



# Multicultural Outreach Toolkit for Organ, Eye, and Tissue Donation

## **Contents:**

Information About Organ, Eye, and Tissue Donation for Minority Audiences:

- African Americans
- Asians, and Native Hawaiians and Other Pacific Islanders
- Hispanics/Latinos

## **Plus:**

Live-Read Radio Scripts (English/Spanish) and National Minority Donor Awareness Week Materials

To use this toolkit, click the tabs at the left of each page, or simply scroll.



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Health Resources and Services Administration  
Issue Date



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### Multicultural Outreach Toolkit: What's Included, How to Use It.

More people in the U.S. are signing up every day to become organ, eye, and tissue donors—and that's good news.

Unfortunately, the list of those waiting for life-saving transplants continues to grow at a faster pace, especially in minority communities with a high incidence of health conditions that can lead to a need for transplantation.

**Simply put, there's a need for all of us to register as organ, eye, and tissue donors.** People of every gender, every age and every racial and ethnic background. The more people registered, the better chance for all of those on the waiting list.

This Multicultural Toolkit was designed to provide resources, statistics, and tools to support organizations in reaching out to minority populations. The toolkit contains:

- Press release templates about donation among African Americans, Hispanics, and Asians, Native Hawaiians and other Pacific Islanders
- Stories of donors and recipients
- Live-read radio scripts in English and Spanish

It also contains materials to support National Minority Donor Awareness Week, with a customizable press release and a biography of the founder of this observance, Dr. Clive O. Callender, a professor of transplant surgery at Howard University.

These files are available online for download in formats including Microsoft Word, .jpg and .pdf files. You can access them by clicking on the embedded links within this .pdf, and in the Materials & Resources section at [organdonor.gov](http://organdonor.gov).

We hope individuals and organizations will be able to use these materials easily and frequently, to raise awareness about the need for minority donation and to educate audiences about organ, eye, and tissue donation.

Thank you for your continued efforts to empower and encourage individuals everywhere to register to give the gift of life.

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## FAQs On Organ, Eye, and Tissue Donation:

Don't let misinformation and rumors keep you from saving lives. Learn the facts.

**Q: Will doctors still try to save my life if they know I want to be a donor?**

**A:** Absolutely. The medical staff trying to save lives is completely separate from the transplant team. Every effort is made to save your life before donation is considered. Donation takes place only after the patient's death.

**Q: Can people recover from brain death?**

**A:** No. Brain death occurs when an individual's brain has permanently stopped working. People can recover from comas, but not brain death. Coma and brain death are not the same. Brain death is death.

**Q: Are organs matched by race or ethnicity?**

**A:** No. Race and ethnicity are not considered in the matching system. However, a compatible blood type is critical. Because certain blood types are more common in ethnic minority populations, increasing the number of minority donors can increase the frequency of minority transplants. All those waiting for an organ transplant will have a better chance of receiving one if there are more donors from their racial/ethnic background.

**Q: Does social or celebrity status affect someone's position on the waiting list?**

**A:** No. The rich and famous are never given preferential treatment. Organs are distributed based on factors such as medical urgency, blood and tissue type, body size, geographic location, and waiting time.

**Q: Do families incur expenses when a family member is a donor?**

**A:** No. Neither the donor's family nor the estate incurs charges for organ, eye, or tissue donation.

**Q: How old is too old to donate organs, eyes, and tissues?**

**A:** People of all ages may be organ, eye, and tissue donors. The condition of the organ, eye, or tissue, not age, is important. Go to **organdonor.gov** to sign up in your state today. The transplant team will determine at the time of your death whether your organs, eyes, and tissues can be transplanted.

**Q: Is an open-casket funeral possible after donation?**

**A:** Yes. An open-casket funeral is possible after donation. Throughout the entire donation process, the body is treated with care, respect, and dignity. Organs, corneas, and tissues are removed in procedures similar to surgery. Incisions are made below the neck, then closed, and are not visible on a clothed individual.

**Q: Are organs bought and sold in the United States?**

**A:** No. Federal law prohibits buying and selling organs in the United States. Violations are punishable by prison sentences and fines.

