

# 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



My term as president of this great organization is nearing an end. Thanks to the Board and committed members, we have elevated the ASMHTP presence and contributed to numerous efforts promoting donation and transplantation throughout the industry. I would like to provide a special note of thanks to my director, Charles Patrick, and all of my colleagues at the Alabama Organ Center who have supported my role with ASMHTP.

The ASMHTP committees were restructured and active, our membership increased 36% over the past year, we implemented a website and distributed a quarterly newsletter, which allowed our organization to network with others. Our annual conference "Bridging the Gap: Consent Among Diverse Populations" will include thought-provoking agenda items, best practices and opportunities for updates from associations and the federal government. We look forward to visiting beautiful San Antonio, Texas September 24 – 26 and we hope to see you there.

I represented ASMHTP at the recent APOO conference, to share the results produced through the multicultural task force which I co-chair, and obtained the new goals for the upcoming year. We look forward to continued efforts to help infuse and as necessary implement suggestions or standards related to multiculturalism within the organ procurement community.

President-elect Cliff McClenney will soon take the gavel and I look forward to supporting his efforts. He is a proven leader committed to our organizational mission, and I know he will be a great president and ambassador. Each one of us has a vested interest in securing the future of ASMHTP. Your continued participation will ensure that our journey results in more lives saved through transplantation. If you're not a member of ASMHTP, join us. Together we can make a positive difference!

Janice Whaley  
ASMHTP President

## Bridging the Gap : Consent Among Diverse Populations

The ASMHTP 11th Annual Meeting will be held at La Mansion del Rio Hotel in San Antonio, Texas from September 24-26. Former San Antonio Mayor Henry Cisneros, and former NBA star Sean Elliott (invited) are just a few of the renowned speakers who will address the conference attendees. Presentations related to 'Creating an Understanding of Diverse Families' and 'Intercultural Communication' as well as a number of abstracts will inform and re-energize conference attendees.

As always, the Annual meeting of the ASMHTP advances the mission of ASMHTP; i.e. 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. The information presented is relevant to all those who are involved with health, donation, and transplantation. This includes transplant professionals, physicians, nurses, donor families, transplant recipients and the general public.



For more information on conference registration or travel reservations, please contact UNOS Travel at 804-782-4830 or [travel@unos.org](mailto:travel@unos.org).

## ASMHTP Committees—Working Hard for You

**Annual Conference Planning Committee:** Yoli Montemayor, chairperson of the committee reports that “Everything is set for our upcoming conference.” San Antonio promises to be a perfect location for “Bridging the Gap.” The City has activities for all ages, so visit early and stay late. The welcome reception will be held at the Institute of Texas Culture, a museum of multicultural displays. A walk/run has been scheduled for Thursday morning prior to the conference program. Contact UNOS travel for more information.

**Bylaws Committee:** Patricia Woods, chairperson of the committee reports that the committee is reviewing suggestions for proposed amendments to the current bylaws. Any suggested amendments will be shared with the membership 90 days prior to the annual meeting, where a vote will occur.

**Research Committee:** The Research Committee is in the process of collecting abstracts for the annual conference. The deadline for submission was extended to July 2. A review committee will be formed to decide the abstracts to be selected for oral and poster presentation.

**Fundraising Committee:** Chairperson Tina LeVert reports that the ASMHTP Fundraising Committee has received contributions in the amount of \$9,500 for the annual meeting as of today. There are several other organizations that have committed to sending funds before the end of the summer. Our President has informed us that we have more exhibitors than any other past meeting. The host hotel is in the process of looking for additional space for all these exhibitors. Of course, this also translates into revenue for ASMHTP. The Fund-raising Committee is still hard at work for MONEY, MONEY, MONEY!.....

**Membership Committee:** The membership committee is proud to announce that ASMHTP paid membership has risen to 99 total members. This is a 36% increase from 2002.

**Public Relations Committee:** The PR committee has been hard at work putting together the ASMHTP Connections newsletter for our membership. We hope that everyone has enjoyed the new format and we welcome any feed back that members may have for us. Also, we are currently working on improving the content of the website and hope to have it completed by the end of the year.

