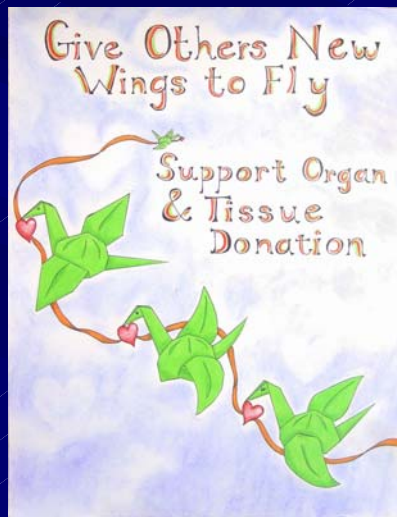


CMS/Forum of ESRD Networks Annual Meeting



April 5, 2006
Baltimore, MD



Jenny Kitsen
Wes Johnson

Connecticut Coalition for Organ & Tissue Donation

The Connecticut Coalition for Organ and Tissue Donation is dedicated to the purpose of public education and public awareness for all Connecticut residents about the lifesaving benefits of organ and tissue donation.

CCOTD

- Established in 1985
- Original founding agencies
 - Yale New Haven Hospital
 - National Kidney Foundations of CT
 - ESRD Network of New England
 - Northeastern Organ Procurement Organization (OPO)
 - New England Organ Bank (OPO)
 - Hartford Hospital
- Became a non-profit corporation in 1993
- 501(c)(3) tax status in 1995

Structure

- All volunteers
- Meeting monthly
- “In kind” work
- Annual budget under \$25,000
- Membership levels: individual & agency

Current Membership

- American Liver Foundation
- Anthem Blue Cross Blue Shield of Connecticut
- Connecticut Eye Bank and Visual Research Foundation
- End Stage Renal Disease Network of New England
- Individuals: Donor families, transplant recipients, interested professionals
- Juvenile Diabetes Research Foundation International
- LifeChoice Donor Services
- National Kidney Foundation of Connecticut
- New England Organ Bank
- Rotary International (CT District)

Partnerships

- USA Postal Service
- Community Health Charities of Connecticut
- National Coalition on Donation (State Affiliate)
- Connecticut Motor Vehicle Department

Accomplishments

- High School Poster Contest since 1989
 - Last year 212 posters
 - Annual awards program
 - T-shirts
- Training of District DMV officers
 - Donor materials
 - Student driver education project
 - New legislative access to driver/donor registry
- Speakers Bureau
 - Donor family
 - Professional

Accomplishments (continued)

- State recognition for organ donation leadership
- Health Fairs
- Donor Awareness Week
- National Donor Sabbath
- High School Presentations
- Website

– www.ctorganandtissuedonation.org

A Day of Planning for the Future

November 21, 2005

Major decision:
Move coalition forward or dissolve

- Timeline Exercise
- Task: “In the past, what has worked or not worked?”
- Vote on future of coalition

A Newer, Better Coalition	Dissolve Coalition	Undecided
8 (53.33%)	1 (6.66%)	6 (40%)

A Day of Planning for the Future (continued)

- Vision Exercise: Press Release
- Force Field Analysis & Action Planning
- Group recommendations/observations
- Assessment of day
- End of day vote

A Newer, Better Coalition	Dissolve Coalition	Undecided
13 1/2 (96.43%)		1/2 (3.57%)

Weaknesses

- All volunteer organization
- Duplication of effort among agencies
- Projects move slowly and done by same few people
- Lack of follow-up on tasks
- Little promotion or marketing about Coalition accomplishments
- No strong membership campaign
- Inconsistent leadership
- Lack of commitment
- Network doing the coordination work

Action Plan: Three Major Themes

■ Restructuring

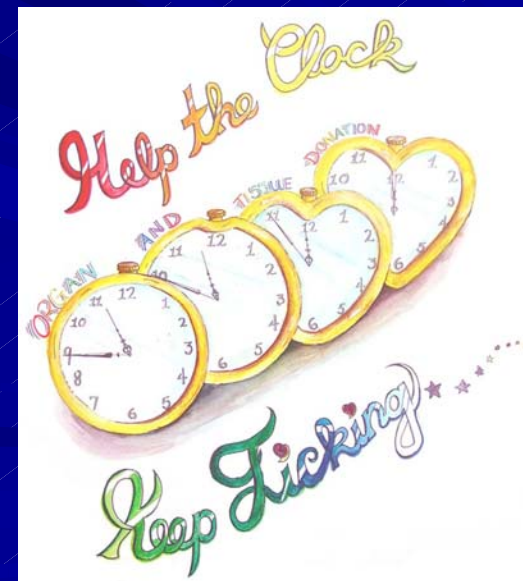
- By-laws
- Revitalize

■ Membership

- Definition
- Recruitment
- Retention

■ Activities

- Strategic plan
- PR/Marketing
- Priorities (CCOTD & others)



What has happened so far?

- Agreement to hire part-time Director (independent contractor)
 - Job description written
 - Position posted on www.CareerBuilder.com
 - Selection Committee in place
- Identifying potential foundations for operational grants
 - Each agency will contribute funds to pay for grant writer to assist Director
- Bylaws have been rewritten to change membership structure

What has happened so far? (cont')

- Aggressive effort with renewal application to Connecticut Community Health Charities for keeping Associate Membership status
- Removal of Coalition Chair – replaced with Interim Chair
- Activities
 - Memorial bench on state capital grounds
 - United Illuminating electric company (January 2006 newsletter) contained organ donor educational material and listed Coalition website
 - “Thanks for Asking” campaign with Motor Vehicles staff
 - Poster utilization in legislative building in April

PLUS.....

New Coalition Name

.....OUT WITH THE OLD

Connecticut Coalition for Organ
& Tissue Donation

IN WITH THE NEW.....



Donate Life, Connecticut