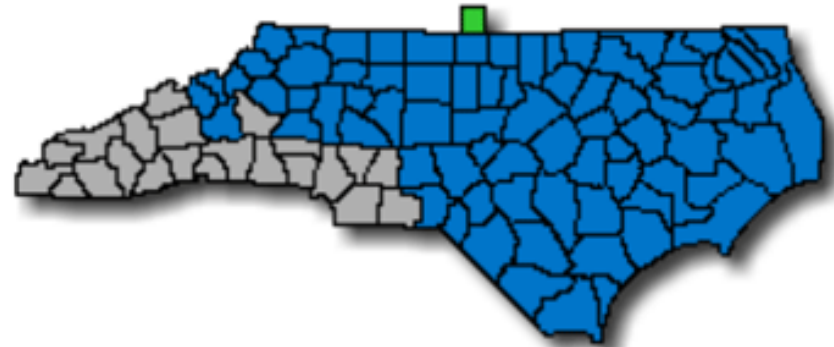





Association for Multicultural Affairs in Transplantation Round Table Discussion September 19, 2013



CDS Service Area

Carolina Donor Services Coverage Map

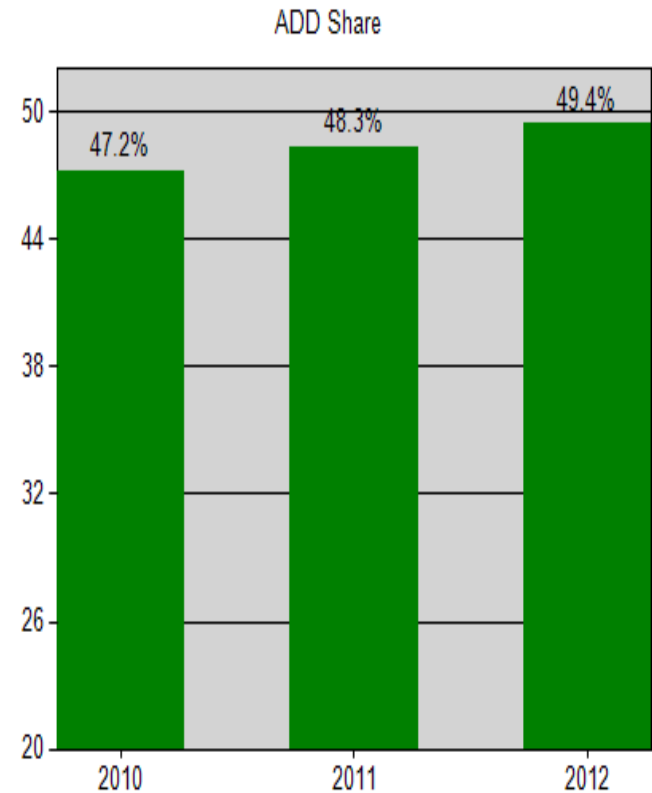
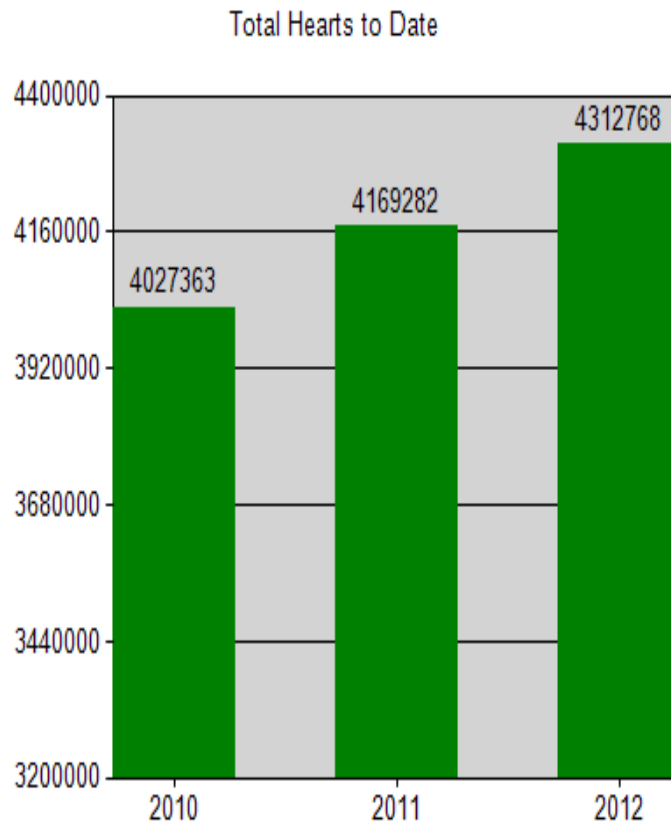


-  **Counties in NC Served by Carolina Donor Services**
-  **Area around Danville, VA served by Carolina Donor Services**
-  **Counties served by LifeShare of the Carolinas**

Serving:

