

# Organ and Tissue Donation Multicultural Campaign

2015 -2016



**Health**  
NSW Organ & Tissue  
Donation Service



# Multicultural Festivals

Sydney Fiesta Kultura 2015



If you'd say yes to a life-saving treatment...  
have you said yes to becoming an organ and tissue donor?

[donatelife.gov.au](http://donatelife.gov.au)



如果你“同意”拯救生命的器官和組織移植……  
那你已經“同意”成為一個捐贈者嗎？

[donatelife.gov.au](http://donatelife.gov.au)



- ▶ **DECIDE**  
and Register on the Australian Organ Donor Register
- ▶ **DISCOVER**  
the facts about organ and tissue donation
- ▶ **DISCUSS**  
your donation decision with family and friends

If you'd say yes to a life-saving transplant...  
have you said yes to becoming an organ and tissue donor?



# Surveys and Research

- Lunar New Year TET(Vietnamese) Festival, 6-7 February 2016
- Over 350 surveys were collected by recruited bilingual workers
- 400 photos were taken at the MHCS photo booth
- Chinese New Year Festival, Chatswood, 13 February 2016
- 165 surveys were collected by recruited bilingual workers at Campsie Food Festival, 28<sup>th</sup> May 2016
- 175 surveys were collected by recruited bilingual workers at Chatswood New Year Festival, 14 February, 2016
- 276 photos were taken at the MHCS photo booth (91 from Campsie and 185 from Chatswood)

# 'Life Changes' Stage Production

NSW Indian Welfare Association proudly presents

**जेवण धान** (Donate Life) 2016  
A program to increase awareness of organ and tissue donation

PERFORMANCE OF  
*Life Changes*  
Written by Kalpana Kashyap

Show starts at 5.30pm  
**SATURDAY 12 MARCH 2016**

Tickets cost \$15/person (Dinner included in ticket price)

Venue: Roselea Community Centre,  
645-671 Pennant Hills Rd, Carlingford NSW 2118

For more information or to book tickets please contact:

• Santha Sampath - 0478 611 543	• Sujatha Jaishanker - 0404 880 693
• D Balachandra - 0437 040 063	• Vijaya Thangaraj - 0438 158 757
• Mallika Ganesan - 0402 466 226	


nswiwa.org.au/nsw  NSW Indian Welfare Association

IMAGE CREDIT: FLICKR USER: DENISE OTTOLE (LICENSED UNDER CC BY-NC 2.0)

- Jeevan Dhan ( Donate Life) 12 March 2016
- NSW Indian Welfare Association
- 300 people attended
- Play written , produced and directed by members of the NSW Indian and Welfare Association