**Q: What is the position of different religions on organ donation?**

**A:** Most major religions in the United States support organ, eye, and tissue donation and consider donation as the final act of love and generosity toward others. You can find a detailed list of religious perspectives at **organdonor.gov**.

For more detailed information about organ, eye, and tissue donation, visit **organdonor.gov**.

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## African American Press Release

### African Americans Can Give the Gift of Life Through Organ Donation



Johnny H. Brown

Tragically, on the day after his 38th birthday, Johnny H. Brown was shot as he walked up the driveway of a friend's home. A Code Enforcement and Mobile Assistance Officer for the city of Inglewood, CA, Johnny was always helping others. He was also caring for three young boys at the time of his death.

Staying true to Johnny's benevolent spirit, his mother donated his corneas and tissues. Through this act of generosity, she helped fulfill a critical need in the United States: more organ donors of African American descent.

As of May 2012, there were more than 33,500 African Americans on the waiting list for organs in the United States. Although 1,993 African Americans donated life-saving gifts in 2011, more African American donors are needed.

#### **People of all ages, races and ethnicities can save and enhance lives through organ, eye, and tissue donation.**

Organs, however, are matched to recipients by a variety of factors—such as blood and tissue type—and these factors can vary by race and ethnicity.

Although most racial and ethnic groups donate in proportion to their percent of the U.S. population, the need for transplant in some groups is disproportionately high. African Americans, Asians, Pacific Islanders, and Hispanics are more likely than Caucasians to suffer from end-stage renal (kidney) disease, often as the result of high blood pressure, diabetes, and other conditions that can damage the kidneys.

Today, Johnny's family has continued to find comfort through organ, eye, and tissue donation. By giving the gift of life, they know that Johnny has touched many people's lives long after his was taken.

On [DATE], [YOUR ORGANIZATION] in [INSERT CITY/STATE] will host an outreach activity to encourage donor registration and promote healthy living and disease prevention to decrease the need for transplantation. Activities will include [INSERT EVENTS].

A greater diversity of donors may potentially increase access to organ transplantation for everyone. Like Johnny, you can help save the lives of those in need through organ, eye, and tissue donation. To learn more or register as a donor in your state, visit [organdonor.gov](http://organdonor.gov).

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## Organ, Eye, and Tissue Donation Can Save and Enhance the Lives of African Americans



Khaliegha Dandie-Evans

As an infant, Khaliegha Dandie-Evans was diagnosed with biliary atresia, meaning she had a blockage in the tubes that carried bile from her liver to her gallbladder. Doctors performed the Kasai Procedure to connect the bile ducts together; however, the surgery was unsuccessful. It soon became clear that baby Khaliegha needed a liver transplant to survive.

Khaliegha was put on the national transplant waiting list for a liver, but her mother worried that she might get bumped by a case considered more severe. Khaliegha was five months old when her family received word that they had found a liver match. Khaliegha's mother was amazed that another family was able to see through their own grief and make a decision to donate their child's organs.

“What an amazing gift that mother would give to me and my family. I will be forever grateful.”

— Khaliegha Dandie-Evans's Mother

Today, Khaliegha is just like other kids. She plays, runs, sings, dances, spins, jumps, hugs, kisses, loves people, goes outdoors, and takes only one small dose of anti-rejection medication twice a day. Khaliegha's story represents the impact one donor can make.

As of May 2012, more than 33,500 African Americans were on the waiting list for organs in the United States. Although 1,993 African Americans donated life-saving gifts in 2011, more African American donors are needed. While people of all ages and ethnicities can save and enhance lives through donation, organs are matched to recipients by a variety of factors—such as blood and tissue type—which can vary by race and ethnicity.

Although most ethnic groups donate in proportion to their percent of the U.S. population, the need for transplants in some groups is disproportionately high. For example, African Americans are four times more likely than Whites to suffer from end-stage renal (kidney) disease, sometimes as the result of high blood pressure, diabetes, and other conditions. This can lead to an increased need for kidney transplants.

A greater diversity of donors will increase access to transplantation for everyone. You can help save and enhance the lives of individuals like Khaliegha through organ, eye, and tissue donation. Please go to **organdonor.gov** today to learn more and register as a donor in your state.

