

Request for Appropriation (RFA) for Organ Donation Awareness Outreach, Budget Narrative and Detail

Intermountain Donor Services (IDS), is the federally designated, non-profit organ procurement organization that serves the state of Utah. IDS manages the Yes Utah Donor Registry which is critical to help increase organ and tissue donation as it provides up-to-date information on a person's donation wishes, which has greatly helped increase the number of lives saved every year.

IDS intends to use the \$50,000, if appropriated, for two interventions to help educate the public about the need for organ, eye and tissue donation and the importance of registering their wishes. Targeting low performing zip codes and college campuses/young adults.

Specific Zip Code Interventions

Through analysis of zip code data provided by the Utah Department of Public Safety, Driver License Division, IDS has been able to identify specific zip codes/geographic areas that are underperforming as far as the percentage of people registered as organ and tissue donors. The three zip codes we will be focusing on are:

84104 - 51.5% of people between ages 16 – 74 registered

84118 – 45.8% of people between ages 16 – 74 registered

84119 – 48.8% of people between ages 16 – 74 registered

Utah overall has 77% of the population aged 16 and above registered, so you can see these areas can be greatly improved. To reach those specific populations, there will be a number of targeted steps taken.

Billboards will be strategically placed throughout those communities on an every other month basis throughout 2016. Having them placed every other month will give a consistency to the message. Cost of development and placement of billboards throughout the year is \$13,500.00.

Census data from these zip codes show a high percentage of Spanish speaking residents, so another outreach effort will be working with local Spanish language radio stations to promote donation throughout 2016/2017. IDS intends to spend \$11,000.00 on radio advertising to reach this audience.

Brochures in both English and Spanish will be developed to address issues that are germane to those areas. Development and printing of brochures is \$4,000.00. These materials will be distributed through various churches, community centers and health clinics located within those zip codes.

On a quarterly basis beginning July 2016, IDS will monitor increases in the number of people registering in those three zip codes, using data provided by the Driver License Division. We would expect to see minor increases in the first two quarters, with a greater increase of registrants picking up as the message is received through repeated exposure.

IDS's target for registration percentages for zip codes 84104, 84118 and 84119 is 54%, 48% and 51%, respectively, of the population between ages 16 – 74 by the end of June 2017.

Reaching Young Adults

Another group identified through analysis of driver license data is the age group of 18 – 21 with a registration rate of 68%. As noted previously, overall for Utah, the donor registration rate is 77%.

What is interesting is that this is a national trend. Not because young adults are opposed to donation; they just are not getting their driver's licenses in the numbers they used to. Both locally and nationally, about 50% of this age group are choosing not to get a driver license during this time period. Thus, the opportunity to sign up at the Driver License Division is not an option for many that fall in this category. We need to find other ways to reach this age group.

IDS will approach this in two ways. The first is an increased focus on social marketing. Greater use of Facebook advertising and more posts on Instagram will help drive the donation message out to young adults in this age group.

IDS will spend \$10,000 on Facebook and other social media advertising from the end of July 2016 to the end of June 2017. IDS's past experience with advertising on Facebook indicates it works very well as a medium for grassroots and social media marketing. With increased resources that this appropriation would provide, we would expect to see a significant increase in young adults registering as donors.

To help enhance the messages going out through social media, we are also working with state institutions of higher education to help reach young adults. We have support from Representative Gage Froerer who is helping with legislation to encourage educational institutions and the Utah System of Higher Education, which is supportive of HB93, to get a donation message out to students through campus based email with a link to www.yesutah.org and bi-annual campus activities to educate the student populations about the need for donation. Material development, including: posters, brochures, on-campus promotion, giveaways to attract students to events, etc. is \$6,300.

Travel costs are also factored into this budget as Utah is fortunate to have many campuses throughout the state. This budget item is based on mileage from IDS's office in Salt Lake City to the campuses. There will be three visits planned for each campus during the school year, typically September to April. One will focus on educating student and staff about donation and strategizing appropriate activities for each campus. The second and third visit will be for the event activities. Based on the 2016 IRS ruling, mileage reimbursement is calculated at the \$0.54 per mile. Travel budget is \$5,200.

IDS will be able to monitor results in two ways. When students/young adults register online at www.yesutah.org, they will indicate the campus they are attending classes. With data provided by the Driver License Division, IDS can monitor progress of this intervention. IDS would expect to see the 18 – 21 year old age group increase to 70% from July 2016 to June 2017.

Budget Summary

Zip Code Interventions

Localized Billboards	\$13,500
Localized Radio Outreach	\$11,000
Localized Printed Materials	\$4,000
Sub-Total:	<u>\$28,500</u>

Young Adult Campus Outreach

Social Media/Facebook Advertising	\$10,000
Materials for on-campus promotion	\$6,300
Travel	\$5,200
Sub-Total:	<u>\$21,500</u>

TOTAL:	<u>\$50,000</u>
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