Sponsored by



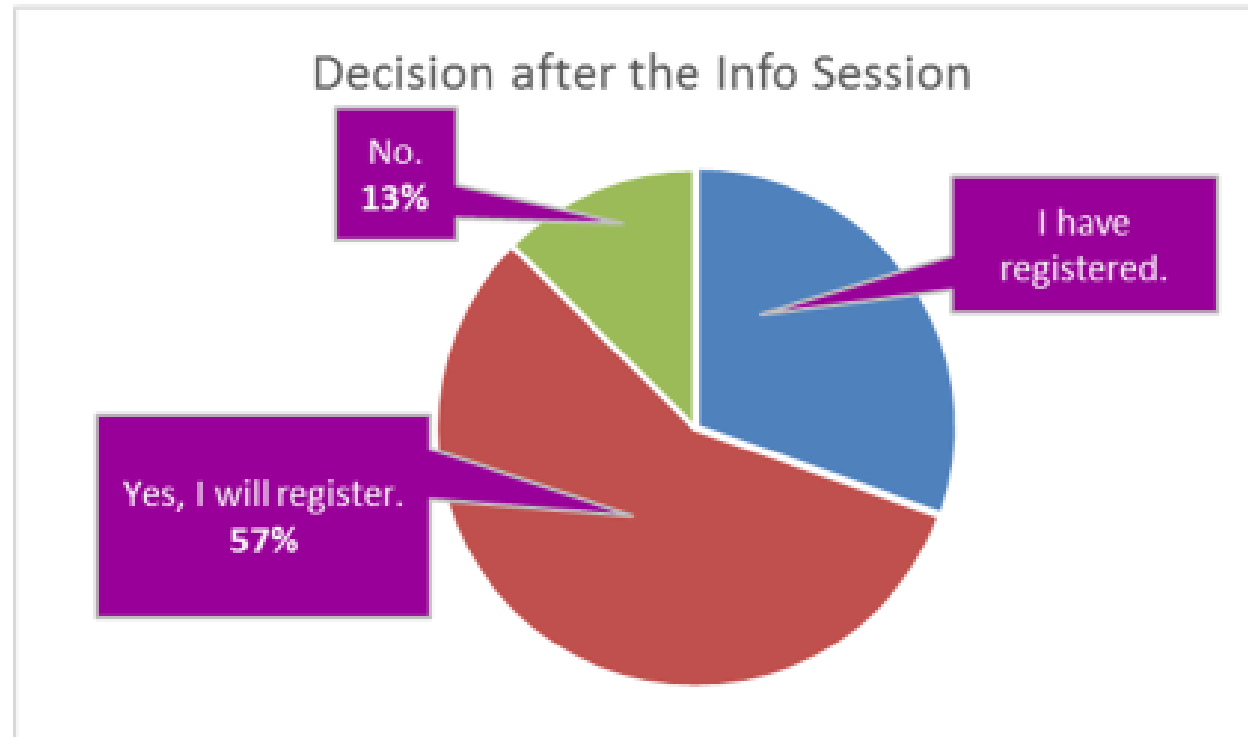
Health  
NSW Organ & Tissue  
Donation Service



CMRC  
Community  
Resource Centre



## After watching the theatre production Jeevan Dhan (Donate Life)



# 'Life Changes' Stage Production



# Digital Stories Launch Event

Friday, 29<sup>th</sup> July 2016



Launch of five inspiring stories of people from culturally and linguistically diverse backgrounds touched by organ and tissue donation



What are you waiting for?

Join the Australian Organ Donor Register  
online today | [donatelife.gov.au](http://donatelife.gov.au)



