Choosing to Leave Well: A Multi-Channel Campaign to Educate on Eye and Tissue Donation

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Background: Canadian Blood Services partners with the organ and tissue donation and transplantation community to strengthen national system performance, with public awareness initiatives serving as a key mechanism to advance this work. In 2023, the National *Leave Well* campaign was launched with the goal of raising awareness about the critical need for donors, encouraging more Canadians to register as organ and tissue donors, and to urge registered organ and tissue donors to speak to their loved ones about their decision. In November 2025, additional strategies were introduced to improve understanding of the distinct eye and tissue donation pathway and to emphasize its important and meaningful contributions. Eye Donation month is an annual observance raising awareness about cornea donation and transplantation, honouring the gift of sight given by selfless donors and their families, celebrating corneal transplant recipients, and education about eye donation and encouraging individuals to register as donors [1].

Methods: A multi-channel public awareness strategy was implemented to address misconceptions related to eye and tissue donation. Examples of how this strategy was implemented included: myth-busting social media content was disseminated through *Leave Well* and partner accounts to correct common misconceptions; short-form videos were co-created with three medical professional influencers to convey evidence-based information, share clinical perspectives, and promote donor registration; four paid media articles, in English and French, were placed with national news outlets; website content was updated to address frequently asked questions specific to eye and tissue donation; and newly developed educational brochures were distributed to provincial partners. Reach is defined as the number of unique users exposed to the content. Engagement is defined as the proportion of users who interacted with the posts [2]. Industry benchmarks define strong performance as reaching 6–8% of total followers and achieving engagement rates above 3% [3].

Results: As of March 31, 2026, preliminary metrics from the medical influencer posts suggest average to above-average performance in both reach and engagement. For example, two Instagram posts reported a reach of 40% and 5.4% and an engagement of 2.53% and 4.3%, respectively. As of March 31, 2026, paid article placements reported a total national reach

exceeding 16.3 million impressions, including more than 10 million in article reach across 41 media clips and over 6 million in radio reach from 275 clips.

Conclusion: In Canada, healthcare is managed provincially, and some donor registries allow individuals to specify which organs and tissues they wish to donate. Due to cultural beliefs, misconceptions, or uncertainty about eligibility, many registrants choose not to donate their eyes and tissues. The *Leave Well* campaign addresses these barriers through national awareness and educational initiatives that promote informed registration, normalize conversations about death, and emphasize the legacy and life-improving impact of all forms of donation.

Keywords: Eye and tissue donation, public awareness campaigns, donor registration, social media

Clinical Trial Registry: N/A

Data Deposition: N/A

Disclosures: The *Leave Well* campaign is developed by Canadian Blood Services in collaboration with the national Public Education and Awareness Committee members representing organ donation organizations across Canada and brought to life by Flipside Creative. Guidance on resource development was provided by colleagues from the Eye Bank of British Columbia.

Competing Interest: The authors declare no competing interests.

Ethical Approval: Not applicable—this study did not involve human participants, their data, or biological material.

Funding: Health Canada, Canadian provincial and territorial governments.

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References:

1. Eye Bank Association of America, https://restoresight.org/events-observances/eye-donation-month/
2. Hootsuite, https://blog.hootsuite.com/calculate-engagement-rate/#What_is_a_good_engagement_rate_benchmarks_for_2026
3. Bracher M, Madi-Segwagwe BC, Winstanley E, Gillan H, Long-Sutehall T. Family refusal of eye tissue donation from potential solid organ donors: a retrospective analysis of summary and free-text data from the UK National Health Service Blood and Transplant Services (NHS-BT) National Referral Centre (1 April 2014 to 31 March 2017). BMJ Open. 2021 Sep 13;11(9):e045250. doi: 10.1136/bmjopen-2020-045250. PMID: 34518244; PMCID: PMC8438759.

