



SECOND CHANCES – FACT SHEET AND B-ROLL OUTLINE

Canada is experiencing a chronic and growing need for organ donors due to the increase of men, women and children who are in an urgent or life-threatening situation.

One of the problems facing Canada's organ donation system is the lack of a consistent registration on a national level. Each of Canada's provinces registers donors according to a separate set of guidelines. To become an organ donor in New Brunswick, residents must check the appropriate box on their Provincial Medicare renewal form. In Alberta, a citizen can sign up to donate at any motor vehicle registry office in the province, by completing a "Save A Life" brochure or by registering online. To become an organ donor in Nova Scotia, citizens must use Legacy for Life's website or call one of several different agencies. To become an organ donor in Québec, citizens can obtain a free donation sticker available at CLSCs, hospitals or drugstores and apply for it through their health cards.

This lack of a comprehensive system for donor registration is just one hurdle that adds to a comparatively low participation rate for organ donation. For every one million Canadian citizens, only 20.9 Canadian donors are registered. The rates stand well below many other Western countries. Spain, for example, is at 43.4 donors per million.

Even worse, while about 90 per cent of Canadians support organ and tissues donation, fewer than 20 per cent have made plans to donate.

Second Chances is a pilot initiative created by the Canadian Transplant Association, the nationally-authorized nonprofit organization that raises awareness about organ donation, organizes volunteers and public advocacy and offers a support network for donors and recipients. The project, to be launched in Calgary, is an innovative attempt to increase awareness about organ donation and to increase the registration of new organ donors.

The program, created in partnership with McCann Canada and the California advertising agency Casanova//McCann, creates a new driver's experience around driver's licences and traffic stops by police officers. In the program, police officers, at their discretion, will be allowed to give motorists with minor violations a warning, as opposed to a fine. Drivers who have the registered organ donor marking on their up-to-date provincial driver's licence will be given a second chance to correct their violation without a fine – because their status as an organ, eye and tissue donor gives a fellow citizen a second chance at life.

The program will allow police officers to engage with motorists who commit violations, such as exceeding the posted speed in a playground zone, faulty equipment (broken headlamp), and other violations as prescribed by their local police departments and municipalities.

In addition, at the discretion of individual officers, drivers not registered as organ donors may be informed that they are being given a second chance to fix their violation without a fine courtesy of the organ donor registration program and that becoming a registered organ donor would be greatly appreciated.

Second Chances turns one of the most uncomfortable situations for any driver – being pulled over by the police because of a traffic, equipment or parking violation – into a positive experience, one that rewards them and also serves as an act of social good. The program also shines a spotlight on the provincial driver's licence as a vehicle for positive change.

The Second Chances project is initially being launched in the city of Calgary. The province of Alberta currently leads the rest of the country in the number of registered organ donors.

The statistics concerning the need for organ donations is startling:

- About 4,500 men, women and children are currently waiting for an organ transplant in Canada;
- Every year, 260 of those people will die before receiving a transplant. That means five deaths per week could have been saved with viable donors;
- Donation rates in Canada are far too low. Only 20.9 donors are available for every one million Canadian citizens, which puts Canada well below many other Western nations, including Spain (43.4) and the U.S. (31);
- While about 90 per cent of Canadians support organ and tissues donation, fewer than 20 per cent have made plans to donate;
- One organ donor can save up to eight lives and a tissue donor can benefit up to 75 individuals;
- British Columbia and Alberta have the highest number of living donor rates with 19.8 living donors per million people each.

For more information visit secondchancesdonor.org.

SECOND CHANCES TIMESTAMPS

Please remove any visible forms of identity, such as names on drivers' licenses, names on tickets and license plate numbers

FOOTAGE	Time Start	Time End
Interview with Calgary Police Service Superintendent, Tam Pozzobon	0:01	1:16
Interview with Calgary Police Service Constable Randy Macdonald	1:17	1:45
Interview with registered organ donor #1 after getting a Second Chance	1:46	2:10
Interview with registered organ donor #2 after getting a Second Chance	2:11	2:25
Interview with registered organ donor #3 after getting a Second Chance	2:26	2:37
Interview with organ donation recipient, Marla Marshall	2:38	3:34
Interview with organ donation recipient, Shamus Neeson	3:35	4:54
Interview with Brenda Brown, president, Canadian Transplant Association	4:55	7:12
Interview with organ donation recipient, Celina Thibault	7:13	8:20
Bodycam footage of Calgary Police pulling over residents, with reactions to Second Chances	8:21	10:12
Cars driving around Calgary with city views	10:13	12:25
Calgary Police entering their vehicle	12:26	12:43
Calgary Police pulling over residents – wide-shots	12:44	13:35
Police pulling over residents through dashcam footage	13:36	14:19
Dashcam Footage	14:20	14:49
Police officers driving (bodycam, dash cam and backseat footage)	14:50	15:45