



REMONIA A. CHAPMAN

The logo for AMAT features the letters 'AMAT' in a bold, black, sans-serif font. A small orange and yellow graphic element is positioned between the 'A' and 'M'.

Association for Multicultural Affairs
in Transplantation

The logo for Gift of Life MotteP features the text 'GIFT OF LIFE MOTTEP' in a stylized, black, sans-serif font. A graphic of a hand holding a heart is positioned to the left of the text. Below the main text, the words 'MINORITY ORGAN TISSUE TRANSPLANT EDUCATION PROGRAM' are written in a smaller, black, sans-serif font.The logo for the University of Michigan, featuring a large, yellow, block letter 'M' on a white background.

UNIVERSITY OF MICHIGAN



National Kidney Foundation™

of Michigan

EDUCATE, ENGAGE, EMPOWER

CONSORTIUM MEMBERS

Gift of Life Michigan & Gift of Life MOTTEP

(Remonia Chapman, Cary Powell, Abraham Wells, Brandy Doña, Tammie Havermahl)

National Kidney Foundation of Michigan

(Ann Andrews, Denise Cyzman, Jennifer Guillen, LaShawndala Griffin)

University of Michigan (U of M) Medical School, School of Public Health, and Center for Health Communications Research

(John C. Magee, M.D., Ken Resnicow Ph.D., Holly Derry, Mike Nowak, Ed Saunders)

PROGRAM BACKGROUND

- ✦ Public Education grant which replicated:
 - + Validation of the Impact of Lay Health Advisors on Intent to Donate in the African American Community
 - + Body & Soul: Living on Through Love
 - + Body & Soul Fruit and Vegetable (FV) program
 - + Healthy Hair Starts with a Healthy Body – previous DOT-funded study

PURPOSE OF THE STUDY

- ✦ To rigorously evaluate if a combination of committed African American lay health advisors, with special training in issues related to organ donation and transplantation, along with tailored newsletters and other materials, can increase the number of individuals who designate their consent to become organ donors among African American sorority and fraternity members.

OBJECTIVES

- ✦ Primary Objective
 - + To increase actual registrations on the Michigan Organ Donor Registry via mail-in Organ Donor Registry card as well as internet enrollments.
- ✦ Secondary Objectives:
 - + To increase knowledge regarding organ donation and transplantation.
 - + To increase intent to donate organs through return of Michigan Organ Donor Registry cards.
 - + To improve organ donation attitudes.
 - + To increase discussion of organ donation among participants' friends/family.

Role of Peer Leaders

Peer Leaders:

- ✘ Conduct organ donation workshops in church
- ✘ Answer questions and dispel myths about organ and tissue donation
- ✘ Help participants enroll on the Michigan Organ Donor Registry
- ✘ Hold larger events to educate the broader church about organ and tissue donation

Program Intervention Tools

- ✘ Program slides
- ✘ *Living on Through Love* DVD
- ✘ Peer Leader Toolkit
- ✘ Church fans, bible ribbons, pens
- ✘ “Ask Me” Buttons
- ✘ Quarterly Newsletter to Church Coordinator
- ✘ Large Driver’s License for display
- ✘ Donor Quilt

Living on Through Love Sunday

Special emphasis on National Donor Sabbath



BLACK GREEK LETTER ORGANIZATIONS

- ✘ Nine Black Greek Letter Organizations in the United States
 - “Divine Nine”
- ✘ Membership near 2 million worldwide
- ✘ Have both undergraduate and graduate or alumni chapters of their organization
 - + Members are expected to join an alumni chapter of their sorority or fraternity in the region in which they live after graduation
- ✘ “Service for Life” philosophy

BLACK GREEK LETTER ORGANIZATIONS PARTICIPATING CHAPTERS

ΖΦΒ

ΑΦΑ

ΑΚΑ

ΚΑΨ

ΩΨΦ

ΔΣΘ

ΦΒΣ

TAILORED NEWSLETTER

- ✘ A key intervention of the program
- ✘ Tailored to the individual participant based on the responses to the baseline questionnaire.
- ✘ Participants in Intervention chapters received two newsletters which address the participant's top four barriers to signing up as a donor.



Here's A Message From A Current Leader In Your Fraternity!

We believe it is time for all students and soon for all working people with will and it begins at home. In the name of Alpha, we want to do our best and in doing so, to improve community welfare and generally health, by participating in the Take the Pledge program!

*- John Green, Member
Alpha Phi Alpha Fraternity, Inc.
Delta Lambda Chapter*

MATT, WHAT'S HOLDING YOU BACK?

People give a lot of reasons for not wanting to donate their organs. Sometimes the reasons people have may be based on myths.

Signing up to donate may not be high on your list of things to do. What's holding you back? Let's look at your biggest reasons for not wanting to donate your organs. Here, we'll give you some information about two of them. Some of the information may be different from what you've heard in the past.