- 7 Million People
- 107 Hospitals
- 78 Counties in NC and Danville, VA
- Four Transplant Centers
 - Wake Forest Baptist Health
 - UNC Hospitals
 - Duke University Hospital
 - Vidant Medical Center

Overall NC Designation Increases 2010 - 2012



NC License and ADD Share by Ethnic Group

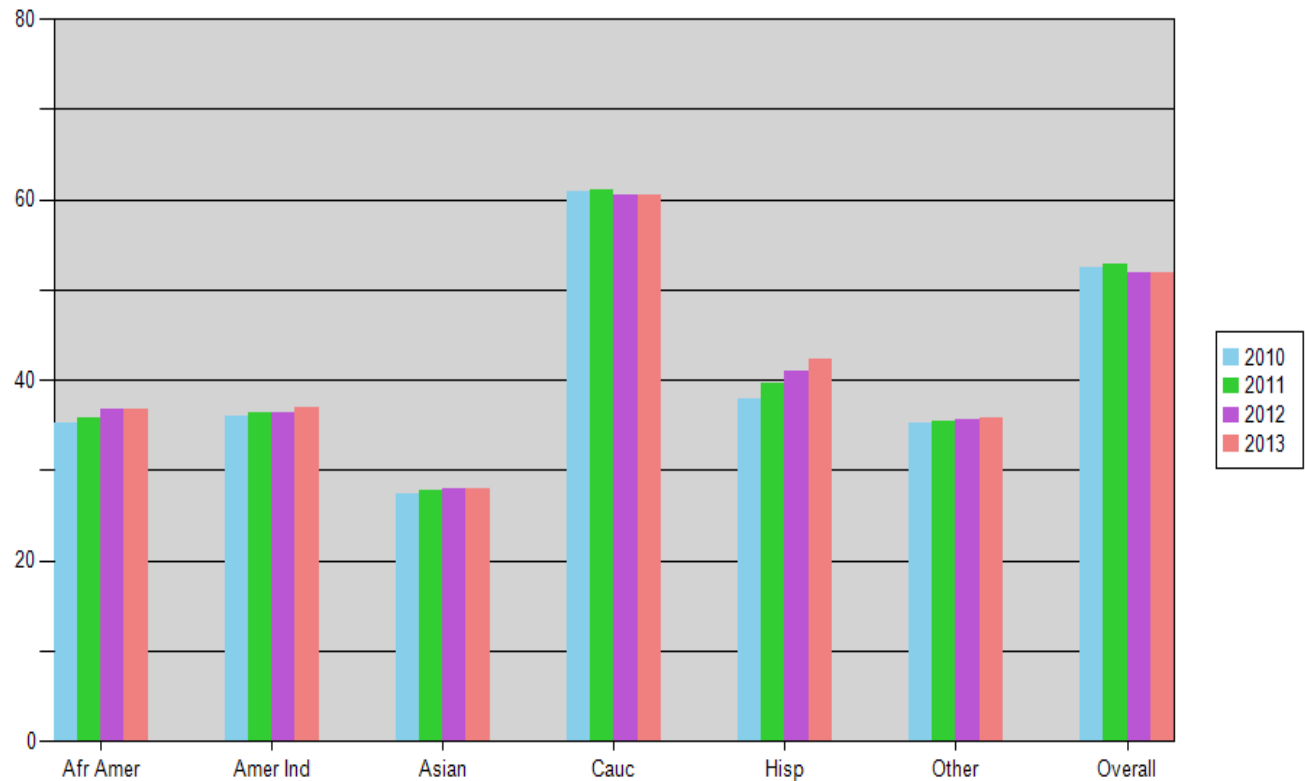
Demographic 2010	% of NC pop *	% of total licenses*	% of total hearts*	ADD Share *	ADD Rate*
African American	21.5%	20.6%	13.4%	30.8%	35.2%
American Indian	1.3%	0.9%	0.6%	32.1%	35.9%
Asian	2.2%	1.2%	0.6%	25.8%	27.3%
Hispanic	8.4%	8.1%	2.9%	16.6%	37.9%
Caucasian	68.5%	66.1%	80.5%	57.5%	60.9%
Other	2.3%	3.1%	1.9%	29.1%	35.3%
Overall				47.2%	52.5%

Demographic 2011	% of NC pop *	% of total licenses*	% of total hearts*	ADD Share *	ADD Rate*
African American	21.5%	20.8%	13.7%	32%	35.8%
American Indian	1.3%	0.9%	0.6%	33.1%	36.3%
Asian	2.2%	1.2%	0.7%	6.5%	27.7%
Hispanic	8.4%	7.8%	2.9%	18%	39.7%
Caucasian	68.5%	66.1%	80.1%	58.5%	61.1%
Other	2.3%	3.1%	1.9%	29.1%	35.3%
Overall				48.3%	52.8%

NC License and ADD Share by Ethnic Group (contd.)

