

AMAT CONNECTIONS

Fall 2011 Newsletter

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The President's Corner



Dear AMAT Members and Partners:

Did summer come and go too quickly for you as it did for me? In the whirl of summer activity, sometimes NMDAD

sneaks up on us. In this issue, we are exploring National Minority Donor Awareness Day (NMDAD). If your organization missed out on the opportunity to capitalize on it this year, take a look at how other AMAT members celebrated this milestone. We've also included information about a HRSA kit that is available for you so that you can plan a great NMDAD 2012!

The arrival of fall brings the close of another year for AMAT. As your president, I have had the opportunity to serve this year with an amazing group of professionals from around the country. The Executive Officers and Board of Directors have worked diligently to guide the organization towards a more strategic position within our industry. The Committee Chairs have brought renewed energy into every part of the mission. I know that all this will immediately be apparent when you arrive in Tampa, Florida for the 19th Annual AMAT Conference. (Have you registered yet?

Check out page 2 for conference registration information.)

With Ruth Duncan Bell (LifeLink of Florida) at the helm, the AMAT Conference Planning Committee has created an amazing agenda full of engaging presenters and plenty of networking opportunities. I am personally looking forward to hearing from local stakeholders as well as national leaders for their perspective on how we will move our multicultural communities towards donor designation and consent. At the conference, you can also meet the AMAT Committee Chairs and learn how you can become involved in the newly-formed Multicultural Workgroups and other standing committees.

We'll work hard during the day but also enjoy each other's company each evening on a dinner cruise (Wednesday night) and poolside reception (Thursday night.) Don't miss out!

Having had the opportunity to interact with many of you throughout this year, I look forward to spending time with you in Tampa. I hope that everyone will have the opportunity to come and experience the diversity that only AMAT can offer.

See you there!

Sandy

AMAT Member Spotlight: REMONIA CHAPMAN and her “Leading Role”!!!

Remonia Chapman is the Program Director for Gift of Life MOTTEP and a devoted AMAT member. Her role in the transplant community has recently reached new heights. Read on for this fascinating story!

Remonia was recently nominated and selected to participate in a distinguished leadership program: Leadership Detroit!

The mission of Leadership Detroit is to provide the foundation for a lifelong commitment to leadership by creating awareness of key issues that affect the Detroit region and to challenge emerging and existing community leaders to bring about positive change in the community through informed leadership. Approximately 65 individuals annually participate in the program representing a cross section of the community, including business, organized labor, government, education, media, civic groups, health services and community organizations. Remonia is the epitome of leadership in diversity and will continue to impact the transplant community!



AMAT congratulates Remonia on this exciting new endeavor!

If you are an AMAT member and are making some incredible strides in the donation and transplantation community, please share your story and picture with us to be featured in the Member Spotlight!! Email your motivating story to Carla Hawkins at carla.hawkins@lifelinkfound.org

“Energy, Innovation, Progress, Diversity”



AMAT 19TH ANNUAL CONFERENCE

Dear AMAT Members and Partners,

Please join us and your colleagues around the nation at the 19th Annual AMAT Conference in Tampa, FL from September 21-23, 2011. Registration and full agenda: <http://www.regonline.com/Register/Checkin.aspx?EventID=906702>.

Two Pre-Conference Workshops will be held Tuesday, September 20:

(1) Myers Briggs Type Indicator® “Discovering your inner self to excel in the Donation Environment,” presented by Diana Brim-Matheson, MA, RPC, MCC with The Gift of Life Institute

and

(2) Communication Boot Camp: Developing Effective Techniques to Promote Organ Donation & Transplantation presented by MBD Strategic Communications, Inc., Myra Burks-Davis, BA. and Stephanie Hoeler, Social Media Strategist

Tampa is the nation’s 54th largest city, and offers a unique experience for all. A visit to the exciting Channelside and Ybor entertainment districts will provide you with plenty to see and do. The West shore district, location of the conference hotel, has two large shopping malls and a diverse selection of dining establishments. Tampa is also home to some of the Sunshine State’s best attractions, including [The Florida Aquarium](#), [Busch Gardens Tampa Bay](#), the [Straz Center for the Performing Arts](#) and [Lowry Park Zoo](#). Of particular note is the new [Tampa Bay History Center](#) and the recently opened [Tampa Museum of Art](#), both are state of the art facilities honoring our community’s history, heritage and commitment to the arts. Tampa’s professional sports teams include The Tampa Bay Buccaneers – former Super Bowl Champion, The Tampa Bay Lightning – former Stanley Cup Champion and The Tampa Bay Rays play in St. Petersburg, FL..Florida’s beautiful Gulf beaches begin a short 45 minute drive from Tampa.

