

AMAT SPECTRUM

Summer 2014 Newsletter

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The President's Corner



Hello AMAT Members and Friends:

We have accomplished awesome things since our last newsletter!

The African American Workgroup held two outstanding webinars. The Hispanic/Latino Workgroup had their first successful webinar, and the Asian/Pacific Islander Workgroup continues to provide us with very good webinars. Thank you all for supporting our webinar series by registering and attending. The information we gather helps us all gain more perspective on our purpose in helping to save lives through organ/tissue donation. As members of AMAT, we also gain insight on how to better serve our communities and engage with various ethnic groups on culturally sensitive topics.

Summertime is here, and temperatures are rising. Needless to say, more sunscreen will be purchased as we brace against the sun and get out in our communities, educating, signing up new donors, and building partnerships and relationships with organizations, churches, hospitals, funeral homes, and local government agencies. I encourage you all to set goals, not only for your respective organ procurement organizations and agencies, but also for AMAT. Commit to

new challenges within your committees, and reach out to me if there are suggestions and/or concerns you have for AMAT and how we can better this organization. You are a vital part of this association and I want to hear your thoughts and ideas.

Please visit our enhanced AMAT website and AMAT Facebook page for new content and information regarding past webinars, news within our industry, and information about the upcoming AMAT Conference! I am looking forward to seeing everyone in Houston, TX this September for a conference we won't forget. The Conference Planning committee is working hard to deliver a dynamic conference that will be worth your while. Please encourage your colleagues to attend, even if they are not a member of AMAT.

Many thanks to all of the AMAT committees for your commitment to excellence and hard work. Your dedication is truly appreciated and is what helps this organization to grow each day!

Sincerely,

A handwritten signature in black ink that reads "Bobby Howard". The signature is written in a cursive, flowing style.

Diversity vs. Multiculturalism: Do You Know the Difference?

Dr. Will Ross Shares a Physician's Perspective

By Amanda Hollowell

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Education specialist, Amanda Hollowell, of LifeLink of Georgia, had the privilege of interviewing Will Ross, M.D., M.P.H., to get his unique perspective on the nuances of diversity and multiculturalism in the transplant arena.

Dr. Ross is an Associate Professor of Medicine in the Kidney Division and Associate Dean for Diversity at Washington University School of Medicine. Over the past two decades, he has worked to expand cultural diversity and cultural competence throughout the medical center, recruited minority medical students, residents and faculty, and endeavored to reduce health care inequities nationally and globally.

AH: Dr. Ross, is there a difference between diversity and multiculturalism?

WR: Yes, and it can be explained in dynamism, which is the energy and desire to make something happen. The terms diversity and multiculturalism can be used interchangeably, but multiculturalism is the better term to use as it expresses a dynamic engagement happening within the institution, organization or company. Diversity relates to a collation of different people with different world views in one collective.

Although we have a collective of diverse individuals, that does not mean they are engaged in the discussions of the collective from their perspective. The challenge is to drive those diverse individuals to give their input from their perspective and for the collective to appreciate the input being given, which will—down the road—add value to the collective. The respect and appreciation of new ideas will and can improve the outcomes for any institution, organization, or company.

AH: Do you feel the message of diversity is being accepted by more companies?

WR: The practice of diversity is being recognized in corporate America as a caveat for a company to move to the top tier. The current landscape of corporate America is in the middle. It is being acknowledged and recognized as an important tool that can improve profitability and create competence.

AH: Describe the cultural landscape of the industry when your first started:

WR: In 1996, I entered medical school, and I consulted with some businesses on this topic. During that time, there was much excitement surrounding the topic of diversity. The benefit of diversity leads to ideas being more inclusive or multicultural. However, the sentiment was dampened by the court case *Hopwood*...

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Diversity vs. Multiculturalism: Do You Know the Difference?

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By Amanda Hollowell



Pictured: Will Ross, M.D., MPH

WR: *v. Texas* 78 F 3d. 932 (5th Cir 1996) the case ruled essentially that race could not be considered in the admissions process in public institutions. In the southern region of the United States, this case caused vast retrenchment in diversity. It was not until much later in the 2003 case of *Grutter v. Bollinger* 539 U.S. 306 (2003), that the courts ruled the use of race or Affirmative Action adds value to the educational environment.

