

# ASMHTP Connections

*A quarterly newsletter for those interested in the minority perspective in health care and transplantation.*

## *American Society of Minority Health and Transplant Professionals*

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## The President's Corner



The year is flying by, and many of the visions and goals that were outlined last September are coming to fruition. Our membership continues to increase, subcommittees are active, the web site is almost completed and this

newsletter has been well received by the donation and transplantation community.

Recently I represented ASMHTP at a conference hosted by UNOS entitled, "Research to Practice: A National Consensus Conference". UNOS hosted this conference to foster a transition from research to positive practical changes in practice. The goal of this conference is to provide the donation advocate, with an array of tools to help make the consent process more successful. Thus the availability of more organs for transplantation and more lives being saved. As the lead minority organization, we needed to have a presence and voice at this national conference. I was proud to represent the ASMHTP. During this conference I shared the activities of the dedicated people who are working to strengthen ASMHTP, and the multicultural challenges that continue to affect our industry.

I gladly co-chair the AOPO Multicultural Task Force with Julia Rivera. We recently completed a recruitment video that has been shared with the OPO executive directors and human resource professionals. We look forward to using this tool with nursing schools and other healthcare entities throughout the country to increase the number of minority health professionals in our field.

I hope to see you in San Antonio at our 11<sup>th</sup> annual meeting September 24 – 26. The planning committee is busily preparing an exciting agenda that will focus on "Bridging the Gap: Increasing Consent among Diverse Populations." Your presence and participation are encouraged.

We are a rare breed, privileged to work with people who choose to help others – most of the time perfect strangers – whose lives are saved or enhanced through the incredible gifts of organ and tissue donation. Our mission continues, and collectively we will move forward to help save and improve even more lives.

Janice Whaley  
ASMHTP President

## Making a Difference – "one donor at a time"

ASMHTP worked in conjunction with the Association of Organ Procurement Organizations (AOPO) to develop an English and Spanish version of the video, "Making A Difference – "one donor at a time". The video was developed in an effort to help recruit more minorities as organ and tissue recovery coordinators. For years OPO's have struggled in their efforts to recruit minorities. As a result, the AOPO Task Force on Multi-Cultural Issues felt the need to respond to the shortage of minority professionals, and in recognition of the importance of a diverse workforce.

In this video, African-American, Asian, and Hispanic/Latino professionals describe how they feel being a part of the procurement and transplant industry. They are also joined by donor family members and transplant recipients who address the critical need for donors nationwide.

If you haven't seen it, ask around. Your OPO should have received an English and Spanish version of the video by now. If not contact AOPO to find out how you can get a copy. A CDROM edition that includes both the Spanish and English versions can be

purchased for \$20 by contacting Melissa Honohan at the AOPO office (703) 556-4242 or via e-mail at [mhonohan@aopo.org](mailto:mhonohan@aopo.org).

ASMHTP would like to thank all of its members who took part in this endeavor. We encourage you to use the video and inform us how you are using it. This will help guide us for future endeavors. This video was made possible with support from Cryolife, Inc., the Musculoskeletal Transplant Foundation and St. Jude Medical, Inc.

## Coalition on Donation Minority Outreach Efforts

The African American Campaign Committee has been busy forming partnerships with organizations and sharing the campaign with media. A 10-city radio tour was conducted in April during Donate Life month, and we were able to share information about this campaign on four national radio networks. More than 80 million media impressions resulted from those efforts.

Partnerships have been formed with the National Medical Association, National Urban League, Congressional Black Caucus Healthcare Braintrust, National Association of Community Health Centers, National Newspaper Publisher's Association and the National Black Nurses Association. We are beginning to facilitate the process of sharing the brochure and posters with these organizations for distribution to their membership.

In addition, the print ad and feature story have run in several African American newspapers throughout the country, as well as on Black America web.com, Heart & Soul magazine (June/July issue), and a Donate Life mention in the April calendar section of Essence magazine.

The committee continues to explore exhibit opportunities, and is very appreciative of the work provided by Coalition staff member Bob Spieldenner and Campbell & Company Communications, a boutique public relations firm that specializes in creating health messages, story angles and events, as well as media strategy for clients.

The National Hispanic & Latino Campaign "Done Vida" has generated the following campaign placements between April 2002 and March 2003:

TV: 6,010 PSA broadcasts in 61 markets=47 million audience impressions

Radio: 5,915 PSA broadcasts on 42 stations=12 million audience impressions

Outdoor: More than 900 billboards

Toll-free number: Approximately 1,400 phone calls

Website: More than 121,000 hits to [www.donevida.org](http://www.donevida.org) and nearly 7000 unique visitors.

The estimated media value is more than \$3,500,000. In addition, the committee has created a directory of national Hispanic organizations and national Hispanic media contacts for their ongoing efforts in developing joint ventures and solidifying public service announcement media partnerships. The committee is also focusing on participating in national Hispanic conferences to network and increase awareness of the "Done Vida" campaign.

## Organ and Tissue Donors Honored on National Donor Memorial Web Site

Organ and tissue donor families, transplant recipients and others who have been touched by donation may now honor their loved one or donor on the National Donor Memorial Website [www.donormemorial.org](http://www.donormemorial.org).