We look forward to welcoming you!

AMAT Conference Planning Committee

AMAT OPO Best Practices by Ayanna Anderson

During the recent Donate Life America meeting in Denver, conference participants were treated to a compelling presentation of groundbreaking campaigns and initiatives from OPO's across the country.

Here is a roundup of the stories that were featured in the AMAT Multicultural Headline News—DLA Edition:

California Transplant Donor Network Launches Health Partners Saving Lives Campaign

When the California Transplant Donor Network launched the Health Partners Saving Lives campaign, the OPO identified the following three goals: reach out to reach out to multicultural populations; engage health professionals in education about organ and tissue donation, and showcase the medical community's support of donation.

The three components of the campaign include: brochure stands/poster placement in primary care waiting areas; delivery of an in-service among clinical staff and ongoing maintenance of the clinic via adoption from Donate Life Ambassadors.

Within just one year of implementation, HPSL has been quite successful. To date, CTDN has secured HPSL partnerships with more than 18 clinic groups in more than 83 locations. Well done! For more information, please contact Cathy Olmo, California Transplant Donor Network, colmo@ctdn.org

UNOS Links Arms with African American Civic and Media Organizations to Promote Donation

The Health and Wellness Outreach Department of UNOS launched a unique partnership with revered civic and media organizations within the African American community: the National Association for the Advancement of Colored People (NAACP), the Links, Incorporated, and Crisis Magazine, to promote the importance of organ and tissue donation via a community health and wellness fair. Participants took advantage of health screenings and learned about organ and tissue donation. On-site donor registrations were also a part of the event. For more information, please contact Michelle Tolliver, UNOS: Michelle.Tolliver@unos.org

Mid-South Transplant Foundation Launches S.A.V.E.D. Program to Get Ministers on Board with Donation

Prior to the April 2008 launch of the Tennessee Donor Registry, the Mid-South Transplant Foundation secured a \$25,000 grant from the Community Foundation of Greater Memphis. The grant allowed for a partnership with the Memphis-based Church Health Center and more than 500 local African-American congregations. The goal of the S.A.V.E.D. program (**S**howing **A**nother **V**ictory **T**hrough **E**ducation & **D**irection) was to recruit and educate 10% of the target pastors along with their designated congregational health promoters (CHP)'s.

Four seminar sessions were held with the participating congregations to promote compliance: an initial recruitment luncheon designed to introduce the OPO and the thrust of the S.A.V.E.D. Program/Pastors Coalition; a second gathering to introduce pastors to the OPO's Family Care division; the third session served as an in-depth seminar about the role of an Organ Procurement Coordinator, and what happens after consent is obtained; the final session explored total health and wellness practices.

Each participating pastor and their congregations agreed to host special annual Donor Awareness Day Services to incorporate the message of donation, and encourage their membership to become

registered organ & tissue donors. MTSF and Donate Life Tennessee are proud to report that consent refusals among African Americans have shown a significant decrease on the heels of the S.A.V.E.D. program. For more information, please contact Erskine Gillespie, Mid-South Transplant Foundation, egillespie@midsouthdonor.org.

AMAT Latino Working Group Creates Bilingual Brochure

Keenly aware that Hispanic families often have often have a mix of 1st- to 3rd-generation immigrants with different levels of acculturation and language use at home—coupled with the fact that nearly 75% of Hispanics reside in bilingual household—the AMAT Latino Working Group collaborated on the production of a beautiful new bilingual brochure. This is a fantastic resource for all OPO's, and if you are interested in ordering brochures for your organization, please contact Nancy Evans at Donate Life America evans@donatelifenet.net. For more information, please contact: Elena de la Cruz, OneLegacy, edelacruz@onelegacy.org.

