



Help Save Lives by Promoting Organ, Eye, and Tissue Donation

Join Donate Life Wisconsin and WEMSA in spreading awareness about the importance of organ, eye, and tissue donation. Throughout the year, there are several national observances and celebrations where EMS agencies can engage with their communities and encourage donor registration.

National Donor Day – February 14, 2024

National Donor Day is an opportunity for EMS professionals to focus on all types of donation—organ, eye, tissue, blood, platelets, and marrow. Participate in or host blood/marrow drives and donor registration events. It's also a day to appreciate and honor donors and loved ones who have given the gift of life, have received a donation, are currently waiting, or did not receive an organ in time.

National Donate Life Month – April

National Donate Life Month (NDLM) features an entire month of activities to encourage Americans, including those in the EMS community, to register as organ, eye, and tissue donors. It also honors those who have saved lives through the gift of donation. Celebrations throughout NDLM include:

- **Donate Life Living Donor Day – April 3, 2024**
Join the EMS community in thanking all living donors for their lifesaving generosity. Use Donate Life Living Donor Day social media graphics to share with your community and acknowledge the incredible contributions of living donors.
- **National Donate Life Blue & Green Day – April 12, 2024**
On this day, EMS professionals and the public are encouraged to wear blue and green and to engage in sharing the Donate Life message. Promote the importance of

registering as an organ, eye, and tissue donor within your EMS networks and local communities.

- **[Blue & Green Spirit Week](#) – April 6–12, 2024**

Each day of the week leading up to National Donate Life Blue & Green Day is dedicated to a special theme. Recognize donors, volunteers, and healthcare heroes; give hope to those waiting; and engage the public in fun at-home activities. EMS professionals can use this week to highlight the critical role of donation in saving lives.

- **[National Pediatric Transplant Week](#) – April 21–27, 2024**

This week focuses on ending the pediatric transplant waiting list. EMS professionals can share innovative work and patient stories, honor donor families whose children have saved lives through donation, and celebrate milestones with recipient families. Collaborate with clinical partners and use social media to spread awareness. Donate Life America (DLA) would like to thank the [United Network for Organ Sharing](#) (UNOS), the [American Society of Transplantation](#) (AST), [American Society of Transplant Surgeons](#) (ASTS) and [Transplant Families](#) for their partnership in developing and promoting National Pediatric Transplant Week.

National Minority Donor Awareness Month – August

National Minority Donor Awareness Month is a collaborative initiative of the National Organ, Eye and Tissue Donation Multicultural Action Group (NMAG) – [American Association of Tissue Banks](#) (AATB), the [American Kidney Fund](#), [Association for Multicultural Affairs in Transplantation](#) (AMAT), [Association of Organ Procurement Organizations](#) (AOPO), Donate Life America (DLA), [Eye Bank Association of America](#) (EBAA), [Health Resources & Services Administration](#) (HRSA), [National Minority Organ Tissue Transplant Education Program](#) (MOTTEP) [National Kidney Foundation](#) (NKF), [The Links, Incorporated](#), the [Transplant Life Foundation](#), and the [United Network for Organ Sharing](#) (UNOS) – to save and improve the quality of life of diverse communities by creating a positive culture for organ, eye, and tissue donation. Outreach activities during this month include events to provide donation education, encourage donor registration and promote healthy living and disease prevention to decrease the need for transplantation.

National DMV Appreciation Month – September

The DMV partnership remains the primary source of donor registrations. DMV and driver's licensing partners are the people on the front lines of service who have helped register more than 140 million donors. National DMV Appreciation Month is a time for the Donate Life Community to say thank you and show its appreciation of DMV partners across the country through national and local events and outreach.

National Eye Donor Month – November

Eye Donation Month is observed every November to raise awareness about the gift of sight that comes from eye donation. The month also encourages people to register as organ, eye, and

tissue donors. The Eye Bank Association of America (EBAA) established Eye Donation Month in 1983. The theme of the month often aligns with the lyrics of Johnny Nash's 1972 song, "I Can See Clearly Now". [Click here to read more about this observance and access promotional materials.](#)

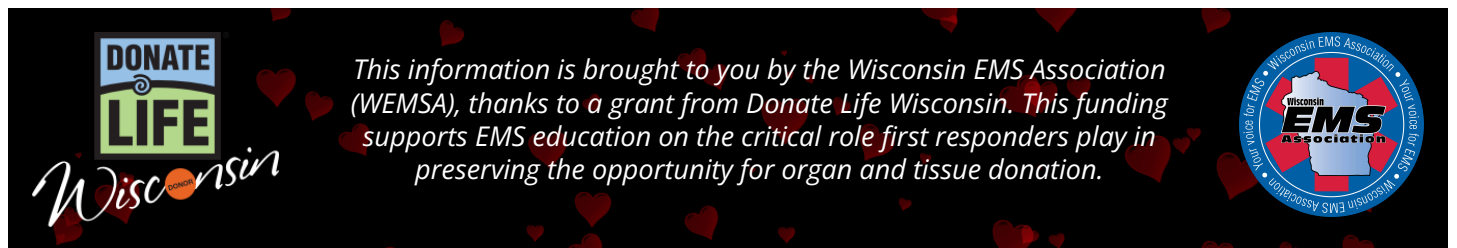
GET INVOLVED!

EMS professionals play a vital role in promoting donation awareness. Participate in these observances by:

- ✓ **Hosting community events**
- ✓ **Sharing social media posts and stories**
- ✓ **Encouraging EMS staff and the public to register as donors**

For resources, downloadable graphics, and more, visit: [Donate Life Wisconsin](#)

For any questions or feedback regarding the the Rescue to Recovery Program & Resources, please contact us at wemsa@wisconsinems.com.



DONATE LIFE Wisconsin

This information is brought to you by the Wisconsin EMS Association (WEMSA), thanks to a grant from Donate Life Wisconsin. This funding supports EMS education on the critical role first responders play in preserving the opportunity for organ and tissue donation.

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