

Figure 1. The complete message on the leaflet designed for the community sample.

1st page:

Help others!

Become blood donors!

Become bone marrow donors!

Decide to donate your organs after your death!

Your blood, bone marrow, and organs can save somebody's life.

2nd page:

The lack of tissue and organs for transplantation disables transplantation which could save other peoples' lives, lives of your fellow-citizens, neighbors, friends, family members, and maybe your own. Bone marrow transplantation, for instance, can cure leukemia.

Most people think that blood, bone marrow, and organ donation is good and useful. Almost all religious communities, including Christian religion, also support those donations.

Still, people rarely decide to donate because they often think that blood and bone marrow donations are complicated. This is completely wrong because blood and bone marrow donations ask only for little time and good will, and have no negative consequences for the donor who can give both many times during the life.

Since blood cannot be preserved for a longer period of time it is important that people regularly donate. The probability that a person who is not your family member can receive your bone marrow is less than 1:100 000. Therefore it is important that the list of bone marrow donors has many members so that an equivalent donor could be found.

We can donate blood 3 or 4 times a year in centers for blood transfusion.

To become a bone marrow donor a person has to take a blood test and than he or she is put to the world list of bone marrow donors and asked to donate when a person with same antigens appears.

Posthumous organ donation often helps the family of the donor to cope with their loss and it doesn't obstruct any traditional funeral proceedings such as open casket funeral. Talk to your family about donation of organs after your death, let them know your will. Also, inform your physician of your wish to become an organ donor.

For all information about blood donation please contact...

For all information about subscribing yourself to the list of bone marrow donors please contact...

For all information about donation of your organs please contact your physician.

Figure 2. The complete message on the leaflet designed for health professionals.

1st page:

Let people become tissue and organ donors!

You, the health professionals, can do most for increasing the number of donations.

2nd page:

Doctors, nurses and other health professionals often meet people who are potential tissue and organ donors. The research shows that most people have positive attitude towards tissue and organ donation, but think that the procedure of donation is complicated and are not sure what to do in order to donate blood or bone marrow, and how to donate organs posthumously.

Families whose members have received blood transfusion usually want to give something back to the people who helped them, and would feel more useful if they could give their blood or bone marrow to help someone else.

Health professionals sometimes think that asking for permission to transplant organs of deceased family members hurts the family. On the contrary! Studies have found that people want to be given a chance to decide whether to donate the organs of their deceased relative. These families should be approached carefully, they should be given all the necessary information and support and should have enough time to decide whether to donate organs of their deceased relative. Families who had donated the organs of their deceased relative take the loss easier and feel good about knowing that their member had done a good thing even after death.

Because of that, help people to help others and let them become tissue and organ donors.