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## African Americans and Organ Donation/Transplantation:

Organ	Transplant Waiting List (all ethnicities)	African American Candidates on Waiting List (#)	African American Candidates: % of Waiting List
All Organs	114,373	33,573	29.4%
Kidney	92,404	21,393	34.0%
Liver	16,095	1,193	7.4%
Pancreas	1,263	141	11.2%
Kidney/Pancreas	2,153	478	22.2%
Heart	3,188	682	21.4%
Lung	1,647	165	10.0%
Heart/Lung	52	3	5.8%
Intestine	265	47	17.7%

Organ	Transplants Performed in 2011	African American Recipients in 2011 (#)	African American Recipients: % of Total Recipients in 2011
All Organs	28,538	5,858	20.5%
Kidney	16,814	4,303	25.6%
Liver	6,342	692	10.9%
Pancreas	287	28	9.8%
Kidney/Pancreas	795	178	22.4%
Heart	2,322	486	20.9%
Lung	1,822	151	8.3%
Heart/Lung	27	3	11.1%
Intestine	129	17	13.2%

Donor Type	Donors in 2011	African American Donors in 2011 (#)	African American Donors: % of All Donors in 2011
Living	6,020	697	11.6%
Deceased	8,126	1,296	15.9%
Total	14,146	1,993	14.1%

The source for these tables is the Organ Procurement and Transplantation Network (OPTN) website: <http://optn.transplant.hrsa.gov>. Data as of May 25, 2012.

- Of the 33,573 African Americans on the transplant waiting list, nearly 94% are waiting for a kidney.\*
- African Americans make up the largest group of minorities in need of an organ transplant. African Americans have higher rates of diabetes and high blood pressure than Caucasians, conditions which put people at risk for organ failure.\*\*

\* Organ Procurement and Transplantation Network (OPTN). <http://optn.transplant.hrsa.gov>. Data as of May 25, 2012.

\*\* "Organ Donation and African Americans." U.S. Department of Health and Human Services, Office of Minority Health. <http://minorityhealth.hhs.gov>. May 25, 2012.

For more organ donation data, visit [optn.transplant.hrsa.gov](http://optn.transplant.hrsa.gov).

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## Asian Americans, Native Hawaiians, and Other Pacific Islanders Press Release

### Asian Americans, Native Hawaiians, and Other Pacific Islanders Can Give the Gift of Life Through Organ Donation



Dr. Daw Khin Myint

Dr. Daw Khin Myint's family remembers her as a woman with great talent, courage, dignity, compassion and generosity. After receiving her doctorate degree in medicine, the Burmese-born American set up a medical clinic in a relatively underserved community in California. She then made a career of giving services and resources to the poor. At a mission nearby, she was the only female physician for people to turn to for their medical needs.

Her compassion for others continued well beyond her death. On the eve of her 59th birthday, Dr. Myint's daughters received word that their mother was critically ill. She'd had multiple brain aneurysm ruptures; the bleeding had done such extensive damage that she was no longer responsive to any tests.

"Everything came crashing down," remember Dr. Myint's daughters. "Then an advocate from OneLegacy talked to us about organ, eye, and tissue donation. The idea of having a chance to save someone else's life appealed to us—even though we didn't want to take Mom off life support."

By choosing to donate her organs to those in need, Dr. Myint's family helped fulfill a critical need in the United States: more organ donors of Asian and Pacific Islander descent. As of May 2012, there were more than 7,900 Asian Americans and Pacific Islanders on the waiting list for organs in the United States. Although 426 Asians, Native Hawaiians and other Pacific Islanders donated life-saving gifts in 2011, more Asian donors are needed.

### People of all ages, races and ethnicities can save and enhance lives through organ, eye, and tissue donation.

Organs, however, are matched to recipients by a variety of factors—such as blood and tissue type—and these factors can vary by race and ethnicity.

Although most racial and ethnic groups donate in proportion to their percent of the U.S. population, the need for transplant in some groups is disproportionately high. Asians, Pacific Islanders, Hispanics, and African Americans are more likely than Caucasians to suffer from end-stage renal (kidney) disease, often as the result of high blood pressure, diabetes, and other conditions that can damage the kidneys.

