



Association for Multicultural Affairs  
in Transplantation

## AMAT Connections

*A quarterly newsletter with multicultural perspectives in healthcare and transplantation*

### What's in this Issue!!!

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AMAT Conference](#)

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The 19th annual  
AMAT conference will be  
held September 21-23 at the  
Doubletree Hotel in Tampa,  
FL

[Save the Date](#)

[www.amat1.org](http://www.amat1.org)

### Member Highlight



**Carla Hawkins**

Education  
Specialist for  
LifeLink of GA

Carla Hawkins has been  
with LifeLink of GA for  
two years and serves  
under Bobby Howard

### Spring 2011 Issue

#### The President's Corner: SANDY SHIH ANDRADA

Dear AMAT Members and Partners,

Welcome to the new Association for Multicultural Affairs in Transplantation! With guidance from Bryan Stewart (OneLegacy), the AMAT Board of Directors completed a year-long rebranding exercise which brought us a new name, new logo, and a renewed direction encompassed in our Positioning Statement.

This year, the Board of Directors and Committee Chairs have their plates full with the work of building upon the rebranding of the organization by strengthening the existing structure of the organization. Included in this work are bylaw revisions, development of policies and procedures for our daily operations, revitalizing our communications (website, newsletter) and developing programs for our members. This is challenging work, but will yield a stronger, more diverse, and richer organization that our members will be proud to be a part of and to promote.

We also look forward to continuing our work with industry partners. Through these partnerships, we will be offering webinars to AMAT members. These will cover a wide range of topics including multicultural best practices, industry basics courses, and professional development planning.

AMAT has a renewed direction and solid organizational goals that the Board of Directors and Committee Chairs are dedicated to reaching. We hope that you will support them

**AMAT President Elect.**  
She won the title, Ms Black GA/USA where she uses her platform: Donate Life through Organ and Tissue Donation to educate the African-American community about the importance of organ/tissue donation. Her reign is for one year and the number of potential donors have increased as a result of her platform.

#### **Pictures from the 2011 AMAT Conference**



#### **Quotes from the 2010**

by becoming involved in a committee and promoting AMAT to your colleagues.

Thank you for your commitment and support! Here's to an exciting year!

Sandy Shih Andrada

AMAT President

### **Positioning Statement**

Multicultural communities play a critical role in America's transplant system. They save and heal lives as donors of organs, eyes and tissue; need life-saving kidney transplants in disproportionately high numbers; and serve patients and families as healthcare professionals.

Donation and transplant professionals face unique challenges when communicating with grieving families, transplant candidates and patients, hospital staff, and the public within African American, Hispanic/Latino, Asian and other multicultural communities.

Through professional development, cultural competency training, and other expertise borne of front-line experience, AMAT's members offer a valuable perspective to help our partners in the transplant field accomplish their life-saving mission in our diverse communities.

AMAT  
Serving a Multicultural Perspective

### **Introduction to 2011's Board Members**

**President:** Sandy Andrada - California Transplant Donor Network

**President Elect:** Bobby Howard - LifeLink of Georgia

**Immediate Past President:** R. Kelvin Satcher - Nathan Adelson Hospice

**Treasurer:** Jeff Thomas - Muscoskeletal Tissue Foundation

**Secretary:** Maria Veve - LifeLink Foundation

**AMAT Annual Conference:**

"Our greatest threat is irrelevance."

"We have to communicate real value."

"You cannot discover new oceans, unless you are willing to lose sight of the shore."

"Donation is Donation."

**Mission Statement**

The mission of AMAT 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.

**Members at Large:**

Monica James - New York Organ Donor Network  
Esther-Marie Carmichael - OneLegacy  
Angie Engerson - Gift of Life Michigan  
Cathy Olmo - California Transplant Donor Network  
Rhonda Griffin - Washington Regional Transplant Community  
Michele Lucas - New York Organ Donor Network  
Yoli Montemayor - Texas Organ Sharing Alliance  
Nicki Carillo - Lifecenter Northwest

**OPO BEST PRACTICES**

Throughout the country, OPO's are raising the bar with strategic initiatives designed to increase donor designations within multicultural communities. In this issue, we want to highlight the best practices of two OPO's that are moving the donor designation needle in very exciting and innovative ways:

**Donor Network of Arizona**

DNA decided that they wanted to really ramp up their Hispanic outreach efforts during Hispanic Heritage Month 2010 (September 15 - October 15).

