

Increasing Donation among Underserved Communities

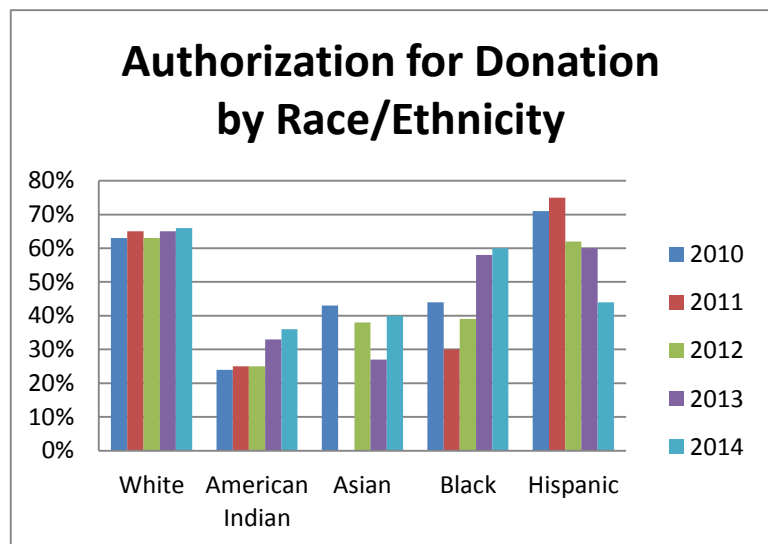
Organ, eye and tissue donation are life-saving gifts which offer hope and healing to thousands in need. While more than 60% of Minnesotans say yes to donation, support for donation varies among racial and ethnic groups. Historically, American Indians have demonstrated a low level support for donation. LifeSource and Hennepin County Medical Center seek support for a partnership to implement culturally-specific programs designed to increase donation among American Indians in Minnesota.

Overview

- The proposal would provide resources to develop outreach and advocacy efforts for all forms of organ donation within the American Indian community. It will build upon an existing federal program led by HCMC that currently educates on living kidney donation only.
- Estimated annual costs are \$200,600.
- Prospective partners include the University of Minnesota, Mayo Clinic, Abbott-Northwestern Hospital, the Minnesota Lions Eye Bank, and community based organizations.
- This effort would serve as the basis for the development of future programs reaching underserved communities such as Asian-Americans and African-Americans.
- As the population in Minnesota continues to grow and become more diverse, developing and sustaining these programs will be critical.

The Need

- Less than 40% of American Indians authorize donation for themselves or a loved one.
- American Indians experience a high need for transplantation as a result of kidney and liver disease.
- A transplant is effective treatment for end-stage organ failure.
- A kidney transplant is less expensive than the alternative treatment of dialysis.
- Increasing the number of people who support donation will result in more lives saved through transplantation.



Program components

- Engagement of Tribal Community Health Workers to implement outreach and engagement programs.
- Hosting community-based events to provide education about donation and transplantation.
- Culturally-sensitive training for team members implementing community outreach and clinical teams caring for families
- Media-based outreach to include paid media spots, sponsorships, and media stories.
- A staff member who will be responsible for community engagement and outreach.
- Creation of digital resources to gather stories and share information about donation.
- Engaging a research consultant to measure the effectiveness of campaign.