One Legacy Moves the Needle on Donation Awareness By Linking Arms with Mexican Consulates

One Legacy wants every OPO to be aware that there are abundant rewards that can result from partnerships with local Mexican Consulates. There are 44 consulates throughout the country serving more than 32 million Mexican-origin Hispanics who reside in the U.S. Mexican Consulates are a trusted entity for nationals, and offer a host of resources. To date, at least eight OPO's are nurturing fruitful partnerships with their area consulates via programs such as the Ventanilla de Salud (Health Window); inclusion of partnership via internal bulletins, newsletters and Facebook; collaboration with Mobile Consulates, health fairs, networking with elected officials, corporate and community leaders, as well as media opportunities. For more information, please contact: Sonia Navarro, OneLegacy, snavarro@onelegacy.org.

ARORA Improves Consent Rates Among African Americans with Targeted Messaging and Outreach

In 2002, Arkansas Regional Organ Recovery Agency (ARORA) engaged an independent marketing firm to conduct a study to attempt to determine the reasons for low donor consent rates among African Americans in Arkansas. The findings revealed that African Americans were not registering as donors or giving consent based upon a lack of information about organ and tissue donation. After the results of the survey were revealed, the ARORA Board of Directors made a commitment to increase consent rates among this target group.

The OPO then launched a multi-pronged public information campaign designed to provide factual information and organ donation; encourage donor registration; and ultimately increase consent rates. As part of this effort, the OPO created new marketing collateral depicting African Americans as beneficiaries of organ and tissue donation. A series of public service announcements were also developed for television audiences. Finally, a new position was created: the Minority Education Specialist role, which is focused on education and outreach to African Americans across the state of Arkansas.

The campaign was a quite successful. ARORA noted a significant increase in the consent rate among African American residents, which rose to 62% in 2010 from 13%. For more information, please contact Audrey Brown, Arkansas Regional Organ Recovery Agency, abrown@arora.org.

AMAT Celebrates the 15th Anniversary of National Minority Donor Awareness Day

AMAT members are always on the cutting-edge of strategic initiatives, and this year's observation of National Minority Donor Awareness Day (NMDAD) on August 1 was no exception. For those of you who may be new to the OPO community, here is a quick history lesson on NMDAD:

Observed annually, NMDAD was created to increase awareness of the need for more organ, eye, and tissue donors, especially among minorities. African-American, Hispanic/Latino, Asian, Alaskan Native, Pacific Islander, Native American and multicultural organ donors are recognized on this date for their generosity.

Now in its 15th year, this special observance honors minorities who have been donors, and encourages others to register as donors and take better care of their health in order to reduce the number needing a transplant. (Source: www.organdonor.gov).

Clive O. Callender, MD, Founder of National Minority Donor Awareness Day, said "When we started this effort, we were told that minorities don't donate organs—we've proven that wrong." Over the past 15 years, the number of minority donors has doubled.

This year, the AMAT Latino Work Group issued a press release focusing solely on Hispanics for National Minority Donor Awareness Day (both in English and Spanish). The results were overwhelming and reached media outlets nationwide. They narrowly focused on Hispanics, and not other multicultural communities contributions, because they felt it increases the chances of being picked up by Spanish-language media. "Since we have so much precious data from OPTN-UNOS, the group focused on highlighting the contribution of

Hispanics to donation in the last decade, and stressed the need for transplantation in the community" stated Elena de la Cruz, of One Legacy.

On another positive note, the African-American community of Pittsburg, PA was greatly impacted and educated on organ/tissue donation during the second annual "Celebration of Praise" 2011 Gospel Concert (see flyer below), hosted by the Center for Organ Recovery and Education (CORE). "The message of donation was incorporated into the event by featuring a pediatric recipient and a powerful message from a donor mom", said Lisa Strother Upsher, MOTTEP Program Director and Multicultural & Faith Community Outreach Coordinator of CORE.