"We identified a donor designation goal of 600 new registry enrollees," said Nuvia Enriquez, Hispanic outreach coordinator for DNA. "This number symbolized the number of Hispanic residents in Arizona who were on the UNOS national waiting list."

Enriquez and her colleagues then launched a multi-pronged strategic campaign. First, they approached their local Univision affiliate and garnered a 5-segment media package. As part of this partnership, DNA worked with Univision to develop content that covered all-things donation. The initial segment was broadcast at the outset of the campaign on September 16, and by the end of the campaign, seven segments aired throughout the month. Coverage included re-broadcasting highlights from the OPO's Donor Family Gathering in October, as well as three-minute statement in support of donation from one of Arizona's new Bishops. The Bishop highlighted the fact that he was a new resident of Arizona and that upon receiving his new drivers license, he signed up on the donor registry.

"The partnership with Univision was a big win," noted Enriquez. "Immediately following the airing of these segments, we noticed a big spike in calls from Hispanic residents who wanted to find out how they could sign up on the donor registry. In fact, when people called in, we often heard the Univision segment in the background."

During the month-long campaign, DNA also partnered with the Roman Catholic Diocese of Phoenix. The statement that the Auxiliary Bishop

gave on TV in support for organ, eye and tissue donation was then duplicated and sent out to Catholic parishes throughout the state. In tandem with the media partnership with Univision and the letter of support from the Catholic Diocese, DNA also participated in a number of health fairs and community events. In the end, they signed up more than 200 new registry enrollees. Ms. Enriquez and her colleagues were very pleased with this result as it more than doubled the number of registry sign-ups from October 2009.

### **Mid America Transplant Services**

"Our education program continues to evolve by leaps and bounds," noted Coleman. "We've been able to leverage our partnership into a separate internship program, which allows students to return to MTS to gain paid experience in the organ, eye, and tissue field. Although most of their assignments are in non patient-facing roles such as medical records or the front desk, they all provide support for the community education/outreach group. It's been great having them, and we're seeding their interest in terms of looking at careers in the field of transplantation."

Mid America Transplant Services (MTS) in St. Louis, Missouri is reaping the rewards of a highly successful youth-focused initiative that brings organ, eye, and tissue donation front and center with a very special group of high school students. In September of 2008, MTS partnered with St. Louis public schools to launch a unique education initiative to teach students enrolled in grades 9-12 about organs and their functions, and the process of organ, eye and tissue donation. In the past two years, over two-thirds of the 20 targeted schools have participated in field trips to MTS.

"We wanted to reach high school students around the time that they were getting ready to get their drivers license and or state identification from the Department of Motor Vehicles (DMV)," said LaKeisha Coleman, education coordinator for MTS. "We viewed this partnership as an opportunity to give back to the youth with this amazing opportunity for both the students as well as the extended community. Our vision is that by educating these young people about donation in a compelling way, they will then return home and educate their families. Of course, our hope is that the whole family will make the decision to say 'yes' to donation."

Recognizing the budgetary hardships that many area school districts faced, MTS decided to provide free transportation from the students' schools to their main office. During their on-site MTS visit, students receive instruction about organ, eye, and tissue donation through lectures delivered in the state-of-the-art classroom and experience hands-on education through the use of organ and tissue models and role play; students also get to don surgical gowns and tour the operating room, cardiac catheterization and eye labs. Students also benefit from meeting and hearing personal testimonies from recipients, donor family members, and patients who await life-saving transplants. Additionally, transplant professionals are invited to share their professional

experience with students in hopes of providing a better understanding of life after transplant and helping them realize their dreams of potentially becoming future doctors and nurses.

## **News from AMAT Conference Planning & Fundraising Committees**

Greetings from Conference Planning and Fundraising Committees!

