

Oklahoma Organ Donor Education and Awareness Program

Annual Report 2024

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Introduction

The Oklahoma Organ Donor Education and Awareness Program (ODEAP) was created with the passage of House Bill 1528 during the 2000 legislative session (63 O.S. §2220.2). It was designed to educate Oklahomans about organ, eye, and tissue donation. The law provides for the program to be funded by voluntary contributions from Oklahomans and establishes an advisory council to oversee expenditure of the funds as well as instructs the State Department of Education to develop and implement a curriculum in public schools about organ donation and transplantation.

Currently, in the United States, there are more than 100,000 people waiting on a lifesaving transplant, more than 750 being Oklahomans¹. To help ease the shortage of organs, eyes and tissues for transplantation in Oklahoma, the law established the ODEAP Revolving Fund, which is administered by the Oklahoma State Department of Health (OSDH). All Oklahoma ODEAP Revolving Fund monies are budgeted and expended to promote and encourage organ, eye and tissue donor education and awareness. The monies contributed to the fund are voluntary donations from Oklahomans made at the time they receive a driver's license or state identification card, complete a vehicle title transaction, or purchase a license plate. The law requires tag agents and Oklahoma Department of Public Safety employees issuing licenses to ask each applicant if they would like to be an organ, eye or tissue donor, and if they would like to donate to the Oklahoma ODEAP Revolving Fund.

There are also provisions for deposit into the Oklahoma ODEAP Revolving Fund with any state monies appropriated for implementation of the law, and bequests or grants from individuals, organizations, or any other source.

To provide guidance for the ODEAP Revolving Fund expenditures, the law originally created the Oklahoma ODEAP Advisory Council, consisting of 11 members appointed by the Governor and confirmed by the Senate. The members, by law, represented organ, eye and tissue recovery agencies, organ and tissue recipients, donors or donor family members, transplant centers and other Oklahomans who had been active in donor education and awareness.

In 2014, Senate Bill 1792 (63 O.S. §1-103a.1) created the Advancement of Wellness Advisory Council, a seven-member public health advisory council established to assist and advise the

¹ Based on Organ Procurement & Transplantation Network (OPTN) data as of November 26, 2024 accessed at <https://optn.transplant.hrsa.gov/data/>

Oklahoma State Board of Health and the OSDH in advancing the health of all Oklahomans. The jurisdictional areas of the council are inclusive of all issues arising in the areas of tobacco usage and cessation, organ and tissue donation, breast and cervical cancer issues, the requirements for a city or town in the state to be designated as a Certified Healthy Community, the requirements for a business to be designated as a Certified Healthy Business and other such areas as designated by the Oklahoma Commissioner of Health. The Governor appoints a member knowledgeable about breast and cervical cancer and a member knowledgeable about organ donation. The Speaker of the House of Representatives and the President Pro Tempore of the Senate each appoint a member who is the mayor of a city or town designated as Certified Healthy in a rural setting, and a member who is the president or chief operating officer of a business designated as Certified Healthy in an urban setting. The Oklahoma Commissioner of Health appoints the Executive Director of the Tobacco Settlement Endowment Trust to the council. The Advancement of Wellness Advisory Council replaced the previous Oklahoma ODEAP Advisory Council.

Advancement of Wellness Advisory Council

The following individuals were members of the Advancement of Wellness Advisory Council in 2024:

- Mr. Jeff Orlowski (Chair)
LifeShare Transplant Donor Services of Oklahoma
Representative for Organ Donation / Appointed by the Governor
- Ms. Julie Bisbee
Tobacco Settlement Endowment Trust
Appointed by the Oklahoma Commissioner of Health
- Mr. Brian Cathey
City of Atoka
Mayor of a Rural Certified Healthy Community / Appointed by the Speaker of the House
- Vacant
President or Chief Operating Officer of an Urban Certified Healthy Business / Pending Appointment by the Speaker of the House
- Ms. Brandy Krohn
President or Chief Operating Officer of a Rural Certified Healthy Business / Appointed by

the President Pro Tempore of the Senate

- Mr. Larry Heikkila
City of Norman
Mayor of an Urban Certified Healthy Community / Appointed by the President Pro Tempore of the Senate
- Ms. Molly Ross Fuhrman
Representative for Breast and Cervical Cancer / Appointed by the Governor