AH: Do you feel that the work you are doing has positively affected minorities who historically have maintained a degree of distrust in the medical community?

WR: The distrust in the minority community is palpable. This distrust has been in place for decades, almost centuries, and does not go away after a few years. In order to combat this distrust, an institution, organization or company must engage in the community and form sincere collaborations in the community and treat them as equals. Institutions that engage the community will be diverse, and will more than likely gain the community's trust.

AH: Is a requestor of the same race as the family being approached about donation still beneficial in the transplantation community?

WR: In 1983, the Surgeon General, C. Everett Koop, held a workshop on organ donation. I was involved in this event. After this workshop, a report was written on organ donation that found a like requestor or to have an ethnically similar role model as a mediator in the process of asking is beneficial as a whole for organ donation. Today, many of my counterparts and I, still believe in this practice. However, a culturally competent individual can also be the mediator. As long as the person appreciates and understands those cultural differences, the same level of trust and respect can be given to that individual. Any individual in this role needs to be culturally competent.

About Will Ross, M.D., MPH

Will Ross, MD, MPH, is an associate professor of medicine in the kidney division and associate dean for diversity at Washington University School of Medicine. Over the past two decades, he has worked to expand cultural diversity and cultural competence throughout the medical center, recruited minority medical students, residents and faculty, and endeavored to reduce health care inequities nationally and globally. Dr. Ross is a charter and founding member of the St. Louis Regional Health Commission, which promotes accessible health care for the medically underserved. He serves on the White House Business Council Forum, where he continues to advocate for workforce diversity as a method of reducing health disparities, and he promotes public health workforce diversity as the associate editor of the journal, *Frontiers in Public Health*. He has received numerous honors and awards. A Yale University graduate, he completed his medical training at Washington University School of Medicine and Vanderbilt University.

Transplant Games of America: Highlight on Team Georgia

By Kaysha Cranon



The Transplant Games of America are quickly approaching! The “Games” are a multi-sport festival event for individuals who have undergone life-saving transplant surgeries held every two years. Houston, TX is the host city; expect to see a large turnout from the donation and transplantation communities!

More than an athletic event, the Transplant Games of America highlight the critical importance of organ, eye, and tissue donation, while celebrating the lives of organ donors and recipients. Teams from across the nation have come together to train, plan and stockpile pins (yes, pins!) to prepare for this national event. We caught up with Team Georgia to give you a sense of the excitement the Games bring.

Who is Team GA? Team Georgia has participated in the Games since 1992; each year, members of the team have met lasting friends and enjoyed friendly (fierce) competition with fellow recipients and donor families. Dick Ford is the Team Manager. “The games are important for several reasons. First and foremost, they promote organ donation and honor organ donors,” states Dick. “The games and the competition motivate team members to try and stay in shape and maintain a healthy lifestyle. Team members bond with each other and make friendships that are enduring. You will meet recipients from many states and other countries that you will compete against for several years. The stories you will hear and the athletes you see will stay with you for a lifetime. Spouses and children are very much involved and will enjoy the variety of activities. The host cities and their people will welcome you and will do everything they can to make sure you enjoy your visit. This is your chance to represent Georgia and make our state proud.” Dick’s wife Pam has been by his side cheering him on at every Games, including the World Games in Sweden. Dick has recently been voted in as the Mayor of Moreland, GA!

The Team: Team Georgia is comprised of 13 individuals: 7 heart recipients, 2 kidney recipients, 3 liver recipients and 1 donor family. Their activities range from corn hole to swimming and everything in between. Traveling to the games and participating can be expensive so the team has come together to help each other fundraise – calendars, cookbooks, shirts and social media have helped them ensure they make it to the game.

The Events: There’s a sport for every athlete!

5K Run/Walk (open to the public)	Badminton	Track & Field	Virtual Triathlon
Basketball	Tennis	Bowling	Ballroom Dancing
Cycling	Volleyball	Darts	Texas “Hold-em” Poker
Golf	Cornhole (Bean Bag Toss)	Racquetball	
Swimming	Trivia Challenge	Table Tennis	

AMAT wishes the best to each team and every athlete participating...we’re cheering for you!