Organs Are Allocated Fairly - Not Based On Income Or Race.

You might have heard that doctors give organs to white people first. Because of this, you might have a hard time trusting that doctors and health professionals do the right thing, when it comes to African Americans.

- The National Organ Transplant Act helps ensure that organs are given to people based on need – not where they live, how rich they are, or the color of their skin. The oldest people get organs first. Sometimes an organ might go to someone who is closer to the donor, but only if transporting the organ would harm them.
- Still African Americans do wait longer for organs. Research shows this is really because:
 - There's a shortage of organs that biologically match the patients. Fewer organs from African Americans mean African American patients may wait longer for a matching organ.
 - African Americans have a much higher need for organs. African Americans make up 14% of the population, 12% of donors, but 25% of the kidney waiting list.
 - Some people also think African Americans wait longer because hospitals in largely African American areas have longer waiting lists. This is especially true in more populated, urban areas.

WHAT DO YOU THINK NOW?

Now, if at all, does this information affect your feelings about signing up to donate your organs?

Families Can Be An Important Part Of Deciding Whether To Donate Your Organs.

You worry about how your family might react if you sign up to donate your organs. Your family is a huge part of your life and their approval means a lot to you. For you, it's even harder because you feel like even thinking about death is bad luck.

- In Michigan, a real hard sticker on your driver's license means you've given your permission to donate your organs. This is called "First Person Consent."
- Still, many people want their family's approval for getting the real hard sticker in the first place. Sometimes it helps to tell your family who you really want to donate your organs. For example, "I really want to do this to help other African Americans who need organs. It's a way to give back to our community."
- A lot of people find it harder to bring up the subject when they have something to help them talk about it. Signing up on the Michigan Donor Registry is often a helpful way to get a conversation started. Or, if you want, you can use this newsletter to talk to your family. You might be surprised - they may already agree with your decision.

Alpha Phi Alpha Newsletter

Delta Sigma Theta Newsletter



Take a Pledge
TO SAVE LIVES

DELTA SIGMA THETA

Do You Have A Red Heart Sticker?

In January, you answered some questions about organ donation. You probably filled out a survey at a recent Delta Sigma Theta event. We've used your answers to create this booklet just for you.

You told us you don't have a red heart sticker on your driver's license. That means you're not signed up to be a donor. But you also told you're very likely to donate your organs. We hope this booklet helps you "Take the Pledge."

In this booklet, we'll share information about:

- some of the reasons people don't want to donate their organs
- the benefits of registering and donating one's organs
- how to register to become an organ donor
- why donating organs is so important for African Americans

ROSITA, WHAT'S HOLDING YOU BACK?

People give a lot of reasons for not wanting to donate their organs. Sometimes the reasons people have may be based on myths.

It seems like signing up to donate isn't too far away for you. We're thankful for that. Let's look at your biggest reasons for not wanting to donate your organs. Here, we give you some information about you or them. Some of the information may be different from what you've heard in the past.

Your Doctors Will Do Everything They Can To Save Your Life.

You've worried that your doctor won't try as hard to save your life if you're an organ donor. This might sound like they'll hurry to get your organs to save someone else's life at the expense of yours. It's natural to protect your own life. Here's some information you might find reassuring:

- Doctors know their job is to save your life. Your doctors look at each and promised to do everything they can to help you - not someone else's patient who's waiting for an organ.
- Every effort is made by your medical team to save your life. Donation is not even considered or discussed until it's clear that your life cannot be saved.
- By law, the people who discuss organ donation are not the same people who take care of your health. They're completely separate teams of medical professionals.

All Major Religions Support Organ Donation.

You said your religion doesn't support organ donation. As a Catholic, religion is an important part of your life. Going against your religion's teachings just isn't something you want to do.

Here's some information about religious views on organ donation that may surprise you.

- All major religions support organ and tissue donation. Many consider it a charitable act of love and giving.
- Even religions who don't actively encourage donation say it's up to the individual to decide.
- The Catholic Church supports organ donation as an act of charity, fraternal love, and self-sacrifice. Pope John Paul II acknowledged the need for organ donors and said "Christians should accept this as a challenge to their generosity and fraternal love" so long as ethical principles are followed. Pope Benedict, too, is a registered organ donor.

WHAT DO YOU THINK NOW?

How, if at all, does this information affect your feelings about signing up to donate your organs?

CHAPTER ENGAGEMENT STRATEGIES

- ✘ Polo Shirts
- ✘ Holiday Cards
- ✘ Mugs
- ✘ Chocolates
- ✘ New Year's E-card



LESSONS LEARNED

- ✘ Relationship building is key and takes time
- ✘ Importance of having an internal champion who is a member of one of the sororities or fraternities
- ✘ Chapters are engaged in multiple health and community initiatives
- ✘ Ability to be flexible with timeline
- ✘ Transitional periods (i.e. elections) can have major effects
- ✘ Competition between sororities and fraternities is beneficial