Today, Dr. Myint's daughters have continued to find comfort through their mother's generous gift of life. "It was very painful to let her go," they recall. "But someone got a chance to live because of Mom. As a physician, she cared for so many people. This last gift she made is an everlasting testament to her character."

On [DATE], [YOUR ORGANIZATION] in [INSERT CITY/STATE] will host an outreach activity to encourage donor registration and promote healthy living and disease prevention to decrease the need for transplantation. Activities will include [INSERT EVENTS].

A greater diversity of donors may potentially increase access to organ transplantation for everyone. Like Dr. Myint, you can help save the lives of those in need through organ donation. To learn more or register as a donor in your state, visit [organdonor.gov](http://organdonor.gov).

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# Organ, Eye, and Tissue Donation Can Save and Enhance the Lives of Asians, and Native Hawaiians, and Other Pacific Islanders



May Chen

A world-class martial arts competitor and teacher, May Chen has always relied on her physical skills and mobility. As she neared 60 years old, however, her knees began to swell after workouts. After physical therapy and steroid injections gave the Chinese athlete little lasting relief, her doctor recommended a tissue transplant.

At first, May was unsure about donated tissue, but ultimately decided it would be her best chance of resuming a normal life. She had the surgery as soon as tissue became available and made a remarkable recovery.

“*My knee is almost 100% where it was before; it does not limit me in competitions.*”

— May Chen

A year after her surgery, May won two world championship medals in China. When she returned home, she sent her medals to the tissue recovery agency, and requested that they be sent to her tissue donor's family. May recognizes that without the kindness of her tissue donor's family, she would have never been able to compete again. May's story represents the impact one organ, eye, and tissue donor can make.

As of May 2012, more than 7,900 Asians and Pacific Islanders were on the waiting list for organs in the United States. Although 426 Asians, and Native Hawaiians and other Pacific Islanders donated life-saving gifts in 2011, more Asian donors are needed. While people of all ages and ethnicities can save and enhance lives through donation, organs are matched to recipients by a variety of factors—such as blood and tissue type—which can vary by race and ethnicity.

Although most ethnic groups donate in proportion to their representation in the U.S. population, the need for transplants in some groups is disproportionately high. For example, Asians are one and a half times more likely than Whites to suffer from end-stage renal (kidney) disease, sometimes the result of high blood pressure and other conditions. Pacific Islanders are five times more likely than Caucasians to be on the organ transplant waiting list.

A greater diversity of donors will increase access to organ transplantation for everyone. You can help save and enhance the lives of individuals like May Chen through organ, eye, and tissue donation. Please go to **organdonor.gov** today to learn more and register as a organ, eye, and tissue donor in your state.

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## Asians and Organ Donation/Transplantation:

Organ	Transplant Waiting List (all ethnicities)	Asian Candidates on Waiting List (#)	Asian Candidates: % of Waiting List
All Organs	114,373	7,411	6.5%
Kidney	92,404	6,578	7.1%
Liver	16,095	749	4.7%
Pancreas	1,263	17	1.3%
Kidney/Pancreas	2,153	32	1.5%
Heart	3,188	68	2.1%
Lung	1,647	23	1.4%
Heart/Lung	52	1	1.9%
Intestine	265	10	3.8%

Organ	Transplants Performed in 2011	Asian Recipients in 2011 (#)	Asian Recipients: % of Total Recipients in 2011
All Organs	28,538	1,342	4.7%
Kidney	16,814	947	5.6%
Liver	6,342	283	4.5%
Pancreas	287	3	1.0%
Kidney/Pancreas	795	13	1.6%
Heart	2,322	62	2.7%
Lung	1,822	28	1.5%
Heart/Lung	27	2	7.4%
Intestine	129	4	3.1%

Donor Type	Donors in 2011	Asian Donors in 2011 (#)	Asian Donors: % of All Donors in 2011
Living	6,020	211	3.5%
Deceased	8,126	191	2.4%
Total	14,146	402	2.8%

The source for these tables is the Organ Procurement and Transplantation Network (OPTN) website: <http://optn.transplant.hrsa.gov>. Data as of May 25, 2012.

