

HIGH SCHOOL OUTREACH INITIATIVE  
ORGAN DONATION & TRANSPLANTATION



# HSOI Social Media Toolkit



## The HSOI - Who Are We?

The High School Outreach Initiative (HSOI) is a program that aims to increase awareness about organ donation and transplantation among youths! The program delivers engaging presentations to high school students within the Greater Toronto area - and most recently in Ottawa - to educate them about the importance and impact of organ donation on patients with organ failure, encouraging informed discussions and addressing common misconceptions! Youths are our future, and have always been important change-makers! We aim to engage youths to be future advocates for organ donation and transplantation!

## Social Media Toolkit

April is "Be a Donor" month in Ontario and every year, National Organ and Tissue Donation Awareness Week is held during the last week of April (April 21-27, 2024)!

We have compiled a range of social media content designed to engage users to raise awareness about organ donation and transplantation. They feature informative captions, visually appealing graphics and animated posts, aiming to inspire action and encourage individuals to learn more about organ donation and transplantation, as well as to engage with the HSOI.

Please help us raise awareness about organ donation and transplantation - feel free to use these materials for your social media posts!



**Caption:**

Approximately 4,000 Canadians are waiting for a lifesaving organ transplant at any one time - unfortunately approximately 250 Canadians die while waiting each year!

Discover how you can make a difference to someone's life at [beadonor.com](https://bit.ly/4ah5T3z) - <https://bit.ly/4ah5T3z>.

Together we can save lives! ❤️ You can also learn more about organ donation & transplantation with the High School Outreach Initiative: [bit.ly/48LHsd6](https://bit.ly/48LHsd6)

#beadonor #organdonation #transplantation #HSOI @uoftmedicine @trilliumgift @stmikes @unityhealth @uhntoronto @ajmeratransplantcentreuhn @sickkidstoronto

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**Caption:**

Did you know... skin is a tissue that can also be transplanted? The technique of skin transplantation was first described over 2000 years ago by the Hindu Tilemaker Caste to reconstruct noses that were amputated! In modern times, the first recorded skin transplant occurred in 1869, performed by a Swiss surgeon, Jaques-Louis Reverdin!

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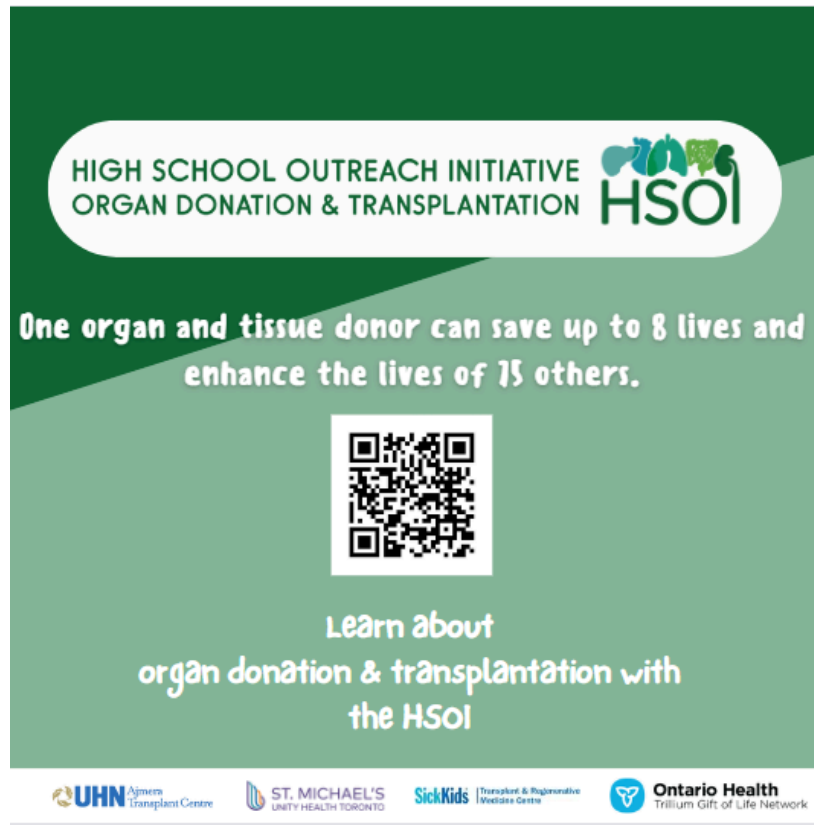
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**Caption:**

