



Center for Organ Recovery & Education

A Pledge for Life



“Enhancing the Quality, Effectiveness and Integrity of the Donation Process Through Multicultural Initiatives”

Lisa Strother Upsher, MS



A Donate Life Organization



Every Community Has Opportunity (ECHO) Campaign
July 12-25, 2015

The Association for Multicultural Affairs in Transplantation (AMAT) and Donate Life America (DLA) joined forces to develop Donate Life ECHO, which stands for Every Community Has Opportunity. It will be celebrated the second and third full weeks of each July (July 12 – 25, 2015), as a nationwide observance designed to reach multicultural communities.

The new observance has two objectives: one is to focus on the power of sharing one's personal decision to register as an organ, eye and tissue donor with members of one's community; the second is to encourage registered donors to ask members of their personal networks and extended communities to talk about organ, eye and tissue donation and register as donors. Through the ECHO concept of reiteration and repetition—with people sharing the life-affirming message of donation within their community—more lives will be saved and healed. Multicultural communities play a critical role in America's transplant system. They save and heal lives as donors of organs, eyes and tissue, need lifesaving kidney transplants in disproportionately high numbers, and serve patients and families as healthcare professionals.



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ECHO FOCUS TEMPLATE

Date	Focus	Examples
06/16/15 Ongoing	Photo Gallery	<p>Start taking pictures of Task Members, Volunteers, Staff, etc. & place on I-Drive for Social Media Access/ Using ECHO Bubbles</p> <p>Please see questions below for all photos/stories to be featured on social media....</p> <ol style="list-style-type: none"> 1) What is your name? 2) Where do you reside? 3) How has organ donation impacted your life? 4) What would you say to someone who hasn't signed up yet to become an organ donor?
06/16/15	Involve volunteers in ECHO-ing message	Ask volunteers to share their donation/Take photo's at volunteer meetings, include selfies
06/16/15	Social media	Approved
06/16/15 Ongoing	Social media announcement	Announce observance in CORE newsletter, post web banner on web site, Facebook, twitter, Instagram
06/25/15	OPO Announcement	Send email to staff, take pictures and announce observance at staff meeting
07/10/2015	Traditional Media	Send news releases to local papers, schedule interviews, place ads in newspaper
07/17/2015	Photo Op	Ex-NFL Players visit CORE 1:00
07/25/2015	Faith/Community Event	Gospel Idol/ECHO Parade (Volunteers)

ECHO –HOW TO HAVE AN EVENT

Our goal is to educate and mentor future medical practitioners of the Gateway Medical Society Youth Mentoring Program (Minority Males 7th- 12th Grades). To provide an understanding of the importance of organ donation in the minority communities while dispelling the myths and misconceptions.

Event Scope:

CORE presents: ECHO Lunch and
Friday, July 17, 2015

11:00 Arrival

Welcome

CORE Overview

Site Tour

Lunch

Chris Henry Video

Sharing Their Stories

- Ron Gooden, Heart Recipient, Former Cleveland Brown
- Bobby Howard – Lifelink of Georgia, Kidney Recipient, Former Tampa Bay Buccaneer

Question and Answer

1:00 Departure



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Donate Life ECHO - What does all Mean!



Team Work
Partners
Diversity
Inclusion
Social Media
Newsletter
Events
Volunteers
Smiles



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Interchangeable Event - Gospel Idol

- Gospel Idol contestants could showcase their talents in the following categories: Gospel singing (solo/group/choir), Christian rap, mime, spoken word and liturgical dance. Participation was free and open to individuals across CORE's West Virginia and western Pennsylvania service area. There was no age limit for contestants.



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Black History Month – February

- Black History Month is an annual celebration of the achievements made by black Americans and a time for recognizing their central role in the United States' history. Transplantation has proven to be more successful when the matching organs are between members of the same ethnic and racial group. With Blacks being at high risk for many illnesses like high blood pressure, diabetes and heart disease that can lead to the need of an organ transplant, it's particularly important to educate and register donors in this community.



National Minority Donor Awareness Week

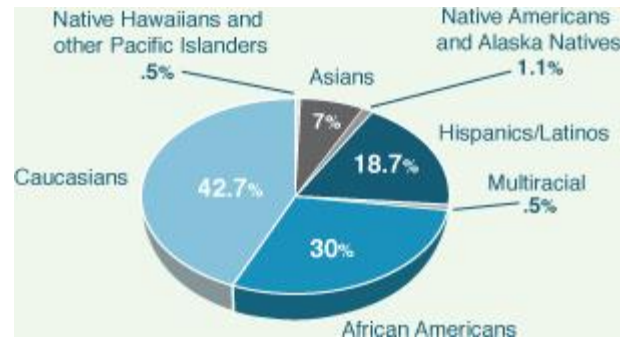
August 1-7, 2015

- Observed annually, National Minority Donor Awareness Week was created to increase awareness of the need for more organ, eye, and tissue donors, especially among minorities. Now in its 18th year, this special observance honors minorities who have been donors, and encourages others to register as donors and take better care of their health in order to reduce the number needing a transplant.

58%

- Minorities make up more than half of those currently on the organ donation waiting lists.

National Minority Donor Awareness Week August 1-7, 2015



- NATIONAL MINORITY DONATION/TRANSPLANTATION ASSOCIATIONS
The [National Minority Organ Tissue Transplant Education Program \(MOTTEP\)](#) was founded to educate and empower minority communities.
- The [Association for Multicultural Affairs in Transplantation \(AMAT\)](#) supports partners in the transplant field as they save and heal lives in diverse communities.

National Community Health Center Week August 9-15, 2015

- Donate Life PA
- Grassroot neighborhoods
- Trust
- Collaboration
- Health Crisis
- You have the potential to save and enhance the lives of up to 50 people.



Hispanic Heritage Month

September 15-October 15, 2015

- National Hispanic Heritage Month is the period from September 15 to October 15 in the United States, when people recognize the contributions of Hispanic and Latino Americans to the United States and celebrate the group's heritage and culture.

CELEBRATE
Hispanic Heritage Month



National Donor Sabbath November 13-15, 2015

- This three-day observance seeks to include the days of worship for major religions practiced in the United States, in order for congregations to come together to learn about and celebrate donation and transplantation, and pray for those affected by it.



Questions??

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