Several choirs performed and a large, predominantly African-American audience had an opportunity to register to become organ/tissue donors. CORE staff members were on site to cover registrations at the event. Patrice Miles, National MOTTEP Executive Director was present to lend a hand in this historical event celebrating NMDAD.

KUDOS to these wonderful AMAT members for their amazing efforts and to all of you who made great impacts on National Minority Donor Awareness Day!

The Center for Organ Recovery and Education (CORE) presents
"CELEBRATION OF PRAISE 2011"
National Minority Donor Awareness
Saturday July 30, 2011 | 6:00 PM
 at August Wilson Center for African American Culture
 980 Liberty Avenue | Pittsburgh, PA 15222

FREE CONCERT!
 Special Guest
Trini L. Massie & the Caz of Christ
 Bishop Lorán E. Mann, Master of Ceremonies

Also Featuring:
 Curtis Lewis, Jr. & Friends
 DaMarra Chanel Underwood
 Ministree
 "Our Brother's Keeper"
 Pentecostal Temple COGIC Ensemble
 Voices of Christ
 Mt. Zion Missionary Baptist Church Male Chorus, Fairmont, WV

WGBN (Gospel Excellence AM151)
National MOTTEP (minority organ tissue transplant education program)
Sponsors: CORE (Center for Organ Recovery & Education), August Wilson Center for African American Culture, Soul Pitt Media (Normal | Print | Radio | TV)

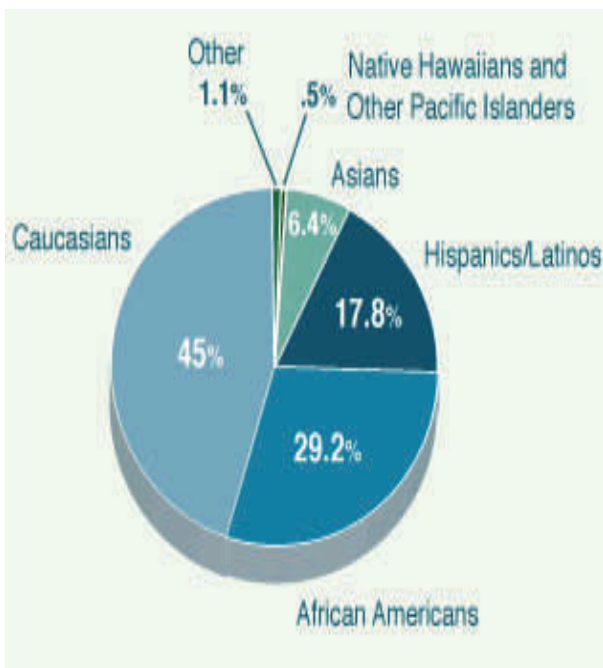
Please contact CORE at 1-800-366-6777 or mdandries@core.org for more details

AMAT Members on the Move

AMAT President, Sandy Andrada, was recently named to the Advisory Committee on Organ Transplantation (ACOT). She has also joined the National Learning Congress Faculty for the Donation and Transplantation Community of Practice .

If you are making power moves, and would like to share your good news with the AMAT community, please send your updates to [Ayanna Anderson](mailto:AyannaAnderson), Public Relations Committee Co-Chair.

Did you miss NMDAD 2011? Check out these helpful planning tips for 2012!!



This Multicultural Toolkit from HRSA provides a plethora of information that will help strengthen our efforts in educating minorities.

- [Multicultural Toolkit](#) (PDF - 3.04 MB)
- [Sample Press Release National Minority Donor Awareness Day](#) (DOCX - 16.8 KB)
- [Facts on Organ Eye Tissue Donation](#) (DOCX - 31.3 KB)
- [Sample Article Organ Donation and the African American Community](#) (DOCX - 24.9 KB)
- [Sample Article Organ Donation and the ANHOPI Communities](#) (DOCX - 25 KB)
- [Sample Article Organ Donation and the Hispanic Community](#) (DOCX - 24.8 KB)

- Donation Data: African Americans> [Get data and statistics about organ donation.](#)
- Donation Data: Asians> [Get data and statistics about organ donation.](#)
- Donation Data: Hispanics/Latinos> [Get data and statistics about organ donation.](#)
- Donation Data: Native Hawaiians and Other Pacific Islanders> [Get data and statistics about organ donation.](#)

*Source: Organ Procurement and Transplantation Network (OPTN). Data as of June 24, 2011.