Figure 1. November Website Banner



Figure 2. Educational Brochure

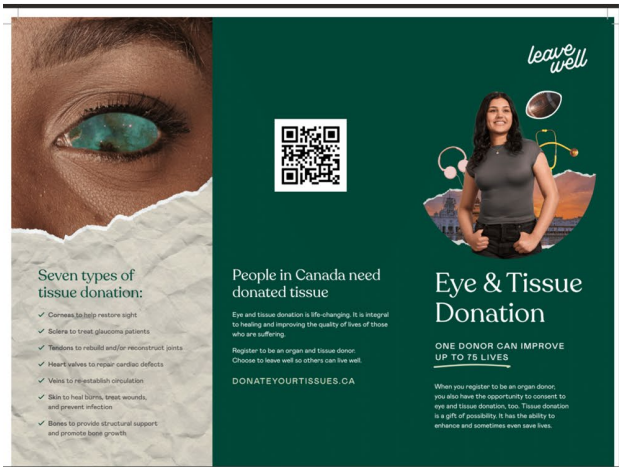




Figure 3. Social Media Graphics



Figure 4. Paid Article Campaign Results as of July 2026

Campaign Results

Fifth Story Service	Reach	Clips
Articles English	2,778,100	30
Articles French	7,596,054	13
Radio	7,219,158	330

Media Type	Reach	Clips
Community Paper	108,300	10
Digital	52,500	10
Earned Partner	10,064,000	8
Owned Media	28,400	8
Daily	57,000	1
Website	1,081,876	229
Radio Station	6,199,236	105
Social media	2,000	2

Figure 5. Medical Influencer Metrics



DR. SHAZMA MITHANI

@drshazmamithani
Instagram: DrShazmaMithani 28.7K
Tiktok: DrShazmaMithani 28.4 K

Dr. Mithani is an Emergency Room physician, mom of two, and a trusted voice in health and wellness. She makes medical information clear, relatable, and accessible—debunking myths, breaking down health trends, and sharing real-life insights. With credibility, compassion, and authenticity, Dr. Mithani empowers her audience to make informed choices about their health and lifestyle.

Views:
- 12, 500 IG
- 553 TT

Reach:
- 40% IG
- 1.9% TT

Engagement:
- IG Reel: 2.53%
- IG Story: 1.1%



DR. CHRIS RAYNOR

@thatsosona
Instagram: @DrChrisRaynor — 31.2 K
Tiktok: Dr.ChrisRaynor — 149.1 K
YouTube: ChrisRaynorMD — 689. 2 K

Dr. Chris Raynor is a Canadian Orthopedic surgeon. He like to speak about sports injuries and medicine simply and clearly. He calls himself "not your everyday ortho" and creates entertaining, easy to digest medical content.

Views:
- 1,811IG
- 1,777 TT

Reach:
- 5.3% IG
- 1.2% TT

Engagement:
- IG Reel: 4.58%
- TT Video: 5.0%



DR. SIOBHAN DESHAUER

@ViolinMD
YouTube: ViolinMD — 1.2 M
Instagram: Violin.MD — 68.4 K
TikTok: theviolinmd — 58.5 K

Dr. Deshauer is a certified Canadian internal medicine and rheumatology specialist. She creates optimistic health content for a community of curious minds who want science-backed information to improve their health and inspire a brighter future.

Views:
- 19,200 IG
- 1,894 TT
- 11,000+ YT

Reach*: based on early public-facing metrics, pending insights from account owner will likely alter these numbers slightly
- 28.3% IG
- 3.2% TT
- 1.1% YT

Engagement:
- IG Reel: 0.09%
- TT Video: 5.6%
- YT Video 0.09%

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Background

Canadian Blood Services works with the organ and tissue donation and transplantation community to improve national system performance, and one of the ways that we do this is through public awareness initiatives. The National *Leave Well* campaign launched in Canada in 2023 with the goal of raising awareness about the critical need for donors, encouraging more Canadians to register as organ and tissue donors, and to urge registered organ and tissue donors to speak to their loved ones about their decision.

Leave Well speaks to leaving a positive legacy. A little ego stroking. A lot of pride. While many organ donation campaigns avoid the "leaving" aspect, the *Leave Well* campaign embraces it, speaks frankly, and invites conversation with positivity. *Leave Well* destigmatizes organ donation and makes talking about organ and tissue donation easy and something to be proud of.

Eye Donation Month

Eye Donation month is an annual observance raising awareness about cornea donation and transplantation, honouring the gift of sight given by selfless donors and their families, celebrating corneal transplant recipients, and education about eye donation and encouraging individuals to register as donors[1].

In November 2025, new tactics were employed through the *Leave Well* campaign to encourage understanding of how the eye and tissue donation journey is different from organ donation, and still incredibly valuable.



