

Massachusetts Department of Public Health (DPH),
New England Organ Donor Services (NEDS)

Head & Heart

Building awareness, understanding, and donor registration among young adults.

Audience Research

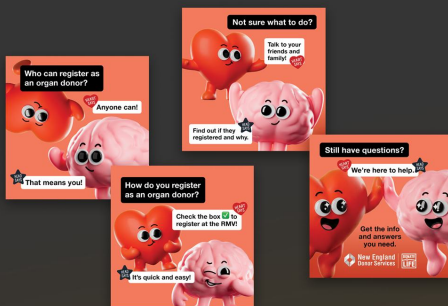
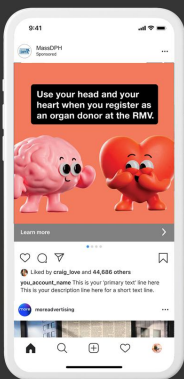
Campaign Development

Video Production

Graphic Design

Insights: Organ donor registration rates among young adults have been declining, despite research showing many are open to donation. Research with 16–24-year-olds found that low awareness, not negative attitudes, was the primary barrier to registration. Many had little knowledge of organ donation before being asked about it at the RMV, creating an opportunity to educate and prepare them earlier in the decision-making process.

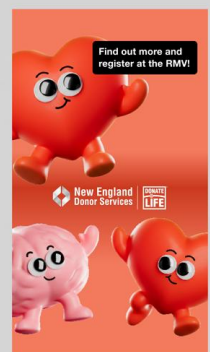
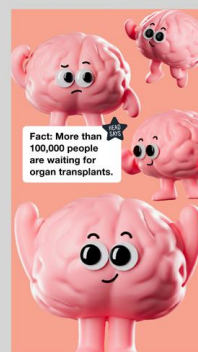
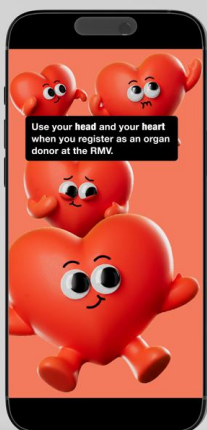
Impact: MORE developed a campaign focused on preparing young adults for the donor registration decision before they reached the RMV. Through the animated **Head & Heart** platform, the campaign combined registration information, key facts, and real-life impact to make the decision more approachable and informed. The campaign generated over **11M impressions**, **53K clicks**, **2.3M video views**, and a **22,621% increase in average weekly pageviews**.



Social Carousel



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Social Story