

# AMAT CONNECTIONS

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

*Spring 2011 Issue*

## **AMAT Board of Directors**

Sandy Shih Andrada - President  
Bobby Howard - President -Elect  
María Veve - Secretary  
Jeff Thomas - Treasurer  
R. Kelvin Satcher - Immediate  
Past President

## **Board Members:**

Nicki Carillo  
Esther-Marie Carmichael  
Angie Carlton  
Rhonda Griffin  
Monica James  
Michele Clayton Lucas  
Yoli Montemayor  
Cathy Olmo

## **The President's Corner**



Dear AMAT Members and Partners:

Welcome to another issue of AMAT Connections! Now that we have all finished celebrating another wonderful National Donate Life Month, it is time to take a deep breath and enjoy the spring (and soon

summer!) that is upon us. The renewal and energy that comes with these seasons encourages us to spring into action in order to achieve our goal of saving lives.

Here at AMAT, our Bylaw and Finance committees have been hard at work behind the scenes with the completion of our organizational rebranding and restructuring. All the while, our Conference Planning and Sponsorship Committees unveiled a new and exciting look to the annual AMAT conference including a revitalized sponsorship packet, better-than-ever agenda including integration of your feedback from the 2010 conference and two new pre-conference workshops (Gift of Life Institute Myers Briggs Workshop, Communications Bootcamp). (Visit [AMAT1.org](http://AMAT1.org) to view the full agenda)

Meanwhile, the Membership Committee is excited to report the support of new and renewed Organizational Members including: One Legacy, Gift of Life Michigan, Lifesharing, California Transplant Donor Network, Gift of Hope Organ & Tissue Donor Network, LifeGift, The Living Legacy Foundation, LifeLink Foundation, New York Organ Donor Network, Washington Regional Transplant Community, Texas Organ Sharing Alliance, and Blood Center of Wisconsin.

A big THANK YOU for these organization's continued support of AMAT's mission to serve the multicultural perspective in the donation

and transplantation community. Remember, it's not too late to join AMAT in order to enjoy the different levels of membership benefits. One of those benefits is participation in the new AMAT Multicultural Workgroups where members have the opportunity on a monthly basis to connect with colleagues around the country who are working to impact the African American, Asian and Hispanic communities. (Join us at the September AMAT conference to hear more about these workgroups!)

AMAT is also very excited to announce another chapter in our long-standing partnership with HRSA. The two organizations have announced a series of co-hosted webinars (the first of which occurred on Thursday, May 12) which will cover a variety of topics whose goal is to give AMAT members the tools they need to make an impact in the aims of the Donation and Transplantation Community of Practice. Attending the AOPO conference in Denver? Please join us as we co-present with the AOPO Diversity and Multicultural Affairs Committee (DMAC) to learn more about how AMAT will be supporting AOPO's multicultural needs moving forward.

I hope that you feel the excitement that is building within AMAT. To quote AMAT's PR Chair: "AMAT is a team effort and every member is vital to the success of the team!" The value of this organization truly comes from the involvement and support of the members. I encourage you to join us in the continued renewal of this important organization through participating in a committee, attending the conference, joining us on webinars, and providing your input.

Together, we can inspire our communities to save lives!

Sandy Shih Andrada

**AMAT**  
Association for Multicultural Affairs  
in Transplantation

## AMAT Member Spotlight: Amber McGuire Moves the Needle on Minority Outreach Initiatives

Amber McGuire is a Minority Education Coordinator for the Kentucky Organ Donor Affiliates (KODA).

Amber has made incredible outreach efforts in forming a partnership between Kentucky Organ Donor Affiliates (KODA) and the 'Be the Match', formally known as the National Marrow Donor Program was formed in July 2010.



A registry table is displayed before, during and after the presentation to register new donors on the Kentucky Organ Donor Registry as well as the Be the Match Registry. The registry table includes informational brochures specific to the minority community, paper registry forms as well as materials relating to donation and transplantation from the Department of Health and Human Services (HRSA) Division of Transplantation.

The mission for both organizations is to save lives through transplantation and to increase the Kentucky Organ Donor Registry and the Be the Match Registry. The collaboration includes a presentation that incorporates the statistics related to organ and tissue donation and transplantation as well as specific information related to bone marrow and cord blood transplantation.

The area of concentration include the African American, Black and Latino populations. The primary concentration ranges from small audiences to large congregations, civic groups, college and university campuses. The goal is to address the common myths and misconceptions that are prevalent within the minority communities. Due to the immense need within these communities, it is crucial that individuals understand their ability to help each other through donation.

