

1 CHOICE. 55 LIVES



GLOBAL
SOCIAL
LEADERS

A PROJECT WITH A FOCUS ON ORGAN DONATION IN COLOMBIA.

@1choice55lives



THE GLOBAL GOALS

3 GOOD HEALTH
AND WELL-BEING



17 PARTNERSHIPS
FOR THE GOALS



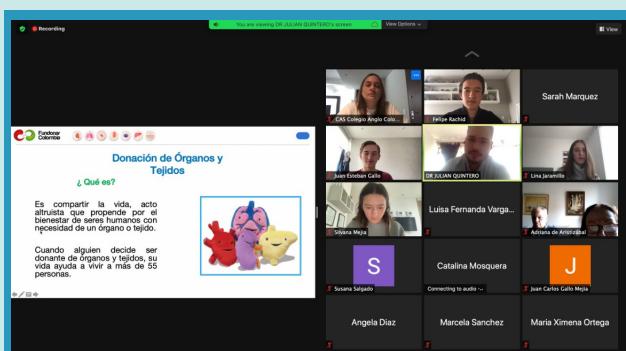
The Coronavirus pandemic has shown us that never before has it been so important to have a community that is willing to make sacrifices for one another. Actions such as choosing to stay at home for the better others, or signing up as an organ donor can drastically improve other's quality of life. Every person that signed up to be an organ donor through our campaigns now has the chance to save the lives of up to 55 people. **This is "1 Choice, 55 lives".**

OUR TEAM:



OUR AIM:

Our aim is to inform and promote organ donation within the city of Bogotá, Colombia, ensuring individuals have sufficient information to make a rational decision about signing up to be organ donors. Our target audience was those individuals who are over the age of 18, more specifically, those in our closer community including the parents and grandparents of the children that attend our school, through seminars, workshops, and talks with experts on the matter. To do this, we established a line of direct contact with *Fundonar*: a foundation dedicated to foster the donation of organs in Colombia, which offered us to carry out conferences free of charge. We aimed to broaden the currently held perspectives regarding organ donation within our culture, as to help people realize that through organ donation, they can help improve and potentially save dozens of other lives.



"When my mother died, I told her doctors that she was a registered organ donor but I was told she was too old to be a donor. I now know that age doesn't matter, nor having a high blood pressure or diabetes. [...] You are carrying out a great labour because you are helping us all save lives."

SKILLS GAINED:

EMPATHY



COMMUNICATION



RESILIENCE



ORGANIZATION



RESPONSIBILITY



IMPACT

When we found out that 22 people die every day in Colombia waiting for an organ or tissue transplant we decided it was time to raise our voices on this taboo topic within our community. Many people do not like to face the idea of donating their organs, especially with the predominance of misconceptions about such action in Colombia.

1 choice 55 lives was able to inform over 100 people about the myths, implications, and impacts of organ donation through a zoom conference dictated by experts on the topic. Furthermore, through these conferences and the diffusion of additional information, we managed to convince 65 people from our school community (teachers, parents, staff members, and students) to sign their organ donation carnet.

84.4% of the people who witnessed any of our conferences registered as an official donor through the ministry of health donor carnet.



KNOWLEDGE GAINED THROUGH THE PROJECT

We noticed there are a great number of cultural impediments that have discouraged organ donation within our community. As young and educated people we feel the social responsibility to help overcome these social taboos that have taken so many lives over the years. Through the various talks and activities we held, we learned that the first step towards surpassing these challenges is to break down the misconceptions that surround organ donation. This can only be done by making information available to people so they can make the informed decision to become donors. This final reflection is what will continue to inspire us to carry on our project.

ATTENDEE COMMENTARIES

“Excellent conference! There is a lot of ignorance in relation to organ donation and today I made the decision to donate my organs when the time comes.”

“Fantastic, the talk clarified many doubts!”

SETBACKS

Trying to carry out a project that involves community development during a pandemic proved to be a great challenge. We constantly faced plan changes, obstacles, and setbacks due to the worsening health situation in our city but we were able to persevere. After our idea of having in-person interactions that enabled various sign-up locations where people could get their donor carnets in our school bonfire and several city hospitals was canceled due to the chances of COVID spread we had to redesign our project. We utilized virtuality to our advantage and relied profoundly on our communication skills to make every conference possible and have the highest attendance. These setbacks taught us that in this changing world it is necessary to adapt to upcoming challenges and that our generation can achieve great things if we are resilient and strong.

1 A Fundonar conference will be held each year for our school seniors as they turn 18 and have the option to legally become donors. This is to ensure the sustainability and long-term impact of our project.

2 A school-wide campaign reaching over 200 people. We were able to inform minors about the positive impacts of becoming donors and 84.4% of the adults we reached signed up as donors.

3 We started a long term relationship between our school and the projects focused on organ donation directed by the organization Fundonar

4 We employed technology and communication resources to successfully propagate our impact. This included posting the conference on the school website for everyone to see, promoting your campaign on the school TV's and creating social media to post our work.

ACHIEVEMENTS



Fundonar Colombia



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