



U. S. Department of Health and Human Services  
Health Resources and Services Administration  
Health Systems Bureau  
Division of Transplantation

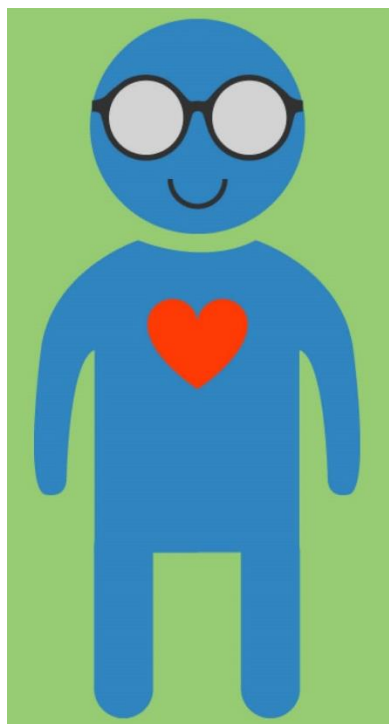
**HRSA**  
Health Resources & Services Administration

# GRANT *news*

March 2022 | A periodic e-bulletin to share results of organ donation and transplantation projects funded by the Division of Transplantation.

## License to save lives: Driver education game increases organ donor sign-ups

**Using game-based technology in driver education courses disproves myths and strengthens organ donation awareness.**



*Image from License to Save Lives.  
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Funded by the Health Resources and Services Administration (HRSA) Division of Transplantation, communications expert Professor Brian Quick and his colleagues developed License to Save Lives. This is a game-based organ donation curriculum that targets driver education students and is available via web and mobile app. The new curriculum raises awareness about organ, eye, and tissue registration and donation, while simultaneously disproving common myths.

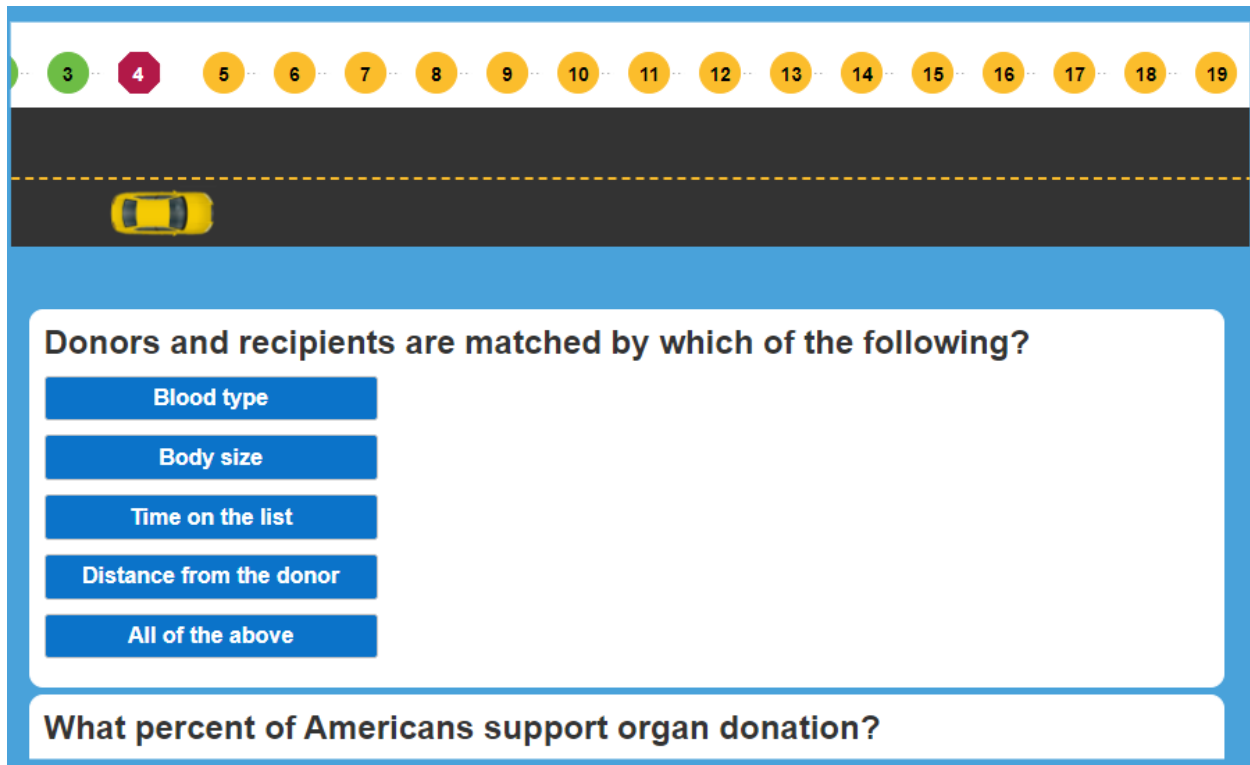
“My goal with License to Save Lives was to bring stability and consistency to how 15-year-olds learn about organ donation during driver’s education,” said Professor Quick. “I worry that many teens and young adults are not sufficiently educated about organ donation to make an informed choice about registering as a donor.”

One of the first steps to registering new organ, eye, and tissue donors is educating the public about the need for donors and demystifying how the donation process works.

### **User Satisfaction Leads to New Organ Donor Sign-Ups**

Professor Quick and his colleagues developed two versions of License to Save Lives, one interactive and one

non-interactive, to gauge whether interactivity affected the game's ability to inform students and inspire new donor sign-ups. Results showed that knowledge about organ donation increased regardless of interactivity, and interactivity appeared to have no effect on efforts to increase new donor sign-ups. Instead, the greatest predictor of registration was the user's satisfaction with the License to Save Lives program.



*A sample activity from the License to Save Lives program.  
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Some of the interactive elements in License to Save Lives include word scrambles, using organ-themed terms and brief quizzes that ask students to recall facts after watching animated informational videos. Professor Quick said he was surprised that the interactive and non-interactive versions of the program were equally enjoyed by teen users.

“We learned that a website with videos and games increases knowledge from baseline to post-exposure,” he said. “However, we also learned that interactivity may not be the cure-all we think it is.”

## Outside Support is the Key to Success

Professor Quick emphasized that participation from Organ Procurement Organizations (OPOs) and driver education programs is essential, both to the success of curricula like License to Save Lives, and in boosting organ donor sign-ups. Visible OPO support and investment from school leadership shows driver education teachers that informing students about organ donation and registering new donors is a priority.

“Organ donor registration rates are up, which is undoubtedly a win,” said Professor Quick. “But we won’t be able to sustain that progress without continued marketing and education.”

License to Save Lives is available via web and mobile applications. For more information, visit [licensetosavelives.com](https://licensetosavelives.com).



### Strategies that work:

- **Time your ask strategically.** Potential new donors are more likely to sign up when they are feeling positive.
- **Use digital educational resources.** Regardless of interactivity, informational videos and other digital resources are proven to increase knowledge and interest in organ donation.
- **Discuss organ donation during driver education.** Exposing students to facts about organ donation combats myths and improves awareness.

Dr. Cabral Bigman-Galimore (University of Illinois), Dave Bosch (Gift of Hope Organ & Tissue Donor Network), Remonia Chapman (Gift of Life MOTTEP), and Jillian Frazier (Lifebanc) also contributed to the research described in this bulletin.

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