

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

The President's Corner



It has been a pleasure to serve as your President for the past four months. I am pleased to announce that the visions and goals that I outlined for the ASMHTP are coming to fruition. The committees have done an outstanding job so far. As I mentioned in my presidential address, teamwork is key to the success of our

organization.

The ASMHTP website is currently under construction. We hope to have the website finished by mid-March. A page will be dedicated to ASMHTP's mission, and a historical review of the organization. We will also have links to ASMHTP's membership application and provide information related to job opportunities.

Recently, I represented the Association of Organ Procurement Organizations (AOPO), Task Force on Multicultural Issues and the ASMHTP at the January AOPO Directors Workshop. I met several of the OPO Directors and encouraged them to be involved in and support ASMHTP. I had very positive responses.

One breakout session dealt with multicultural issues. Topics discussed included consenting issues with minority requesters as

well as the lack of minority health professionals in the field of transplantation particularly procurement. In an effort to address this problem, the AOPO's Task Force on Multicultural Issues, with financial support from AOPO, Cryolife, Inc, ASMHTP, MTF, and St. Jude Medical, has developed a recruitment video. The video will be used primarily in nursing schools across the country in an effort to increase the number of minority health professionals in the field. The video will also be available for any other target audience that is deemed appropriate. At our annual meeting in September, a revised and updated version of the video will be shown.

Increasing our membership is vital to the growth of our organization. So far this year we have ten new members. For questions related to your membership, please e-mail us at ASMHTP@msora.org or call 1-866-ASMHTP-1.

Finally let me wish each of you a happy and prosperous New Year. The ASMHTP is indeed moving forward in a new direction. I am excited and honored to serve you and I look forward to this New Year as we continue to secure the foundation of the ASMHTP's future. May God bless each of you in 2003.

Division of Transplantation (DoT) Brings the Heat

With the particular need for minority donors and with the Coalition on Donation's wonderful new campaigns targeting African-Americans and Hispanics, DoT felt it was a good time to help increase exposure by purchasing three different types of radio ads.

Radio ads included nationally broadcast NCAA Football Games in November, Traffic Report Sponsorships in November and Spring 2003, as well as ads on BET radio stations which began in February.

DoT was also awarded a contract to the Gallup Organization to conduct a national survey about organ donation attitudes and practices. A required 2,500-person sample will enable Gallup to over-sample for minorities. The survey instrument will be administered in English, Spanish and Mandarin as appropriate. If there are particular issues, which you think should be considered in the development of the new survey instrument, please contact DoT.

Note: Information was gathered from a letter from Mary Ganikos



Committee Corner

Bylaws Committee Patricia Woods, Chairperson

With a new vision and renewed ASMHTP spirit may come changes to current bylaws. Members will receive a copy of the bylaws directly from the committee in March. All proposed amendments must be submitted in writing to the Bylaws Committee for their review at least 90 days prior to the annual meeting.

Fundraising Committee Tina LeVert, Chairperson

Money, money, money, and more money, that's the goal of this year's Fund-Raising Committee. They have revised the sponsorship letter and subsequently mailed 143 letters to potential sponsors. The sponsorship letters were sent to various health care organizations, pharmaceutical companies and minority organizations.

Membership Committee Harold Lockett, Chairperson

The Membership committee is taking their presidential charge to increase 2003 membership by 40 percent very seriously. In fact, of the 72 paid members, thus far, 18 are first time ASMHTP members. The Membership Committee wants to welcome all the newcomers, thank current paid members and encourage all others to complete the application as soon as possible.

Research Committee Cliff McClenney, Co-Chair

The Research Committee is reviewing the first round of abstracts and will send them out in February. They are also researching the effect of public education and if African American recipients and donors fare better. They will continue to strive to increase the number of minorities that submit and conduct research as it relates to organ and tissue donation and transplantation.

Public Relations Committee Tereasa Parks-Thomas, Chair

The PR Committee has been hard at work creating quarterly newsletters for the members and friends of ASMHTP. They have also purchased the domain name of asmhtp.org and are working on creating a beautiful website that will provide information for ASMHTP members and those in the community regarding issues that affect minorities in fields of health care and transplantation.

Strategic Planning Committee Marilyn Campbell, Chair

A written strategic plan is to be presented to the President for consideration. The plan involves charting the course for the ASMHTP for the future: the What, When and How of the existence of our organization. The success of any plan depends on commitment from all to see this through fulfillment.

Coalition on Donation Minority Outreach Efforts—Education is Key



The National Hispanic Campaign "Done Vida" was officially launched on April 25, 2002 in New York City at the New York Academy of Sciences, and received extensive media coverage. The "Done Vida" Campaign's toll-free number has generated more calls a day (per capita) than the general market number and the Campaign's web site (donevida.org) has received over 25,000 hits.