DonateLife  
Week 2016

10-16 JULY 2016

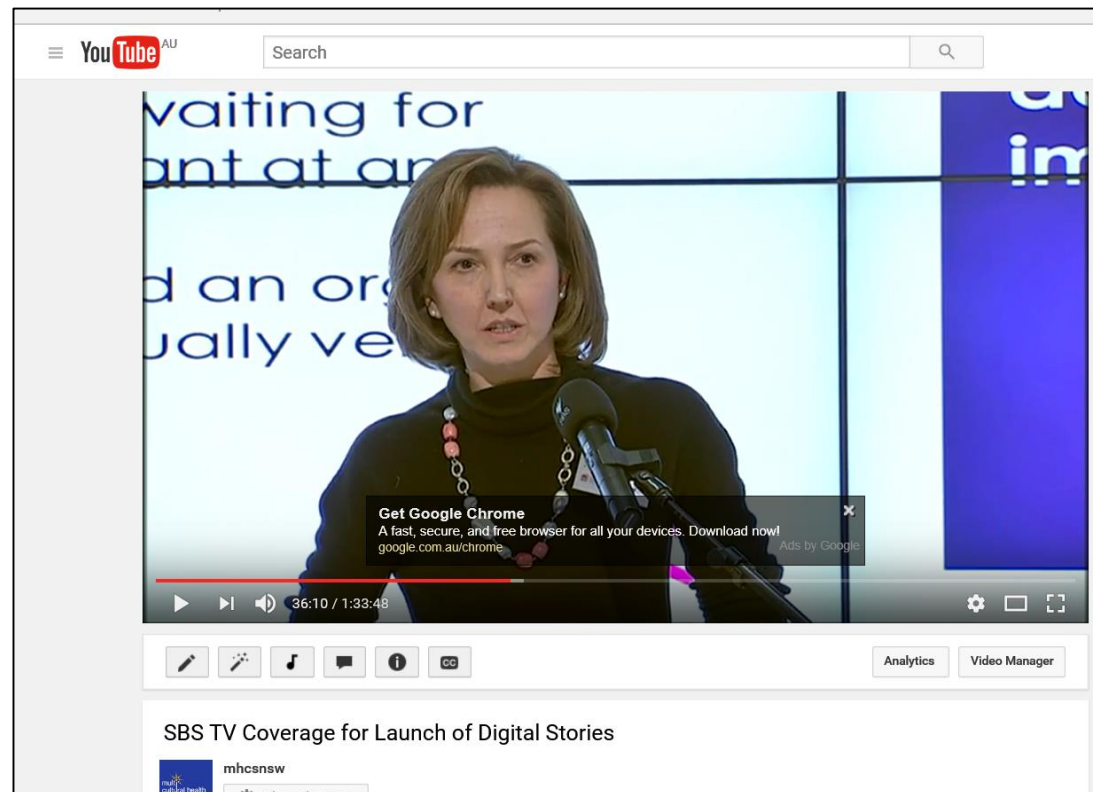
# Digital Stories Launch Event





# Full coverage of launch event

- ▶ <https://www.youtube.com/watch?v=ArlnX-TqZ7w>



# Life Giving Stories 2016

FREE  
EVENT



NSW Multicultural Health Communication Service and Performance 4a present

## Life Giving Stories

Five storytellers on the ultimate gift of life

Directed by master storyteller and photographer William Yang and writer and producer Annette Shun Wah, Life Giving Stories is an inspiring storytelling work bringing together five individuals from culturally and linguistically

diverse backgrounds tell personal stories about their lives. From two heartbreaking stories of grieving parents who donated the organs of their son, to a mother's unconditional love for her son and families who has

been touched by organ and tissue donation. Accompanied by photographs from private collections, these stories reveal engaging and inspiring insights into family, determination and extraordinary generosity.

**Riverside Theatres**  
Car Church & Market Streets  
Parramatta NSW  
Sunday, 28th August 2016  
2.00pm - 6pm  
Food and refreshments will be served

For more information or tickets, call (02) 8839 3399  
Book your FREE tickets: [riversideparramatta.com.au/show/life-giving-stories](http://riversideparramatta.com.au/show/life-giving-stories)

- Sold out performance
- Early analysis of surveys indicate very positive shift in intention of audience – after watching the show.

# Life Giving Stories 2016



# Audience Feedback

## Life Giving Stories

Five stories on the ultimate gift of life

What is your age?

- Under 24  
 25-45  
 55 and over

What is your country of birth?

India

What language/s do you speak?

English, Tamil, Hindi

What religion do you practise?

HINDUISM  
 No religion practised

Which suburb do you live in?

TURRAMURRA

I have already registered and received my Australian Organ Register Card

- Yes  
 No

Would you be willing to register as an organ and tissue donor?

- Yes  
 No  
 Unsure

Comments:

I have already discussed organ and tissue donation with my loved ones.

- Yes  
 No

Would you be willing to discuss with your loved ones about organ and tissue donation?

- Yes  
 No  
 Unsure

Comments:

I have changed  
of this after the session  
Thank you!

Thank you for your participation!

# Audience Feedback

## Share your #organdonation message

Very well organised  
and very inspirational stories!  
Couldn't stop the flow of tears,  
especially when Doujon's + Deyaan's parents  
were speaking.

Name:  
Email:

Take a photo of your pledge with  
hashtags #Donatelife #organdonation  
#lifegivingstories and post it on Facebook

### Life Giving Stories

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Twitter & Instagram

### Life Giving Stories

# Audience Feedback

## Share your #organdonation message

After listening to the stories shared by donors & recipients alike, I would urge everyone to register <sup>today</sup> for organ & tissue donation, as I am going to do as soon as I return home. Thank you to all the storytellers, once again!