Learn more about Team Georgia [here](#)

Learn more about the 2014 Transplant Games [here](#)

Learn about your state team [here](#)

OPO Best Practices: Taking Our Lifesaving Movement to the Streets

Life Choice Donor Services' Annual Walk/Run Offers Inspiration and Hope

By Heidi Nicome via Alisa Gaudiosi

The death of a loved one is one of life's most stressful events. Many Connecticut and Massachusetts families have found some comfort by donating their loved one's organs, tissues and eyes to save and improve the life of another. LifeChoice Donor Services, the non-profit organ procurement organization for CT and Western MA, wanted to host an event to gather the community of people who have been impacted by organ, tissue and eye donation. Thus, the Blue and Green 5k and 2 Mile Walk/Run was conceived.

"We wanted to create a special day for families and friends to come together in memory of their loved ones who donated," said Caitlyn Bernabucci, Public Education Specialist at LifeChoice and event team leader. "The generous act of donating is inherently unifying and a walk felt welcoming and inclusive. The Blue & Green Walk/Run was a chance to celebrate life by honoring donors and supporting transplant recipients."

The walk also gave recipients the chance to show their gratitude for the gift that they received. Jane Andrews of East Hartford, a kidney and pancreas recipient, works tirelessly to raise awareness about donation as a way to honor her donor's memory. "In an instant, I had a second chance at a healthy life. My donor was a complete stranger. I will spend the rest of my life thanking him and his family by trying to help others."

"It was exhilarating to see the number of people gathered together for donation," added Bernabucci. "Many teams created t-shirts and posters that featured photos of their loved ones, favorite quotes or anniversary dates. The outpouring of support in recognition of donors and their families was powerful. We look forward to continuing to host this event annually for donor families, transplant recipients, friends and the community."

Bernabucci said that the event took more than six months to organize, with plans for the 2015 walk already underway. The group will build upon this year's success of more than 640 friends and supporters who created teams to help to raise awareness about the need for more registered donors. The walk also raised \$92,000 to educate the public about the need for donation and to encourage them to take action by joining the Donor Registry. "Since it was our first year, we relied heavily on our sponsors to make the event a reality. We are so appreciative of our sponsors and vendors who showed amazing generosity with their time, funding, and in-kind products and services," said Bernabucci.



Pictured: Participating Run/Walkers prepare to start the lifesaving race

AMAT Workgroup Updates: Working Hard to Bring the Message of Donation into Diverse Communities

Asian/Pacific Islander (API) Workgroup

The Asian/Pacific Islander (API) Workgroup provides education to overcome cultural and religious barriers and inspire API communities to save and heal lives through organ, eye and tissue donation.

UPCOMING WEBINARS

July 21, 2014 Monday @ (11 AM PST/2PM EST)
Buddhist Views on Organ and Tissue Donation

Latino Workgroup

The AMAT Latino Workgroup unites OPO professionals dedicated to serving Latino communities throughout the continental U.S., Hawai'i and Puerto Rico. Sharing strategies, best practices and innovative communications – the LWG strives to increase donor designations and create a culture of donation to save and improve lives.

UPCOMING WEBINARS

August 7th, 2014 Thursday @ 11 AM PST/ 2PM EST)
Media Matters – Creating and Nurturing a powerful Latino media presence

African American Workgroup

AMAT's African American Workgroup hosts a series of informational webinars that focus on best practices to increase donor designations. Our webinars are transferrable to any multicultural community. We encourage all to attend and we hope we are able to create a cross cultural dialogue that aids in the continual fight to save lives.

UPCOMING WEBINARS

August 28th, 2014 Thursday @ 11 AM PST/ 2 PM EST

Interfaith Relationships – Focus on Muslim, Catholic, Jewish and Baha'i Faith Communities

AMAT's African American workgroup is hosting its last webinar of the year on August 28, 2014. We are seeking faith leaders to present during this webinar. We are specifically seeking Jehovah's Witness, Muslim, Jewish, Catholic and Baha'i faith leaders. If you have suggestions for a leader of these faiths who are actively promoting organ and tissue donation in their community, please contact Amanda Hollowell (Amanda.Hollowell@LifeLinkFound.org) as soon as possible!

