfolk General Hospital as we build a quality organ and tissue donation program," says NGH Clinical Educator Sherry Chambers. "With education resources for staff, hospital development coordinators offering advice and expertise and 24/7 access to



365 West Street, Simcoe, Ontario N3Y 1T7  
www.ngh.on.ca  
519-426-0130 Ext.6977

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a donation physician specialist for consultation, organ and tissue donation has become a priority in our facility.”

Please help Norfolk General Hospital lead by example. Have you registered your consent for organ and tissue donation? Evidence shows when families are presented with proof of registration they overwhelming consent to donation, but in the absence of registration, consent drops dramatically.

If you want to be sure that your donation decision is registered, visit [BeADonor.ca](http://BeADonor.ca) or register in person at a ServiceOntario centre.

For more information on donation, please visit [www.giftoflife.on.ca](http://www.giftoflife.on.ca).

Or contact:

Sherry Chambers RN., BScN  
Clinical Nurse Educator / Director of Nursing Resource Team  
[Norfolk General Hospital](http://Norfolk General Hospital)  
519)426-0130 Ext. 2314  
[schambers@ngh.on.ca](mailto:schambers@ngh.on.ca)

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Gerry Hamill  
Communication Specialist  
519-426-0130 ext. 2454  
[ghamill@ngh.on.ca](mailto:ghamill@ngh.on.ca)

*“Our mission is to relieve illness and suffering, and help people live healthier lives.”*

