



DAVID BLAND RIDE FOR LIFE

Supporting LifeGift (Australian Red Cross Blood Service)

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David Bland was a fit and healthy fourteen year-old boy who loved playing basketball, bike riding and playing the piano and oboe. David died suddenly in January 2006 after participating in a vigorous game of basketball. He suffered an acute cerebral oedema, the cause of which is unknown. David's organs were donated and the lives of five recipients have been changed dramatically.

In 2007, David's family and friends established the David Bland Ride for Life in memory of David and to increase public awareness of the importance and benefits of organ donation, with particular reference to family discussion. Money raised by the David Bland Ride for Life is currently being donated to LifeGift (Australian Red Cross Blood Service) to produce a range of multi-media materials to promote organ and tissue donation across Victoria, Tasmania, NSW and ACT.

The initial stage of the project will see a library of donor/donor family, waiting list and recipient stories produced in a number of different media – including video, audio, photography and print. These stories will focus on telling the personal experiences of organ donation, transplantation and waiting on the list, particularly focusing on the stories of children and young adults.

LifeGift will then use the multi-media stories to develop a wider range of promotional materials – including a poster/postcard series, brochure and media/website resources. The stories will also become a major resource for future community and education projects across schools, hospitals, the media and the wider community.

This project will combine experts from the media, graphic design and photograph fields and is the first time LifeGift has had the opportunity to produce high-quality multi-media materials for use across the complete community education portfolio.

Australia has one of the lowest organ donor rates in the developed world. However, it is believed greater community discussion and decision making about organ donation is a critical part in increasing the organ donor rate in our community. This project will enable LifeGift to provide information to a number of different age groups, through a range of media, to encourage discussion and decision making about organ and tissue donation.

Research also highlights that parents are more likely to agree to the donation of their children's organs, if they are know their wishes about organ and tissue donation. Therefore, in the future, LifeGift will also use the materials to develop resources for the education of school-aged children.

Further information:

David Bland Ride for Life: www.davidbland.com.au

LifeGift (Australian Red Cross Blood Service): www.organdonor.com.au