Figure #1: November Website Banner

Acknowledgements
We acknowledge the kindness and generosity of organ and tissue donors and their families to save and improve the lives of others. Canadian Blood Services is honoured to work alongside Canada's organ and tissue community and Flipside Creative who brought the *Leave Well* campaign to life.

References:
1. Eye Bank Association of America, https://restoresight.org/events-observances/eye-donation-month/
2. Hootsuite, https://blog.hootsuite.com/calculate-engagement-rate/#What_is_a_good_engagement_rate_benchmarks_for_2026
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Method

A multi-channel public awareness strategy was implemented to address misconceptions related to eye and tissue donation. Examples of how this strategy was implemented included: myth-busting social media content disseminated through *Leave Well* and partner accounts to correct common misconceptions; short-form videos co-created with three medical professional influencers to convey evidence-based information, share clinical perspectives, and promote donor registration; four paid media articles, in English and French, placed with national news outlets; website content updates to address frequently asked questions specific to eye and tissue donation; and a newly developed educational brochure distributed to provincial partners in English and French.



Figure #2: Education Brochure



Figure 3: Social Media Graphics

Results: Paid Article Placement

Four paid media articles were developed and distributed nationally in both English and French. To further expand audience reach, one article was adapted into an Audio News Release in both official languages. Collectively, the articles and radio releases generated a potential reach of more than 17.5 million and were picked up by media outlets over 350 times. A heat map analysis demonstrated coverage across eight provinces, in addition to national online distribution. Placement in both small-community and ethnic media outlets suggests successful engagement with diverse reader and listener audiences across Canada.

Campaign Results

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Figure #4: Paid Article Campaign Results as of July 2026

Results: Medical Influencer Campaign

Preliminary metrics from the medical influencer posts suggest average to above-average performance in both reach (the number of unique users exposed to the content) and engagement (the proportion of users who interacted with the posts). Industry benchmarks define strong performance as reaching 6–8% of total followers and achieving engagement rates above 3%[2]. Three Instagram posts reported a reach of **40%**, **32.39%** and **5.4%** and two reported engagement of **4.3%** and **2.53%** as of March 2026. On the day of posting, donateyourorgans.ca experienced a measurable increase in website traffic, suggesting the number of visits was higher than expected.

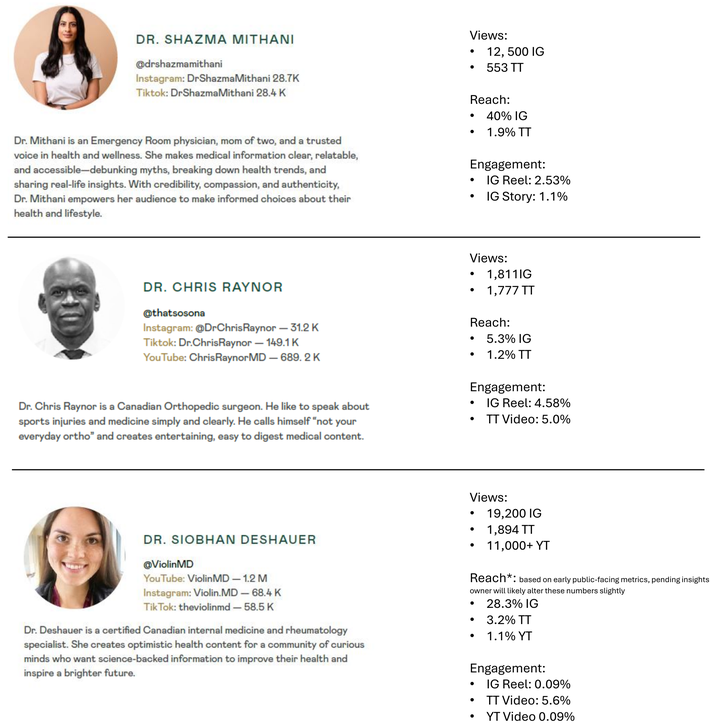


Figure #5: Medical Influencer Metrics

Conclusion

In Canada, healthcare is managed provincially, and some donor registries allow individuals to specify which organs and tissues they wish to donate. Due to cultural beliefs, misconceptions, or uncertainty about eligibility, many registrants choose not to donate their eyes and tissues[3]. The *Leave Well* campaign aims to address these barriers through national awareness and educational initiatives that promote informed registration, normalize conversations about death, and emphasize the lasting legacy and life improving impact of all forms of donation.

Canadian Blood Services
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