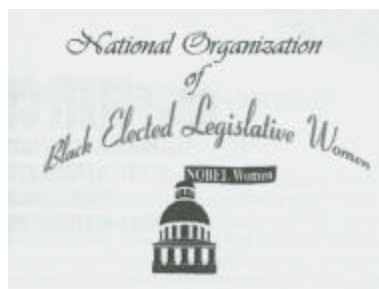
## Incoming UNOS Communications Committee Chairperson—Debbie Mann Gibbs

Congratulations to Debbie Mann Gibbs, public relations manager for LifeShare of the Carolinas, and active ASMHTP member who is the incoming chairperson of the United Network for Organ Sharing (UNOS) Communications Committee.

## ASMHTP and NOBEL/Women

ASMHTP joined Mid-America Transplant Services in sponsoring the National Organization of Black Elected Legislative (NOBEL)/Women's conference that was held in St. Louis, Missouri, June 12-15, 2003. This conference focused on “Women Pioneering the Future in Challenging Times.” Senators and Representative from across the country attended.

Tereasa Parks-Thomas was able to talk with these black legislative women as a group and one-on-one to express the need for their assistance in educating minority communities about organ and tissue donation. Each person in attendance received donation information, an ASMHTP membership list, and was encouraged to work with their OPO staff when they returned to their respective states.



Already, Missouri State Representative Amber Boykins has assisted Mid-America Transplant Services by setting up and attending meetings with ministers in her district. These ministers have both agreed to have an active campaign to increase donation awareness and education in their congregations.

Contact your legislative women and introduce yourself. Tell them that you are a member of ASMHTP. Mention Tereasa's name because everybody knew her and our need for their assistance before the conference was over. These are women who can make things happen

for us, give them a call and get to know them personally.

If you have information regarding other minority legislative groups, please let us know so that we can share this with our readers.

## Coalition on Donation Updates

### Momentum Builds for African American Campaign

TV and radio public service announcements (PSAs) have received extensive donated airtime from the media, and garnered more than 200 million audience impressions, which is the industry measurement of advertising reach. Most of the PSAs have aired during prime viewing hours.

The campaign has been endorsed by the Congressional Black Caucus Healthcare Brain Trust, NAACP, National Black Nurses Association, National Medical Association, National Urban League, National Association of Community Health Centers and the National Newspaper Publishers Association.

The Coalition, through Campbell & Co., an African American-owned public relations firm, is working to place organ donation stories in numerous African American publications nationwide. Also, the Coalition is reaching out to African American radio stations to place stories and set up interviews. Billboards, bus shelter ads and interior bus cards have started appearing across the country and internet advertising banners are now being distributed to websites with large African American audiences.

### Hispanic & Latino Campaign – One Year Later

The Coalition on Donation's Hispanic & Latino campaign hit the streets one year ago and continues to enjoy strong support from the media. To date, the TV and radio PSAs have aired thousands of times generating more than 60 million audience impressions. Also, more than 3,500 billboards, bus shelter posters and interior bus card PSAs have been posted nationwide.

For the year, the Done Vida website ([www.donevida.org](http://www.donevida.org)) received more than 10,000 visits with visitors spending an average of seven minutes viewing the site. The campaign's toll-free number received more than 1,500 calls.

Work on extending the reach of the campaign continues. Partnerships with Hispanic organizations are being built and marketing of the web site is underway.

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## Black & White & Red All Over (The Story of a Friendship)

A new book chronicles the friendship of a black man (Warren Brown) and white woman (Martha McNeil Hamilton), both born in the segregated South, whose lives intercepted at the Washington Post. A friendship blossomed, and the gift of life was shared from one to the other. The book, *Black & White & Red All Over* shares the story of their childhoods, their meeting and friendship, a brush with death and the decision to help save a friend's life through living kidney donation. The 288-page book can be purchased at most bookstores for \$25.00.



## National Kidney Foundation Seeking Nominations for Committees

The National Kidney Foundation is seeking participants for the TransAction Executive Committee (liver, heart and lung transplant recipients), National Donor Family Council Executive Committee (donor families), and the Patient and Family Council Executive Committee (early chronic kidney patients and dialysis patients). Please contact Cathy Paykin by email at [cathyp@kidney.org](mailto:cathyp@kidney.org) to receive a copy of the nomination form.





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

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*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 healthcare community!*

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