

MEDIA GUIDE

WELCOME!

Thank you for your interest in LifeChoice Donor Services. We are the federally designated, non-profit organ and tissue procurement organization (OPO) for six counties in Connecticut and three counties in western Massachusetts, with a combined population of 2.3 million people.

Our OPO serves 23 acute care hospitals for organ and tissue donation, and two organ transplant hospitals: Hartford Hospital in Hartford, CT and Baystate Medical Center in Springfield, MA.

LifeChoice Donor Services is a member in good standing of the United Network for Organ Sharing (UNOS) and accredited by the Association of Organ Procurement Organizations (AOPO).

STORY CONTACTS

Members of the media may reach out to Caitlyn Bernabucci, Public Education/Community Relations Specialist for LifeChoice Donor Services. She will be happy to answer any questions you may have, and provide story contacts and background information. You may call her at 860-286-3120 or email her by clicking [here](#).

PREFERRED TERMINOLOGY

When writing a story about organ donation, it's important to be sensitive to families who have lost a loved one, yet chose to help others by donating their family members' organs. Language also plays an important role in the misconceptions and fears about organ, tissue and eye donation. For example, a person who is brain dead can't be on "life support." Instead, the organs are perfused with oxygen for several hours by means of a ventilator or mechanical support.

In May 2005, specific terminology was approved by the Association of Organ Procurement Organizations (AOPO) Donor Family Council. The council reasoned that avoiding words and phrases that cause concern among donor families and the general public will increase both understanding and acceptance of the donation process.

These terminology updates are unanimously supported by the American Society of Transplantation (AST) and the American Society of Transplant Surgeons (ASTS), and have been adopted by the American Journal of Transplantation. We thank you for using words and phrases in a sensitive manner when reporting on the topic of donation and transplantation.

INSTEAD OF

"Harvest organs" or "Harvesting organs"
"On life support" when someone is brain dead
"Removed life support" when someone is brain dead
"Cadaver" or "Cadaveric donor"
"Progressing to brain death"
"Declare brain death"
"Body parts"

PLEASE USE

"Recover organs" or "Recovering organs"
"On a ventilator" or "On mechanical support"
"Removed the ventilator" or "Removed mechanical support"
"Deceased person/individual" or "Deceased donor"
"Deteriorating to brain death"
"Determine brain death"
"Organs, eyes and/or tissues"