AMAT Webinars—Information you can use!

Past Webinars: Did you miss the May 12 webinar entitled “DTCP 101” This webinar was an overview of the DTCP and the DSA and Regional structure and strategies.

The audio recording can be found at: <http://www.healthcarecommunities.org/content.aspx?id=4294967864&terms=%40contents+AMAT>

The slides are at: <http://www.healthcarecommunities.org/WorkArea/DownloadAsset.aspx?id=4294967866>

In the near future, we will be offering a follow-up webinar that will provide an overview of the data resources that are available and how they can be accessed and used.

Upcoming Webinars:

August 30, 2-3pm ET—Church 101: History, Hope and Health. This webinar, developed by the AMAT African American Workgroup, will cover how the African American church has served as the foundation of the civil, social, historical and spiritual movement and has been a source of hope and strength for its community. The faith leader is an essential member of the healing team and can play a significant role in organ donation and transplantation. The church has served as the intellectual and informational gatekeeper in the African American community. Understanding its historical concept unlocks the door to build trust and develop a winning team.

October— AMAT 2011 Conference Recap: Let’s keep the dialogue from the conference going by further exploring the most popular presentations from the Tampa meeting.

November— The AMAT Latino Workgroup will host a discussion on the 2010 US Census data and how this can be used to help you strategically plan your Hispanic/community outreach initiatives.

From our Partners: AMAT Urges You to Get Involved with HRSA's WPFL Hospital Campaign

Hopefully you didn't miss the June 29th webinar hosted by HRSA to launch its National Workplace Partners for Life Hospital Campaign. Participants were provided with an overview on the WPFL campaign and learned about the involvement of myriad National Partners in Action. Importantly, goals for the campaign were outlined, and a host of resources were highlighted.

To get everyone's creativity in gear, the Webinar included perspectives from OPO's who have successfully implemented WPFL campaigns through strategies such as: engaging transplant centers, nurturing relationships with C-level hospital executives and their marketing departments, engaging statewide partners and more.

Thanks to all of the AMAT members who participated. For those whose schedule did not allow participation, the presentation is available below.

The presentation can be found online at: <http://akoyaonline.comcastbiz.net/wpfl/>

If you are ready to kick your WPFL Hospital Campaign into gear, please take advantage of the latest toolkit provided by HRSA and the Akoya team.

Partner guides, fact sheets, graphics, and many other materials for planning and implementing your local hospital campaign are available at the link below:

<http://www.organdonor.gov/hospitalToolkit.asp>

If you have any questions, or would like further information, contact Ann Pfeifer at ann@akoyaonline.com. Successful continuing collaboration with all of you is being looked forward to as we work to accomplish our shared mission of saving lives through transplantation!

Thank you!

Upcoming Webinars: 2nd Tuesday of Every Month Sign up at DTCP communities!

Get Connected 2011

September – Interactive video enhancing the donation process and outcomes

October – Lung Recruitment to Increase Lung Transplantation

November – Tissue and Eye Donation – Donation is Donation





Association for Multicultural Affairs
in Transplantation

Association for Multicultural Affairs in
Transplantation
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Fax: 804-782-4816
Website: www.amat1.org

AMAT's Bold Request:

- * Take Ownership
- * Share your expertise
- * Commit to AMAT
- * Be in Action for 12 months

Together, **WE** can make a difference!

The mission of the Association for Multicultural Affairs in Transplantation (AMAT) is to support our partners in the donation and transplant field as they save and heal lives in our diverse communities.

AMAT Connections is a newsletter provided quarterly by AMAT to its members and friends. We welcome articles for consideration in future issues of AMAT Connections or suggestions for articles. Please submit these to Carla Hawkins at carla.hawkins@lifelinkfound.org.

Thank you for your continued support of our mission in the donation and transplant community!