I AM AMAT: Member Spotlight **By Michelle Tolliver**

Name: Jeffrey Graham
Position: Senior Organ Placement Coordinator/Safety Liaison/Perfusionist
Organization: Mississippi Organ Recovery Agency (MORA)

1. What is your position at your OPO and how long have you been with your OPO and AMAT?

I have been employed at Mississippi Organ Recovery Agency (MORA) for 13 ½ years and has been a member of AMAT for 13 years. I serve as the Senior Organ Placement Coordinator/Safety Liaison/Perfusionist at MORA.

2. What are some of the things you do in your role with respect to the community/hospitals/media/etc.?

As the Organ Placement Coordinator/Safety Liaison/Perfusionist at MORA, I am responsible for providing technical assistance to the surgical organ recovery process along with the preservation and distribution of organs for transplantation. I also respond to public requests for information and support public education activities. I have also served as a member of the Cross Cultural Committee here at MORA.

3. Any great success stories or highlights of yourself you would like to mention?

One of my success stories is being a good servant to mankind! My desire was always to be an example and not a "do as I say" person. What some people might not know about me is that I became a father to two boys (ages 5 and 6) right after high school. While raising my nephews, I graduated with honors with my bachelor and master degree. After graduating, I landed the perfect job working for MORA, where as I can continue to server humanity. I give special thanks to my CEO/Father Figure Kevin Stump for allowing me the opportunity to continue to fulfill my dream. He is the epitome of a "TRUE SERVANT"! My boys are now young men, in college following my footsteps! I am a proud Uncle/Daddy.

4. What are your hobbies, talents, etc. that you wouldn't mind sharing with other AMAT members?

My hobbies are traveling, reading, singing, collecting movies (DVD), and surprisingly crocheting. I also find great pleasure in being a member of Alpha Phi Alpha Fraternity, Inc.

5. What do you like about being an AMAT member?

Being a member of AMAT has been one of the highlights of my job. I look forward to attending our annual revival (that's what I call the annual conference)! Every year when I leave my AMAT family, I am usually on fire about going out spreading the word about donation! The experience and the expertise of the membership is mind-blowing. Being able to sit and learn from my forefathers and mothers of transplant and this organization is truly a blessing and I am grateful! I will like to thank AMAT for allowing me to have served as Chair, Co-Chair, and currently a Board Member of this wonderful organization. Thank you Kevin Stump, CEO of Mississippi Organ Recovery Agency, for providing me the opportunity to be of service to AMAT.



National Minority Donor Awareness Week Feature: Are You Prepared?

By Carla Hawkins and Kaysha Cranon

A MAT wants to make sure you are well prepared for **National Minority Donor Awareness Week (NMDAW)**! It's that special time of the year that occurs from August 1st–7th. NMDAW brings us the wonderful opportunity to expand upon a national platform in efforts to increase awareness of the need for more organ, eye, and tissue donors, especially among minorities. 2014 marks the 17th year that this special observance will be honoring minorities who have given the gift of life to others, donor family members and all those who have joined forces to encourage others to register as organ/tissue donors and live healthy lifestyles to prevent organ failure.

Below are a few tips from some amazing toolkits available from AMAT and our partners, along with links to great and useful resources to help serve you during this fun-filled week!