Demographic 2012	% of NC pop *	% of total licenses*	% of total hearts*	ADD Share *	ADD Rate*
African American	21.5%	20.9%	14%	33.1%	36.8%
American Indian	1.3%	0.9%	0.6%	33.9%	36.4%
Asian	2.2%	1.3%	0.7%	27%	27.9%
Hispanic	8.4%	7.4%	3%	19.8%	41%
Caucasian	68.5%	66.2%	79.6%	59.4%	60.4%
Other	2.3%	3.2%	2.1%	31.5%	35.5%
Overall				49.4%	51.9%

NC Designation Rate by Ethnicity



	African American	American Indian	Asian	Caucasian	Hispanic	Other	Overall
2010	35.2%	35.9%	27.3%	60.9%	37.9%	35.3%	52.5%
2011	35.8%	36.3%	27.7%	61.1%	39.7%	35.4%	52.8%
2012	36.8%	36.4%	27.9%	60.4%	41%	35.5%	51.9%
2013*	36.7%	36.9%	27.9%	60.4%	42.2%	35.8%	51.9%

* 2013 data is through September 3, 2013

License to Give Trust Fund Commission Grants

Organization	\$\$ Awarded	Date Award
Legal Aid of NC, Inc.	88,258	June 2007
Community Boys and Girls Club-Wilmington	10,000	July 2009
Saint Augustine's College	35,797	August 2011
Community Health Coalition, Inc.	10,000	August 2012
Total Christian Ministries, Inc.	100,000	February 2013
Community Health Coalition, Inc.	78,500	August 2013
Community Health Coalition, Inc.	10,000	May 2013
Total Christian Ministries, Inc.	125,000 Still Pending	

Authorization Rates by Race

This report shows the authorization rates for the various races listed for the time period between 6/1/2009 and 8/31/2013 .

Race	Total # of Organ Approaches	Organ Authorization Rate			Organ Conv Rate	# of Tissue Approaches	Tissue Auth Rate	Tissue Conv Rate
		Total	NOK	First Person				
American Indian / Alaska Native	28	46.4%	25.%	100.%	32.1%	280	25.%	15.4%
Asian	17	64.7%	45.5%	100.%	52.9%	68	39.7%	13.2%
Black / African American	524	52.7%	39.2%	93.8%	42.7%	4582	22.3%	10.3%
Hispanic	61	73.8%	70.4%	100.%	63.9%	298	32.2%	11.4%
White / Caucasian	918	70.6%	52.%	92.6%	58.2%	8979	46.2%	24.5%
Total	1548	64.1%	47.2%	93.2%	52.6%	14207	37.7%	19.4%

Definitions:

Authorization Rate = # of Referrals Authorized / Approaches Made

Conversion Rate = # of Donors / # of Referrals Authorized

Authorization Rates (contd.)

(6/1/2009 – 8/31/2013)

	Total	NOK	FPA
African American	52.67% (276/524)	39.24% (155/395)	93.8% 121/129)
Hispanic	73.77% (45/61)	70.37% (38/54)	100% (7/7)
Caucasian	70.63% (647/916)	52% (259/498)	92.8% (388/418)

Percent of Authorizations From NOK

African American	56.16% (155/276)
Hispanic	84.44% (38/45)
Caucasian	40.03% (259/647)

CDS Public Education Efforts To Reach African-American Community

- Presentations and events at African-American churches during National Donor Sabbath (NDS) and throughout the year/Bulletin insert geared toward African-Americans for NDS 2013
- National Minority Donor Awareness Day/Week Activities such as Radio Thons on African-American stations, Run/Walks
- Presenting at conferences such as the NAACP State Conference, National Black Expo, Minority Business Expo, and Baptist Women's Conference
- Organizing Gospel Concerts
- Working with African-American volunteers to promote donation in local barber shops, through book signings and through various local events
- Donation Education and Donor Drives on the campuses of African-American Colleges and Universities
- Information and donor designation tables at health fairs and events that serve the African-American community
- Media coverage highlighting information and personal stories on TV programs, radio stations, and newspapers with predominate African-American audiences
- Public Service Announcements on TV and Radio Stations (including Pandora) with high percentages of African-Americans viewers and listeners
- Print advertising in publications with high African-American readership

CDS Public Education Efforts To Reach Hispanic Community

- Providing supplies to Hispanic churches during National Donor Sabbath and throughout the year
- Presenting at meetings such as the Durham Mayor's Hispanic Council meeting
- Placing Spanish rack cards at key locations in the community
- Donation Education projects and Donor Drives at colleges targeting the Hispanic community
- Public Service Announcements on Radio Stations (including Pandora) with high percentages of Hispanic listeners
- Working with organizations such as Association of Mexicans in North Carolina and NC Latino Association
- Vendor at various events such as Latino Festival and Annual Fiesta Del Pueblo

Future

- Staff (A Carolina Donor Services Strategic Anchor)
- Focus on First Person Authorization
 - Driver's Education
 - Social Media
- Other Targeted Efforts