Prior to the scheduled presentation an informational packet is mailed to the contact person at the venue. The guest speakers are carefully chosen to convey the key message in a compelling manner that is received positively and accurately by the target audience.

The collaboration has proven to be successful with the strategy that is currently in place, with an average of 42% of attendees joining the Kentucky Organ Donor Registry and many also adding themselves to the Bone Marrow Registry to help those in need.

(Amber is photographed in this picture standing to the right of Dannielle Moore, with the *Be the Match* program.)

*If you are an AMAT member and are making some incredible strides in the organ/donation community, please share your story and picture with us to be featured in the Member Spotlight!! Email your incredible story to Carla Hawkins at [carla.hawkins@lifelinkfound.org](mailto:carla.hawkins@lifelinkfound.org)*

## Special Message from the AMAT Conference Planning Committee

Calling all AMAT members, potential new members and former members! We hope you'll join us in Tampa, FL for the 19<sup>th</sup> Annual AMAT conference "**Energy\* Innovation \* Progress \* Diversity**" September 21 - 23, 2011.

Registration is open so don't wait - be sure to secure your attendance by visiting [www.amat1.org](http://www.amat1.org)

**Two dynamic pre-conference workshops are scheduled for September 20, 2011:**

**Workshop #1 "Discovering your inner self to excel in the Donation Environment,"** presented by Diana Brim-Matheson, MA, RPC, MCC with The Gift of Life Institute. A fun and interactive workshop that results in self-knowledge and skills that can be successfully used with families in grief, hospital staff, team members, employee relations, media, workplace partners, personal relationships, etc.

**Workshop #2 "Communication Boot Camp: Developing Effective Techniques to Promote Organ Donation & Transplantation"** presented by MBD Strategic Communications, Inc, Myra Burks-Davis, BA. This information-filled session will provide tried and true examples of maximizing media coverage of public education initiatives through traditional and digital media.

**If your organization is interested in sponsorship opportunities, please visit:**

[http://www.amat1.org/ContentDocuments/Revised\\_Sponsor\\_packet\\_AMAT\\_2\\_21\\_11.pdf](http://www.amat1.org/ContentDocuments/Revised_Sponsor_packet_AMAT_2_21_11.pdf)

Special thanks to those sponsors who have signed on as of April 2011: LifeLink, One Legacy, Fifth-Third Bank, CTDN, Tampa General Hospital, Transplant Connect.

**Interested in sharing your perspective? Join our Multicultural Working Groups!**

Asian/Pacific Islander (Sabrina Ho, sho@onelegacy.org), Latino (Elena de la Cruz, edelacruz@onelegacy.org), African American (Remonia Chapman, rchapman@giftoflifemichigan.org)

**AMAT- Serving a Multicultural Perspective**

## AMAT OPO Best Practices by Ayanna Anderson Inspiring the Asian American Community to Support Donation

Increasing donor designations within the Asian and Pacific Islander American (APIA) community remains a critical challenge for all Donate Life organizations. In fact, industry research suggests that relative to European Americans, Asian Americans are more likely to hold more negative attitudes toward and participate less frequently in large, urban organ donor programs.

Over the years, OneLegacy, the Los Angeles-based OPO, has employed several strategies designed to inspire the APIA community to support donation, including one that has worked especially well: media relations.

Sabrina Ho, OneLegacy's DMV and Media Relations Specialist, confirms that a "surround-sound" approach for media has served them well. "Not only do we seek media opportunities in local Asian media, but national and international outlets as well."

As an example, Ho mentions how Donate Life's float participation in the 2011 Rose Parade generated media stories highlighting Asian American families who have connections to organ and tissue donation. Through concentrated media relations efforts, more than 45 stories aired and published in Asian-language media.

"We took advantage of decorating days, when scores of volunteers help to decorate the Donate Life float in Pasadena," Ho said. "We designated one day as an 'Asian and Pacific Islander American Community Decorating Day,' and we welcomed Asian American Donate Life Ambassador volunteers (both recipients and donor families), medical professionals, transplant surgeons, and their patients. Such a large gathering of people allowed us to showcase the wide diversity of Asian American communities—Cambodian, Chinese; Filipino, Japanese, Korean and Vietnamese—who are connected to organ and tissue donation. Even more, the close quarters of the decorating venue served as an opportunity to build relationships with key media contacts."

Ho notes that One Legacy's annual Donate Life Run/Walk has also yielded substantial media coverage over the years.