Subsequent to the launch, the Hispanic Campaign Committee focused on generating more media exposure of the "Done Vida" Campaign via appearances on national Spanish-language television shows, as well as providing support to Coalition members throughout local implementations of the Campaign.

The Hispanic Committee has most recently concentrated efforts on both restructuring the existing committee and on defining 2003 committee objectives. The committee has effectively recruited new members who are highly motivated and committed to accomplishing the established objectives for the upcoming year – media outreach, corporate partnerships, and web marketing. Those members include Karen Garcia, Chair; Esther Padilla, Vice-Chair; Dolores Baldasare, Barr Laboratories; Gloria Garcia-Bohrer, One Legacy; Alan Hicks, Alabama Organ Center; Deborah Lee, LifeQuest Organ Recovery Services; Rocio Mejia, Idaho Donor Network; Tony Ronquillo, Texas Organ Sharing Alliance; Maria Veve, LifeLink Foundation; John Dean, Coalition Staff.

The National African-American Campaign is centered around the "numbers" concept, and highlights one of the main findings of focus group research conducted early last year: African-Americans were highly motivated to help upon learning the vast need for kidney transplants within the community. The Coalition's volunteer agency, Matlock Advertising and Public Relations, combined the "numbers" concept with another finding of the focus group research: African Americans were motivated by issues affecting children.

The campaign was distributed to media in December, and the television spot has run 634 times in 47 media markets from December 24 – January 12, 2003. New members were recruited this year to focus on partnerships, sponsorships, media placement and exhibit opportunities. Those members include: Ruth Duncan Bell, Chair; Debbie M. Gibbs, Vice-Chair; Bobby Howard, LifeLink of Georgia; Victoria Dent, Upstate New York Transplant Services; Diane Washington, Carolina Donor Services; Janeiro Isibor, LifeLink of Georgia; June Wallace, California Transplant Donor Network; Remonia Chapman, Transplantation Society of Michigan/Gift of Life Agency; Teisha Campbell, Mississippi Organ Recovery Agency; Theodore Smith, Ohio Valley LifeCenter; Tina Evans Caines, Gift of Life Donor Program; Tommy Frieson, Alabama Organ Center; Bob Spieldenner, Coalition staff, Melissa Devenny, Coalition staff.

12%

of the U.S. population
is African American

35%

of patients awaiting
kidney transplants are
African American

0

lives will be saved if
you do nothing

Organ Donation
Only you have the power to save lives.



1-866-LETS-GIVE
www.shareyourlife.org

AOPO Task Force on Multicultural Issues Provides Progress Report

ASMHTP President Janice Whaley recently provided an update to the Association of Organ Procurement Organizations (AOPO) in her role as Co-Chair, AOPO Multicultural Task Force. Julie Rivera with the New York Organ Donor Network also serves as Co-Chair. The Task Force was created under former AOPO President Dennis F. Heinrichs.

The Task Force developed a philosophical statement, which was adopted by the Executive Committee at the June AOPO meeting. The statement is "The Association of Organ Procurement Organizations (AOPO) recognizes and values the diverse linguistic, cultural and medical attributes that exist within each of the distinct ethnic communities served by the federally designated Organ Procurement Organizations (OPOs). Therefore, AOPO and its member OPOs support and seek to foster multicultural programs, services, and staffing to create an environment that is inclusive, respectful and equitable in order to identify and address the unique needs of each of the communities served."

Representatives from each UNOS region are serving on the Task Force. They include:

Region 1	Carmen Ocasio, Maine
Region 2	Rev. George Blackwell, New Jersey
Region 3	Ruth Duncan Bell, Florida Karen Garcia, Florida Janice Whaley, Alabama
Region 4	Antonio Ronquillo, Texas
Region 5	Tom Mone, California Esther Padilla, California
Region 6	Emily Ingram, Washington
Region 7	Dave Bosch, Illinois
Region 8	Venus Buckner, Missouri
Region 9	Julia Rivera, New York
Region 10	Daniel Lebovitz, M.D. Daren Marshall, Ohio
Region 11	Debbie M. Gibbs, North Carolina

To date, the following activities have occurred:

- A follow-up survey was distributed to AOPO executive directors and public relations staff regarding multicultural outreach activities. The data is being compiled through the help of an intern at AOPO;
- Recommendations have been provided to the Data and Information Committee regarding the identification of pertinent multicultural data elements and modifications to the monthly fax program;
- A first draft of a recruitment film for the industry was shown at the January meeting of the AOPO Board;
- Multicultural concepts have been recommended for inclusion in the Standards of Accreditation.



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

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11th Annual ASMHTP Annual Meeting

"Bridging the Gap: Increasing Consent Among Diverse Populations"

September 24-29, 2003

La Mansion del Rio Hotel

San Antonio, Texas

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!