Name: Katherine Khary  
Email: kkhary2009@hotmail.com

Take a photo of your pledge with  
hashtags #Donatelif #organdonation  
#lifegivingstories and post it on Facebook

**Life Giving Stories**

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**Life Giving Stories**

# Media Coverage

**Filipino recipient joins call for more organ transplant**

30 JUL 2016 - 10:46AM

PODCAST  
filipino\_160730\_532433.mp3

A Filipino-Australian recipient is in the forefront to call Australians to join the Australian Organ Donor Register online and to discuss their donation decision with loved ones. Image: Heart transplant Jaime Estrada, middle daughter Mary Joe, and Louie Tolentino (SBS)

By Louie Tolentino  
Published on Saturday, July 30, 2016 - 10:44  
Duration 15 min 14 sec

Jaime Estrada, a heart transplant recipient, shares to Louie Tolentino his experience.

**New push for organ donors**

30 JUL 2016 - 12:36PM

IMAGE | VIDEO | AUDIO

**Personal stories are at the centre of a new campaign aiming to inspire more Australians to sign up to be organ and tissue donors.**

By Helen Ibbister  
Source: SBS News  
30 JUL 2016 - 12:36 PM UPDATED 30 JUL 2016 - 12:36 PM

Oliver and Rosemarie Zammit, from NSW, know first hand how it feels to have the organs of a loved one donated to help save the lives of others.

Their son Dougan was 20-year-old when he was killed in Greece in 2008.

"Our son was on a European vacation," said Oliver Zammit.

"He'd just travelled through Europe and, on their way home, they stopped off in Mykonos for a couple of days, because they heard it was a party town. Unfortunately, he was attacked by four bouncers from a nightclub they'd just left. He suffered some head injuries and never recovered."

Six months before he died, Dougan Zammit had spoken with his parents about his desire to be an organ donor. His mother says it was difficult to follow through on those wishes as she struggled to come to terms with her son's death.

"I did say no at first," said Rosemarie Zammit.

**NSW Multicultural Health Communication Service**  
Published by Jesusa Helaratne (?) · August 26 at 2:39pm

If you missed the launch of the 5 inspiring stories of people from diverse backgrounds touched by organ and tissue donation held in July at the SBS Atrium, watch the full coverage of this wonderful event!

<https://www.youtube.com/watch?v=ArlnX-TqZ7w>

**SBS TV Coverage for Launch of Digital Stories**

Thank you to SBS their support for the launch of 5 inspiring digital stories of individuals from multicultural backgrounds who have been touched by organ and...

YOUTUBE.COM

96 people reached

Like Comment Share

NSW Multicultural Health Communication Service and 95 others

Write a comment...

**Father of The Youngest Organ Donor Deyaan Udani Speaks Up**

3 AUG 2016 - 4:18PM

PODCAST  
hind\_150803\_534329.mp3

This is the "Donate Life Week" in Australia wherein we encourage people to register for organ and tissue donation. We spoke to Rupesh Udani the father of the youngest Organ donor Deyaan Udani. Deyaan was the brave heart who at the age of 7 wanted his organs donated when he was no more. Unfortunately, he left this world ever so early but in departing gave life to four other people who needed a transplant.

By Kumud Merani  
Published on Wednesday, August 3, 2016 - 16:12  
Duration 8 min 10 sec

Deyaan with father Rupesh & sister Naisha (Rupesh Udani)

**In Person**

Sharing the gift of life through organ donation

22 Aug 2016  
Lisa Clarke, Australia Plus

When Mili Udani's 7 year old son Deyaan died of a blood clot and haemorrhage on his brain, she wanted to honour his wishes to donate his organs. AIC: Lisa Clarke

**Latest**

- Alvin Singh and Bosco Tam: Making sense of money
- Anupam Sharma: Australian films in Indian cinemas
- Aruban: Deng Bo Yao: It's all in the balance
- Lorraine Elliott: Blogging for the love of food

**'DonateLife ... the greatest gift'**

29 JUL 2016 - 7:30PM

PODCAST  
arabic\_160729\_532268.mp3

Did you know only one in three Australians have joined the Australian Organ Donor Register, even though 81% believe registration of donation decisions is important? More than 1,500 Australians are today waiting for a life-saving or life-transforming transplant. During DonateLife Week (31 July 7 August) we hear Mohammad hawshar's story

By Heba Kassoua  
Published on Friday, July 29, 2016 - 19:28  
Duration 8 min 59 sec

SBS Arabic 24 (SBS Arabic 24)

**Winning Culture**

gold Cup 2018