"The irony is that while it is fairly common to see lots of Asian people exercising on a regular basis—many times walking or jogging—participating in cause-related walks is not something that we typically participate in. It's simply not in our culture."

Recently, Ho and her colleagues decided to invite prominent Asian American transplant surgeons, medical professionals, recipients, donor family members and community and spiritual leaders to participate in the annual Donate Life Run/Walk, which attracts 10,000 people to the Cal State Fullerton campus. Though she had reservations as to how many people would actually come out in support of the event, there was widespread support and participation. During the event, Ho and her colleagues interviewed the Asian American runners and walkers, and gathered information on their views concerning organ and tissue donation. The involvement of Asian American spiritual leaders sharing their views on organ donation became a fascinating topic for local and international Asian media for news and documentaries, generating coverage in print, radio and television outlets.

As a best practice, Ho suggests that OPOs regard every community event, and even components thereof, as an opportunity to generate coverage within Asian American press outlets.

"Each event must not only be developed from the standpoint of participants, but also media potential," Ho states. "Take the time to integrate Asian American 'faces of donation' into your program—whether recipients, donor family members, medical professionals or spiritual leaders—and then make every effort to have as many Asian American reporters involved with the event. This way, you will begin to build relationships and before you know it, the stories will follow."

## AMAT OPO Best Practices by Ayanna Anderson

### A Cutting Edge Approach : Bringing the Message of Donation to the Barbershop

Within the African American community, the neighborhood barber shop remains a revered institution. Dating back to the mid 1950's, the barber shop—along with the church—emerged as a place that attracted men from all walks of life who were looking for fellowship and bonding. One cultural critic affirms that, “for decades, black men have held court in the barbershop...in the barbershop, anything goes.”

The culture of African American neighborhood barbershops came to life in the 2004 popular film, *Barbershop*. Viewers were treated to an up close and personal glimpse of barbers and their clients engaged in lively discussions around women, sports, music, race relations, popular culture, and more. What the film didn't depict, however, were frank discussions around health issues. Yet, this is exactly what has been taking place in barbershops throughout the state of Minnesota, thanks to a unique initiative spearheaded by OPO LifeSource (serving communities in Minnesota, North Dakota and South Dakota), the University of Minnesota and Q Health Services.

*Barbershop Conversations* is a three-year initiative designed to improve health and increase the number of potential organ and tissue donors among African-American men. The project involved 26 barbers from barbershops throughout Minneapolis, St. Paul, and the Twin Cities. Modeled after similar initiatives around the country, it initially focused on leveraging barbers as messengers for culturally-competent, community-based education about organ donation.

“We spent the better part of the first two years really focusing on gaining access to the barbershops and building relationships,” noted David Radosevich, PhD., RN., principal scientist for Barbershop Conversations. “We had to contend with issues of medical mistrust, and the difficulty of broaching end of life planning issues that most people didn't want to talk about.”

The initial phase of the initiative involved a series of surveys among the target barbershops. The data revealed an alarming prevalence of pre-existing health conditions among the barbers and their clients. Nearly half of the men surveyed—most of them in their late 30's and 40's—had risk factors for renal failure as a result of obesity, diabetes and hypertension—the very health issues that cause people to end up needing life-saving transplants. As such, the team decided

to engage the barbershop owners with a broader health intervention message and call to action.

“We found that a phased approach worked well,” explained Shawn Lewis, LifeSource project coordinator for Barbershop Conversations. “Our initial conversations with the barbers were about broad health topics, and we then narrowed the focus by exploring the specific health issues and risk factors that disproportionately impact Black men; following this, we then eventually segued into the actual donation talk.”

“The barbers were really honest with us, and let us know that this was going to be a tough sell for their clientele,” said Dr. Radosevich. “Their clients valued the entertainment aspect of visiting the barbershop, and many of these men were in denial about their health.”

One way that the Barbershop Conversations team was able to broach the donation conversation was by pointing to well-known African Americans and sports figures that have been impacted directly by life-saving transplants. As an example, all participating barbershops received complimentary copies of Alonzo Mourning's memoir. A well known NBA all-star, Mourning received a kidney transplant in 2003.

The research team also leveraged an “asset” model versus “deficit” model while working with the barbershop owners. “We came in acknowledging our deep respect for their vital role in the Black community, not only as trusted messengers, but also as entrepreneurs,” said Lewis. “We were able to provide them stipends to offset the time that we were diverting away from their business in order to conduct surveys and provide on-site screenings, physicals, and peer-to-peer education.”

