



St. Joseph's  
Healthcare  Hamilton

Kidney &  
Urinary program

CPRS HEALTH ACADEMY  
PRESENTS: FIRST CANADIAN  
LIVE-STREAMING OF A  
KIDNEY TRANSPLANT

BY: MARIAM RANA



# PRESENTERS

- Alexandra Anderson, Public Affairs Specialist
- Agnes Bongers, Public Affairs Director
- Megan Bieksa, Public Affairs Manager
- Maria Hayes, Senior Public Affairs Specialist
- Lindsay Whelan, Public Affairs Specialist

St. Joseph's  
Healthcare | Hamilton

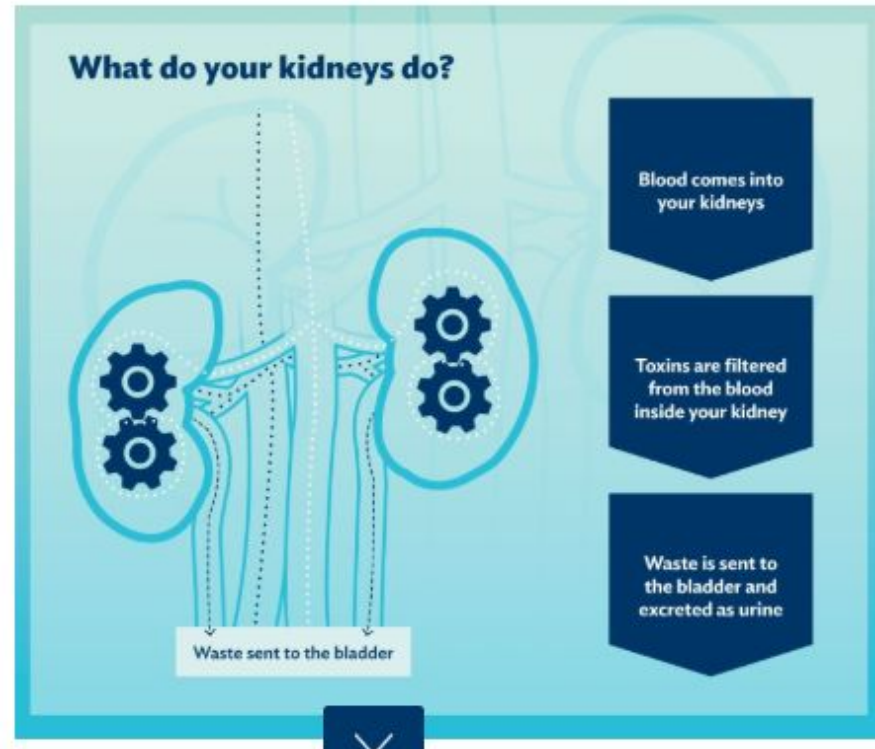
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## What do your Kidneys do?

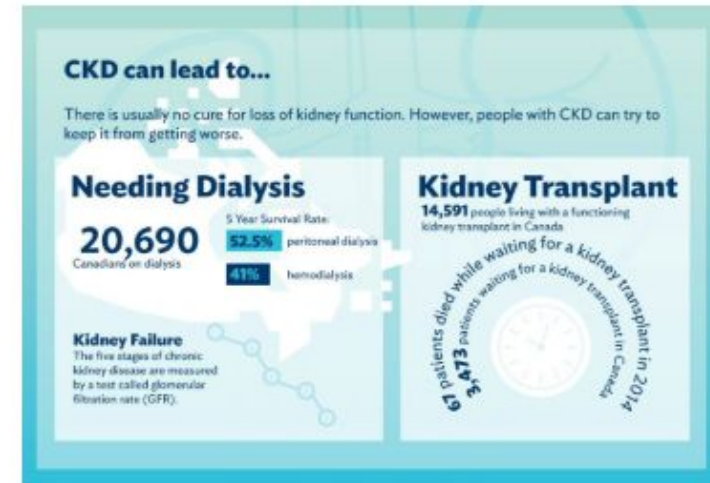
The kidneys are two bean shaped organs located on either side of your spine at the bottom of your ribcage. Most people are born with two kidneys. Kidneys are most popularly known as the organs that help us to dispose of waste by producing urine.

Each one of these complex filtering systems is made up of over a million tiny filters called nephrons, which “clean” your blood. These internal regulators filter and return over 180 litres of fluid every 24 hours. Without your kidneys waste would build up in your blood and damage your body.



## What happens when your kidneys fail?

The slow loss of kidney function over a few months or years is called chronic kidney disease (CKD). Chronic kidney disease can occur when a condition damages your kidneys and keeps them from doing their job to keep you healthy. When your kidneys fail, dangerous levels of fluids and waste can build up in your body and make you feel sick. Kidney failure occurs when you have less than 15% of your kidney function. When your kidneys fail you may require dialysis or a kidney transplant to stay alive.



Chronic kidney disease may be caused by:

- High blood pressure and diabetes – the most common causes of kidney disease
- Inflammation (glomerulonephritis) or infections (pyelonephritis)
- Inherited genetic conditions such as polycystic disease
- Long-term blockage in the urinary system (such as kidney stones)

Early detection and treatment can help prevent chronic kidney disease from getting worse.