It was a pleasure seeing many of you in Chicago this past September at our 18<sup>th</sup> Annual Conference entitled "Advancing Multicultural Perspectives in Donation and Transplantation." Congratulations again to Carolyn Vazquez for leading last year's planning committee which implemented a rich agenda for our membership. Reading through the conference evaluations, I noticed much enthusiasm surrounding the Multi-Faith Panel Presentation, the Gift of Life Institute Pre-Conference Workshop, and many of the Thursday presenters. This makes me very excited to see you all in Tampa, Florida for our 19<sup>th</sup> Annual Conference - "Energy - Innovation - Progress - Diversity" which will be held at the Doubletree Hotel from September 21-23, 2011.

The conference planning committee is already busy at work integrating your feedback to create a conference filled with interesting and relevant topics, dynamic speakers and a few social activities as well.

We have also redesigned our Conference Sponsor/Exhibitor Packet. We hope that your organization will support AMAT by being a sponsor or an exhibitor at our 2011 Conference. For a copy of the packet, please visit the AMAT website at [www.AMAT1.org](http://www.AMAT1.org) and click on the link under Events, or contact Tommy Frieson, fundraising chairman at [tfrieson@charter.net](mailto:tfrieson@charter.net)

Thank you for all of your support and don't forget to mark the conference on your calendar!

Ruth Duncan Bell

AMAT Business Development Chair

## **2010 AMAT Conference Highlights**

## Summary of Conference

September 21st-24th of 2010 was truly a week to remember with exhilarating presentations and dynamic speakers!!!

The 18th Annual conference "Advancing Multicultural Perspectives in Donation and Transplantation" was held at the Holiday Inn Mart Plaza in Chicago, IL. The Gift of Hope Organ and Tissue Donor Network served as host and did a spectacular job encouraging AMAT members to continue their efforts to dispel the myths and misconceptions about organ donation, empower the community and inspire people to register to become organ and tissue donors. It was an exciting time for AMAT with the rebranding efforts and renewed mission.

Goals were set and super-exceeded when it came to this conference. The events offered outstanding opportunities to network, exchange best practices, attend workshops and seminars presented by experts and gain access to comprehensive resources. Participants built their expertise and gathered new information and techniques to encourage organ donation and improve quality of life for many people.

Among the plethora of information, delicious food and new-found friendships, everyone was able to enjoy the "Windy City" and discover the wonderful sites of Chicago, IL. And if that were not enough, wonderful prizes were distributed to well-deserving AMAT members throughout the conference and these lucky winners are listed below:

### **Congratulations on the 2010 Raffle Winners!!!**

\$25 American Express Card & Northwestern cooler with goodies - Tracey Jean, Muscoskeletal Tissue Foundation

\$25 American Express card - Becky

One Blooming Onion & \$50 American Express Card - Remonia Chapman, Gift of Life Michigan

Two blooming onions - Ralph Sutton, One Legacy

Two blooming onions - Ruth Cooper, Lions Eye Bank of Delaware Valley

\$100 American Express Card - Necie McGill, Gift of Hope's African American Task Force

Registration for 2011 AMAT - Dara Griffin

### **FROM OUR PARTNERS:**

This is an 11-part *Toolkit for Making Written Material Clear and Effective* that is now posted on the CMS

website: <http://www.cms.gov/WrittenMaterialsToolkit/>

To help you make your written material easier for people to understand and use, this CMS Toolkit gives you:

- Tips for taking a reader-centered approach to developing and testing your materials.

Guidelines for writing, graphic design, and culturally appropriate translation from English into other languages, with discussion and examples that show how to use the guidelines.

- Step-by-step guidance on how to test your materials with readers, emphasizing quick and low cost ways to get the most meaningful feedback directly from readers and use it to make improvements.
- Cautions about the uses and misuses of readability formulas to assess written material.
- Things to know if you are writing material for older adults.

AMAT Connections is a newsletter provided quarterly by AMAT to its members and friends.

We welcome articles for consideration in future issues of AMATConnections 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 transplant and healthcare community!

Special thanks to the AMAT Public Relations Committee:

Chair: Carla Hawkins

Co-chair: Ayanna Anderson

Members:

Ralph Sutton

Brenda Mangum

Thanks to all of our contributors that made this newsletter successful!!!

If you would like to join this dynamic and creative team of professionals, please send an email to [carla.hawkins@lifelinkfound.org](mailto:carla.hawkins@lifelinkfound.org). We would love to have you!