Activities and Accomplishments in 2023

The Advancement of Wellness Advisory Council devotes time, effort and funds to promote the need for organ, eye and tissue donation as well as the Certified Healthy Oklahoma programs, breast and cervical cancer screenings, and state tobacco control initiatives. Members take their role as stewards of the Oklahoma ODEAP Revolving Fund very seriously.

The council, in collaboration with LifeShare Transplant Donor Services of Oklahoma, provided funding in the amount of \$90,867 to produce and execute a media campaign during the spring months to promote organ, eye and tissue donation. Decision Month is an Oklahoma campaign to raise awareness through both radio and digital media which is broadcast statewide. The campaign also includes a digital media component to reach younger audiences. In 2023, the Decision Month efforts resulted in approximately 11 million media impressions across all mediums.

Future Council Activities

The council remains committed to supporting programs and materials that reach the greatest number of Oklahomans with the lifesaving message of organ, eye and tissue donation and transplantation. More than 1.9 million licensed Oklahoma drivers and state identification card holders have already indicated their wish to be a donor on their driver's license or state identification card as part of an online donor registry established by LifeShare Transplant Donor Services of Oklahoma (www.lifeshareoklahoma.org). In 2023, 65 percent of the Oklahoma adult population, or more than 1.9 million adults, have the little red heart on their license or identification cards, according to the LifeShare Donor Registry. The *Donate Life America Annual Report* lists LifeShare Transplant Donor Services of Oklahoma in the top half of organ procurement organizations nationally in regard to registration rates. LifeShare Oklahoma is in the top ten of highest performers for donors per million and organs transplanted per million among the 56 Organ Procurement Organizations across the United States. While this is an important step, much work remains to increase Oklahoman's willingness to be organ, eye and

tissue donors.

The council feels strongly that the ODEAP Revolving Fund helps provide the tools needed to educate more Oklahomans than ever about the need for organ, eye and tissue donation. The council pledges to continue to allocate the monies voluntarily contributed by Oklahomans responsibly and effectively , to provide all of the organs, eyes and tissues needed for Oklahoma patients in need.

Oklahoma 2023 Statistics at a Glance

(Source: LifeShare Transplant Donor Services of Oklahoma)

Organ Donors:	269
<i>Deceased Donors:</i>	233
<i>Living Donors:</i>	36
Tissue Donors:	949
<i>Cornea Donors:</i>	583
Organs Transplanted:	649
Lives Saved:	559

Oklahoma ODEAP Revolving Fund

Through their voluntary contributions from January 1, 2023 to December 31, 2023, Oklahomans donated \$139,100.74 to the ODEAP Revolving Fund. This includes monies contributed to the fund from donations made at the time a resident received a driver's license or state identification card, completed a vehicle title transaction, or purchased a license plate.

Oklahoma ODEAP Revolving Fund Summary

January 1, 2023 to December 31, 2023

Cash Balance (1/1/2023):	\$467,367.06
Net Revenue:	\$368,872.06
Total Cash:	\$836,239.12
Total Expenses:	\$99,152.49
Cash Balance (12/31/2023):	\$737,086.63

Advancement of Wellness Advisory Council Recommendations

The Advancement of Wellness Advisory Council has reviewed the Oklahoma Organ Donor Education and Awareness Program Annual Report 2024 and has indicated two recommendations. The council recommends that the State of Oklahoma continue to support organ donor education and awareness and maintain the funds in the Oklahoma Organ Donor Education and Awareness Program Revolving Fund.



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