The United Network for Organ Sharing (UNOS) is building both a physical garden and a virtual component of the National Donor Memorial to honor organ and tissue donors in this country. The memorial will also highlight the impact of their gift of life on the lives of so many others and underscore the critical importance of increasing organ donation.

A new "Tributes" section on the donor memorial web site allows visitors to view existing tributes or create new ones. After signing up, visitors who wish to honor an organ donor can create



memorial pages that tell that person's "story." Tributes can include words, scanned photos or other images that commemorate the organ donor's life; and his or her passions, favorite places or cherished events. Tools to further customize a tribute include choosing the page layout and background color.

The site also offers a virtual tour and written description of the National Donor Memorial being built at the UNOS' headquarters in Richmond, VA, as well as a calendar of events and news about the Memorial.

UNOS, a private non-profit organization manages the nation's organ transplant system and oversees the world's most comprehensive database of clinical transplant information under contract with the federal government.

## Asians/Pacific-Islanders and Organ Donation

May is National Asian/Pacific-Islander Heritage Month—a celebration of Asians and Pacific-Islanders in the United States. As of the last U.S. census, 12.5 million people represented were of Asian descent. This group comprises 4.4% of the total population. 935,600 of U.S. residents say they are of Pacific-Islander or Hawaiian heritage, comprising 0.3% of the total population. (Source: U.S. Census Bureau)

A total of 2.7 million Asian-American residents reported as Chinese (except Taiwanese) or Chinese (except Taiwanese) in combination with one or more other races or Asian groups, making Chinese the

leading Asian group. Filipino (2.4 million) and Asian Indian (1.9 million) follow. The largest Pacific Islander groups were native Hawaiian (401,000) and Samoan (133,000).

OPO's on the both coasts respond to the fact that most Asians/Pacific-Islanders reside in their regions by participating in community education of those communities regarding organ and tissue donation.

Currently, there are 4,373 Asians on the national waiting list for an organ transplant. In 2002, Asians made up 3.4% of those who received a life-saving organ transplant. (Source: OPTN)

Through the use of in-language community education as well as like-requestors, the number of Asian donors has increased in areas with large Asian populations. For example, in California Transplant Donor Networks coverage area of Northern California, including the San Francisco Bay Area, Asian consent rates have gone from 33% in 2000 to 42% just last year. (Source: CTDN)

However, nationally, only 2% of the total number of donors were of Asian descent in 2002. Through continued education, we can overcome this disparity between donors and recipients in the Asian community.



### Long Time ASMHTP Member Dollie Gentry is a 'Health Care Hero'

The *Fort Worth Business Press* recently honored LifeGift organ donation specialist Dollie Gentry, RN, BSN, CPTC, as a Health Care Hero. She considers increasing the number of organ donors, especially African American donors, a personal mission. Congratulations on this well-deserved honor!

## Advisory Committee on Organ Transplantation

The Advisory Committee on Organ Transplantation (ACOT) was established to assist the Health & Human Services Secretary to enhance donation, ensure that the system of organ transplantation is grounded in the best available medical science, assure the public that the system is as effective and equitable as possible, and increase public confidence in the integrity and effectiveness of the transplantation system.

ACOT has met three times since December 2001, and has agreed on 18 consensus recommendations related to living donation and transplantation, education, best practices and disparities in organ transplant rates and outcomes.

There are currently 41 members with diverse backgrounds in organ donation, transplantation medicine and surgery, critical care medicine, and other medical specialties involved in the identification and referral of donors, law and bioethics, behavioral sciences, economics and statistics. Other members include transplant candidates, transplant recipients, organ donors and family members.

ACOT will meet again in Washington, DC in May. For more information about ACOT, or HHS's donor initiatives, visit [www.organdonor.gov/acot.html](http://www.organdonor.gov/acot.html).

## August 1st is Seventh Annual National Minority Donor Awareness Day

Each year, National Minority Donor Awareness Day is celebrated on August 1st. With more than 86,000 people currently waiting for a transplant in the United States, it is important to bring awareness to the fact that more than 48% of those waiting are minorities. In addition, in 2002 36% of the 24,848 people who received organ transplants were minorities. This is disproportionate to the number of minority donors every year in the United States.

Organizations around the nation celebrate Minority Donor Awareness Day by educating minority communities regarding organ donation as well as important health issues such as hypertension, diabetes, and hepatitis.



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and Transplant Professionals**

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### ***Save the Date***

**ASMHTP's 11th Annual Conference**

***"Bridging the Gap: Increasing Consent Among Diverse Populations"***

September 24-26, 2003

La Mansion del Rio Hotel

San Antonio, Texas

*Reservations made by September 2nd, 2003 qualify for a group room rate of \$132.00 per night.*

*For reservations call the hotel at 1-800-292-7300.*

*The mission of the American Society of Minority Health and Transplant Professionals is to promote organ and tissue donation and transplantation among minorities and to serve in a national advisory capacity for research and education on these and other health-related issues.*

*ASMHTP Connections is a newsletter provided quarterly by ASMHTP to its members and friends. We welcome articles for consideration in future issues of ASMHTP Connections or suggestions for articles. Please submit these to the ASMHTP offices.*

*Thank you for your continued support of our mission in the transplant and health care community!*