At the conclusion of the 3-year project in February 2011, the Barbershop Conversation team revealed that while donor designation rates did not significantly increase, there were several positive outcomes.

“We're pleased that the tone of the conversations around health and health disparities changed,” said Dr. Radosevich. “We also think that this partnership went a long way with helping to erode some of the deep-seated medical mistrust that we observed at the outset of this initiative.”

## AMAT Members on the Move

**Kenny Boyd**, chair of our Bylaws committee, was recently appointed to Director of Hospital Services at Washington Regional Transplant (WRT) Consortium. Congrats, Kenny!

**Jeff Thomas**, chair of our Business Operations committee, has been appointed to MTF's Medical Board of Trustees. Well done, Jeff!

*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](#), Public Relations Committee Co-Chair.*

## A Friendly Reminder from the Membership Committee

If we have not received your membership dues for the 2011 membership year, please remember to renew your membership. For the ones who we have not heard from, we hope that your non-renewal was just an oversight. So that we can handle the business of AMAT, we ask that you take a moment and submit your application/fees for membership renewal. If you have misplaced your application, you can obtain another one on our website ([www.amat1.org](http://www.amat1.org)).

For those of you who have fulfilled your financial obligation to AMAT, on behalf of the organization, we would like to thank you for your support.

Our 19<sup>th</sup> Annual Conference Online Registration in Tampa, Florida is now OPEN! We Hope To See You There!

Thanks,

Membership Chairs

**Jeffrey T. Graham**

*Donor Service Coordinator*

**Michelle Tolliver**

*AMAT Administrator*

Upcoming HRSA/AMAT Webinar: Industry Terminology and Metrics 101

June/July 2011

## AMAT Highlights

### Spanish/English Bilingual Brochure Now Available!

Congratulations to the Latino Workgroup on their new Spanish/English Bilingual Brochure which is now being offered through Donate Life America! The bilingual brochure was created as a response to US Census data which pointed to the diversity of English-speaking individuals within one family. This brochure will service to support the range of language needs within each family to encourage the donation conversation.

### AMAT Multicultural Headline News Breakout Session at Donate Life America Conference

Be sure to join us at the AMAT Multicultural Headline News Breakout Session at the Donate Life America Conference in Denver, Colorado. The session will be on Tuesday, June 14 from 1:00-2:00pm and will cover a wide variety of multicultural programs by AMAT members.

### AOPO Diversity and Multicultural Affairs Committee (DMAC) Passes the Baton to AMAT

DMAC will be co-hosting a lunch meeting at the AOPO Conference in Denver, Colorado on Thursday, June 16 during the noon hour. Come hear DMAC's year-in-review and how AMAT plans on transitioning DMAC projects to it's own multicultural workgroups in the coming year. Lunch will be provided. (Meeting will be held in Governors Square 11)

## From our Partners: HRSA and Alliance

Here is a list of 2011 meetings that are being conducted through the Donation and Transplantation Community of Practice (DTCP). Please mark you calendars!

Meeting	Date/Location	Target Audience
Pediatric Forum	July 12-13, 2011 Sheraton Downtown Denver, CO	* Pediatric Critical Care Physicians and Nurses * OPO Medical Director * OPO Clinical Director & Staff * Pediatric Transplant Physicians * OPO COO
Performance Improvement Summit	August 17, 2011 Swisshotel Chicago, IL	* OPO CEO/Executive Director * Performance/Quality Committee members * Board members interested in performance improvement * Chief Operating Officer * VP/Director of Quality
Donor Management Summit	September 20-21, 2011 Westin Kansas City, KS	* Critical Care Physicians and Nurses * Transplant Physicians * OPO Medical Director * OPO Clinical Director * OPO COO

\* For more information on the remainder DTCP meetings of 2011 and 2012, please visit [www.healthcarecommunities.org](http://www.healthcarecommunities.org)

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

### Get Connected in 2011!

**June** - Medical Examiners and Coroners vital partners in the donation process

**July** - A Nation at 10%, DCD is it making a difference in transplanted organs.

**August** - Hot Topics in Donation. Round-table Discussion

**September** - Interactive Video enhancing the donation process and outcomes are not just for EICU anymore.

**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  
700 N. 4th Street  
Richmond, VA 23219

Phone: 866-276-4871  
Fax: 804-782-4816  
Website: [www.amat1.org](http://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](mailto:carla.hawkins@lifelinkfound.org).*

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