There are three important factors to making a match:

#### Blood type testing

A donor and recipient need to have either the same or compatible blood types. There are four basic blood types:

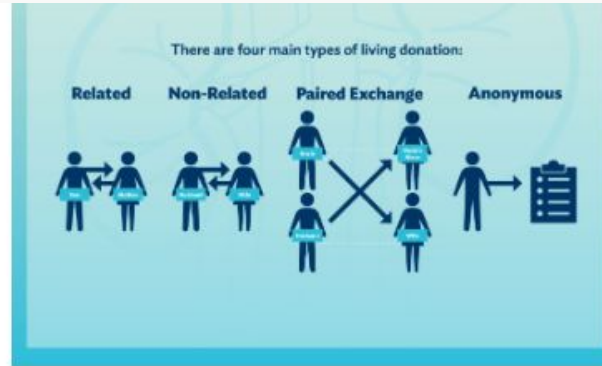
Type	About	Compatible with
O	The "universal donor"	A, B, AB, O
A	Compatible with two other types	A or AB
B	Compatible with two other types	B or AB
AB	Can only accept AB	AB

#### Genetic testing (Human Leukocyte Antigen, HLA)

Special tests called tissue typing check the compatibility of the donor and recipient tissue (HLA) cells. Every person normally has a unique set of tissues inheriting half from each parent. Each parent and their child share half of the same proteins, and identical twins share all the same proteins. Even unrelated donors may also share some of the HLA proteins. Fortunately anti-rejection medications work well in all these cases to prevent recognition of the donor cells.

#### Antibody testing

Antibody testing is done to find out how likely the recipient's immune system is to accept or reject the donated kidney. Antibodies are proteins that help your body identify foreign objects in your body like viruses and bacteria. They are like soldiers who are ready to get rid of invaders that may harm your body. Your antibody levels can change after you have a severe infection, a blood transfusion, are pregnant or have surgery. The more antigens a donor and recipient have in common the more compatible their match is. Every recipient must take anti-rejection drugs for the rest of their life to prevent their immune system from rejecting the donated kidney.



**Living Kidney Donation** While most people are normally born with two kidneys, you can live a healthy life with just one. Living kidney donation is the willing donation of a kidney from one person to a recipient in need. Living kidney donations are highly successful and for the donor it often provides a deep sense of satisfaction that they have helped someone in need.

**Deceased Kidney Donation** A deceased kidney donation occurs when a kidney is removed from someone who has recently died, with consent from a signed donor card or family. The donated kidney is either stored on ice or is connected to a machine that helps to preserve the kidney while it is transported.

Did you know? 1 organ donor can save up to 8 lives! It only takes 2 minutes to register. Register to be a donor at [www.beadonor.ca](http://www.beadonor.ca)

## What is a kidney transplant?

A kidney transplant is a surgical treatment that places a healthy kidney from one person (the donor) into a person (the recipient) who no longer has good kidney function. Every person considering transplant as a treatment option undergoes a full medical and psychosocial evaluation to make sure they are a good candidate for transplantation.



# WHY WAS THIS CAMPAIGN CREATED



The Public Affairs Team at St. Joseph's Healthcare in Hamilton decided to conduct a community survey



From the survey, the team discovered that the public didn't really know that a Kidney Care program or Nephrology Department existed at the hospital



As a result, the Public Affairs team saw an opportunity to boost its profile, embrace risk, and educate people around kidney disease & organ transplant



Thus, they decided to work closely with the Kidney Team and to embark on an exciting campaign that leveraged the power of social media to successfully livestream a kidney transplant via Facebook

# TACTICS USED

2 Promotional Videos

18 Pre-recorded Interviews

15 Facebook Ad

1 Twitter Ad

1 Media Release

Internal Communications  
(Some Flyers & Email Blasts)

1 Media Release

Customized Partner Packages

20+ Social Media Tiles

7 Infographics

1 Website

4 Subsites

# WHY USE FACEBOOK

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- Since its a popular platform
- Allows for a longer video to be broadcasted
- Compatible with the software/hardware used by the hospital to live-stream the transplant





**Leverage partnerships with other organizations**



**Embrace CSR - Partnership with local schools**



**Engage your employees and internal audiences**



# TURAGA FAMILY

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TAKE PART IN A **LIVE**

# KIDNEY TRANSPLANT

A MATCH MADE IN #HAMONT

MAY 10, 2017

**StJoes**  
LIVESTREAM

St. Joseph's  
Healthcare & Education

St. Joseph's live-stream: Kidney transplant patient  
 Hamilton high school students

**Traditional Media - National Exposure**

- CBC National News - closing segment
- CBC Radio
- CTV
- Global TV
- Toronto Star

The World at Six

**MESSAGE RESONANCE**

- 100% St. Joe's leader in kidney care & transplants
- 96% St. Joe's open to engaging the community
- 89% St. Joe's innovation
- 89% Need for kidney donations
- 83% St. Joe's committed to patient care

"I am in awe. Complete AWE!!!"  
 "I just think this is fantastic! I've become a kidney nerd."

"This is like the first landing on the moon."  
 "This is truly amazing! Healthcare innovation at its finest."

**REACH**  
**36** Million  
 MRP

**SENTIMENT**  
 89%

Positive (97%) Neutral (3%) Negative (0%)

- ✓ Increase in live-donation activity at St. Joe's
- ✓ TGLN had 48 new online donor registrations on May 10
- ✓ Hospital foundation working with major financial donors
- ✓ Leveraging success in government conversations



# MEASURES OF SUCCESS

# KEY TAKEAWAYS

- Be Fearless
- Be open to collaboration
- Storytelling is still relevant
- PR and social media can really be leveraged to educate others
- Anything is possible if carefully planned
- Risk mitigation is crucial
- Ensure that your senior leaders really understand the campaign so that they can fully support it



# References

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