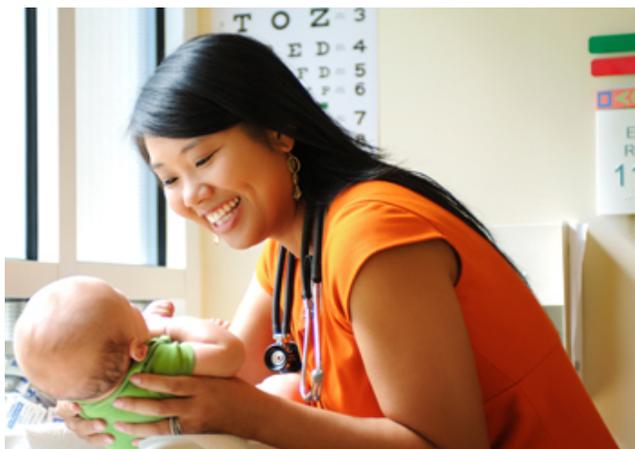
The U.S. Department of Health & Human Services (HHS) offers a great multicultural toolkit, facts about donation among minorities, sample press releases and radio scripts that can be customized to your organization. This information can be found at: <http://www.organdonor.gov/awarenessweek/awarenessweek.html>

The Alliance for Donation has a wonderful video featuring Alonzo Mourning, NBA All-star and organ recipient! This video would be a great tool for sports-lovers, high school physical education programs, and can be shared within our communities to educate further on the importance of organ/tissue donation. This video and other useful information can be found at: <http://www.alliancefordonation.org/events/2014-national-minority-donor-awareness-week>

From the Office of Minority Health through HHS, a plethora of information has been combined in this centralized location to help increase awareness of organ/tissue donation to kids, as well as adults. Here you can find a NMDAW Quiz that would serve as a fun and unique tool in testing our communities existing knowledge of organ donation. This information can be found at:

<http://minorityhealth.hhs.gov/templates/content.aspx?ID=8534&lvl=3&lvlID=334>

We're raising the bar on our creative efforts! Check out this sample email banner that can be used for **NMDAW** or customized throughout the year:



Nearly 90% of Asian Pacific Islanders are waiting for a kidney transplant

You can be the difference by registering today.

Be an organ, tissue and eye donor.
Visit www.AMAT1.org to learn more.

AMAT
Association for Multicultural Affairs
in Transplantation

Jennifer, Heart Recipient

AMAT will continue identifying relevant and timely NMDAW resources for members to use in all of your email communications, and community efforts. Stay tuned for some exciting news about AMAT's plans to celebrate NMDAW in a very impactful way. More information can be found at: <http://www.amat1.org/programs/national-minority-donor-awareness-week/>

AMAT MEMBERS ON THE MOVE

Chairperson of the Latino Workgroup, Mel Bearn, has moved into a new role with the California Transplant Donor Network (CTDN). Transitioning from a Community Development Liaison to Communications Specialist, Mel is tasked with developing strategic communications and media relations, while also creating new opportunities to engage people with the cause and to register as donors. He has also taken over social media communications, with an eye towards increasing reach and “breaking out of the choir” to reach more people outside of the world of transplantation and donation.



Pictured: Mel Bearn (on the right) in studio finalizing a bilingual radio spot

“To do the work that I love to do and to do it for a cause that is near and dear to my heart – well, it just doesn’t get any better than that!” said Mel. “I also find myself in a unique position; serving as Chair of the AMAT Latino Workgroup puts me in direct contact with colleagues across the country, and together we have elevated our game with the aim of making breakthrough things happen at a national level.”

Developing creative ideas and copy content for radio, print, video and social media is near and dear to his heart – and with the added collaboration of a top-flight graphic designer who recently joined the CTDN team, “the sky is the limit!” says Mel.

SUMMER AMAT Trivia Questions By: Carla Hawkins

AMAT Trivia Questions

Be the next winner of a \$50 Visa Gift Card for correctly answering the five trivia questions below! There will be a chance for three winners with each newsletter issue. The key is to read, answer, and **respond correctly within seven days!!**

1. What star is featured in the Alliance for Donation video? (Hint: NMDAW)
2. How long did the Life Choice Donor Services Annual Walk/Run event take to organize?
3. Name three events to be featured in the Transplant Games of America?
4. According to Dr. Will Ross, what is being recognized in corporate America?
5. What fraternity is Jeffery Graham a member of? (Hint: Member Spotlight)

Good Luck!



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

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 Spectrum is a newsletter provided quarterly by AMAT to its members and friends. We welcome articles for consideration in future issues of AMAT Spectrum or suggestions for articles. Please submit these to Ayanna Anderson at aanderson@ctdn.org

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