



THE ALLIANCE LIVE ADVANCEMENT SERIES

EDUCATIONAL AND PROFESSIONAL DEVELOPMENT WEBINARS PRODUCED BY THE ALLIANCE
FOR DONATION AND TRANSPLANT PROFESSIONALS

DONATION FOCUSED WEBINAR



WHEN:

Tuesday, November 7, 2023
2-3pm ET / 11am-12pm PT

SPEAKER(S):

Hedi Aguiar, RN, MSN
Founding Principal
Fundamental Roots

Marcel Pincince

Retired Director of Donor Family and
Advocate Services

Tenaya Wallace

Head of Purpose Communications
Crowd Advocacy LLC

TARGET AUDIENCE:

Administrators • Coordinators •
Physicians • Nurses • Surgeons •
Managers • Quality Improvement •
Social Workers • Other Donation and
Transplantation Professionals

Does Our Messaging Match Our Mission?

Are we emphasizing the right part of our message at the right time when we are communicating in the hospitals, with families, talking to the public or engaging OPO employees, or has our message become slanted? Could we be experiencing unintended consequences in our communication? The words and terminology we choose has a tremendous impact on the mindset and actions of the public, families, hospital partners and OPO staff.

During this presentation, we hope to uncover the unintended hidden messages in our current and common communication practices. The panel will explore some of the dangers these messages have for the future work of the OPOs including, broken hospital relationships, impediments to the donation processes, employee retention and diminished public trust. It is time and it is urgent to re-evaluate our messaging. We will offer concrete ideas and specific messaging alternatives to reframe the role of the OPO and inspire potential donor families, staff (hospitals and OPOs) and the public to more fully engage in the organ donation process and facilitate the spirit of generosity!

At the end of the webinar, participants should be able to:

- **Identify the rationale for re-visiting and changing our messaging and terminology.**
- **Describe the unintended consequences of current messages, terms and stories utilized.**
- **Utilize alternate messages and terminology that can positively impact and inspire the donation mission and avoid the negative consequences.**
- **Identify alternate terminology to message the mission for the desired outcomes across the entire donation continuum.**
- **Describe clearly our mission in relation to the various roles that we fill.**

Register at www.organdonationalliance.org/events/live-advancement-series/

CONTINUING EDUCATION CREDITS

The Organ Donation and Transplantation Alliance offers **1 Category 1 CEPTC credit** from the American Board for Transplant Certification.

This program has been approved by the Organ Donation and Transplantation Alliance. Provider approved by the California Board of Registered Nursing, Provider #17117, for 1.0 Contact Hour.

CREDIT FOR ONDEMAND RECORDING

OnDemand CEPTC and nursing credits are available after watching the OnDemand recording and completing the evaluation process on the OnDemand site. Credits are available for a duration of 12 months from the date of the webinar.

LIVE WEBINAR COST

\$29 per webinar connection.

CANCELLATION POLICY

Cancellations must be submitted at least 5 business days prior to webinar, and are subject to a \$10 nonrefundable processing fee. Inside of 5 days, all attendance costs are nonrefundable.



*Leadership & Engaged
Learning in Organ Donation
& Transplantation*

www.organdonationalliance.org/

The Alliance Live Advancement Series presents more than 25 live webinar programs per year on relevant, timely topics chosen to advance the donation and transplantation community of practice. The Alliance grants permissions for the distribution and reproduction of this educational communication.