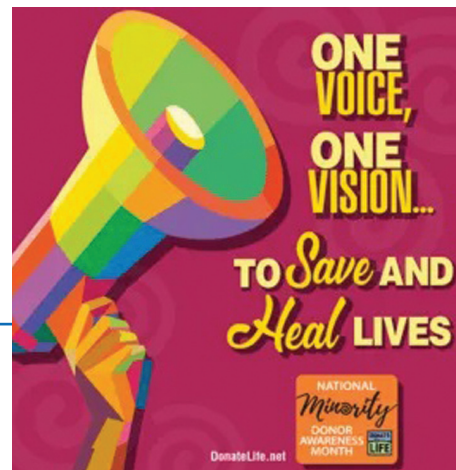


## Advancement of Multicultural Efforts

### in the Transplant Community



**National Minority Donor Awareness week** stems from National Minority Donor Awareness Day, founded in 1996 by the National Minority Organ Tissue Transplant Education Program (MOTTEP), to bring heightened awareness to donation and transplantation in multicultural communities – focusing primarily on African Americans.

National Minority Donor Awareness Month is a collaborative effort by the National Organ, Eye and Tissue Donation Multicultural Action Group to save and improve the quality of life of diverse communities by creating a positive culture for organ, eye, and tissue donation.

According to the National Kidney Foundation, the need for donation and transplant is more pronounced in minority communities where disproportionately higher rates of diabetes, high blood pressure and heart disease contribute to organ failure, especially kidney failure. African Americans are almost four times more likely than White Americans to have kidney failure. Hispanics are 1.3 times more likely than non-Hispanics to have kidney failure.

During National Minority Donor Awareness Month, national organ donation organizations will highlight the need for more organ, eye, and tissue donors within multicultural communities, provide donation education, encourage donor registration, and promote healthy living and disease prevention to decrease the need for transplantation.

National Multicultural Action Group partners, the Association for Multicultural Affairs in Transplantation (AMAT), Association of Organ Procurement Organizations (AOPO), Donate Life America (DLA), National

Minority Organ Transplant Education Program (MOTTEP), and National Kidney Foundation (NKF), have developed the National Minority Donor Awareness Month Toolkit -- now available for download and public dissemination at: [amat1.org](http://amat1.org) and [DonateLife.net](http://DonateLife.net). For resources and more information, please visit: [NMAG1.org](http://NMAG1.org) or [DonateLife.net/nmdam](http://DonateLife.net/nmdam).

#### **Bobby Howard**

*Director of Multicultural Donation Education Program, LifeLink Foundation*

*Lead for National Organ, Eye and Tissue Donation Multicultural Action Group (NMAG)*

*Past president of Association for Multicultural Affairs in Transplantation (AMAT)*



*2021 Clive Callender, MD Circle of Excellence Award*

*TransplantNATION spoke with Bobby Howard of LifeLink Foundation in Atlanta, GA to discuss the initiatives of the National Organ, Eye and Tissue Donation Multicultural Action Group (NMAG).*

#### **How did the National Minority Donor Awareness initiative start?**

The Minority Donor Awareness Day extended to a week. Every organization was doing something different, so a group of us from AMAT: Dr. Callender MD;



myself; Marion Shuck, Gift of Hope; Melissa Devenney, then of Donate Life; Remonia Chapman, Gift of Life Michigan; and Lisa Upsher, then of CORE, discussed what we could do to make it better. We wanted to all be in one accord, get all the organizations to have one voice, one vision.

## How do you think the initiative is working?

Our goal to have similar materials, press releases, and a clearinghouse that people can come to has been successful, but I'd like to see us take it out of the hands of the OPO's and eye banks and put it out there for the community partners.

## What is the significance of August?

That was the month Dr. Callender, MD started. And we of course did not want it too close to April's Donate Life Month, giving time to recoup from those efforts and start planning for National Donor Awareness Month.

## How could the month's efforts be improved?

The group has done a good job of pulling in resources, trying to get more consistency. However, again I think we need to better utilize our community partners to do this on a daily basis. Also, a focus on healthy living will get more organizations involved.

## Do you see the NMAG group expanding?

Yes, now that we have gathered all the information and are disseminating it, we need to work on involving more community folks and other national organiza-

tions like the Red Cross. Working with community organizations is key so there is not a strong tie to an organ donation organization. Strategic planning is critical.

## How can our efforts be more successful to activate the multicultural community?

We need to find the right people to better communicate with the groups that have doubts and concerns about organ, eye, and tissue donation. C

### Clive Callender, MD, FACS

Clive O. Callender is an American surgeon and professor of surgery at Howard University College of Medicine in Washington, D.C. Trained in organ transplantation, he founded the Howard University Hospital Transplant Center in 1974. (Wikipedia)



In the early 1970s, Dr. Callender began developing the first minority-directed dialysis and transplant center in the country at Howard University Hospital. In 1991, Dr. Callender conceptualized and founded the National Minority Organ Tissue Transplant Education Program (MOTTEP) for the purpose of increasing minority donation rates nationally. The organization has been widely heralded for its public awareness campaigns directed at minority communities. (Howard University)