One organ donor can help save up to 8 lives, and enhance up to 75 others!

Discover how you can make a difference to someone's life at [beadonor.com](https://beadonor.com). Together we can save lives! ❤️

You can also learn more about organ donation & transplantation with the High School Outreach Initiative:

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**Caption:**

Every 10 minutes, someone is added to the organ transplant waiting list - approximately 4,000 Canadians are waiting for a life-saving organ transplant at any one time.

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**Caption:**

Cecil F. Lockhart is the oldest recorded organ donor to date at 95 years old! Age alone is no barrier to giving the gift of life! Discover how you can make a difference to someone's life at [beadonor.com](https://bit.ly/4ah5T3z) - <https://bit.ly/4ah5T3z>. Together we can save lives! ❤️

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**Caption:**

The High School Outreach Initiative in Organ Donation & Transplantation has successfully delivered over 800 presentations, reaching over 46,415 high school students within the Greater Toronto Area since 2012!

Join us in our journey to increase awareness and knowledge on organ donation & transplantation:

[bit.ly/48LHsd6](https://bit.ly/48LHsd6)

Discover how you can make a difference to someone's life at [beadonor.com](https://beadonor.com) - <https://bit.ly/4ah5T3z>.

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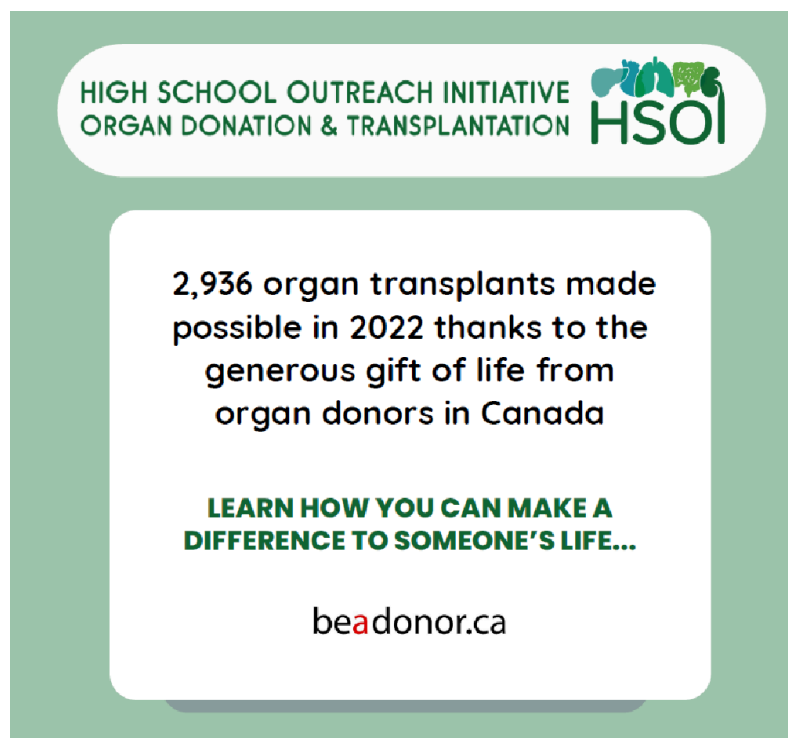
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**Caption:**

2,936 organ transplants were performed in 2022, which were made possible thanks to the generous act of organ donation!

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