- Of the 7,411 Asians on the transplant waiting list, 89% are waiting for a kidney.\*
- Asians suffer significantly from liver disease and hepatitis, conditions known to put patients at risk for organ failure.\*\*

\* Organ Procurement and Transplantation Network (OPTN). <http://optn.transplant.hrsa.gov>. Data as of May 25, 2012.

\*\* "Organ Donation and Asian Americans" U.S. Department of Health and Human Services, Office of Minority Health. <http://minorityhealth.hhs.org>. June 27, 2012.

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## Native Hawaiians and Other Pacific Islanders and Organ Donation/Transplantation:

Organ	Transplant Waiting List (all ethnicities)	Pacific Islander Candidates on Waiting List (#)	Pacific Islander Candidates: % of Waiting List
All Organs	114,373	542	0.5%
Kidney	92,404	503	0.5%
Liver	16,095	30	0.2%
Pancreas	1,263	0	0.0%
Kidney/Pancreas	2,153	12	0.6%
Heart	3,188	4	0.1%
Lung	1,647	2	0.1%
Heart/Lung	52	0	0.0%
Intestine	265	0	0.0%

Organ	Transplants Performed in 2011	Pacific Islander Recipients in 2011 (#)	Pacific Islander Recipients: % of Total Recipients in 2011
All Organs	28,538	67	0.2%
Kidney	16,814	41	0.2%
Liver	6,342	17	0.3%
Pancreas	287	0	0.0%
Kidney/Pancreas	795	1	0.1%
Heart	2,322	8	0.3%
Lung	1,822	0	0.0%
Heart/Lung	27	0	0.0%
Intestine	129	0	0.0%

Donor Type	Donors in 2011	Pacific Islander Donors in 2011 (#)	Pacific Islander Donors: % of All Donors in 2011
Living	6,020	4	0.1%
Deceased	8,126	20	0.2%
Total	14,146	24	0.2%

The source for these tables is the Organ Procurement and Transplantation Network (OPTN) website: <http://optn.transplant.hrsa.gov>. Data as of May 25, 2012.

- Of the 542 Native Hawaiians and other Pacific Islanders on the transplant list, 93% are waiting for a kidney.\*
- Native Hawaiians are nearly six times as likely as Caucasians living in Hawaii to die from diabetes. Native Hawaiians and other Pacific Islanders are also seven times more likely than Caucasians to be diagnosed with chronic liver disease which puts patients at risk for organ failure.\*\*
- Pacific Islanders are five times more likely than Caucasians to be on the organ transplant waiting list.\*

\* Organ Procurement and Transplantation Network (OPTN). <http://optn.transplant.hrsa.gov>. Data as of May 25, 2012.

\*\* "2004 Hawaii Diabetes Report." Hawaii Department of Health. <http://hawaii.gov/health/family-child-health/chronic-disease/diabetes/pdf/diabetesreport.pdf>. May 25, 2012; and "Summary Health Statistics for U.S. Adults: National Health Interview Survey, 2006." U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics. [http://www.cdc.gov/nchs/data/series/sr\\_10/sr10\\_235.pdf](http://www.cdc.gov/nchs/data/series/sr_10/sr10_235.pdf). May 25, 2012.

For more organ donation data, visit [optn.transplant.hrsa.gov](http://optn.transplant.hrsa.gov).

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## Hispanic/Latino Press Release

### Hispanic Americans Can Give the Gift of Life Through Organ, Eye, and Tissue Donation



Family of Rhonda Kay Flores

Just before her 20th birthday, Rhonda Kay Flores, a young mother of Mexican descent, suffered injuries that led to a massive and deadly stroke. Her family honored their beloved daughter's wishes to be an organ donor.

Rhonda's family describes her as a beautiful person, inside and out. "Rhonda was a wonderful daughter, full of life. She loved with all of her precious heart. She was a giving person. She never worried about what she would receive, rather whose life she could make happier."

Her family explains that donation has helped them cope with the tragedy of losing Rhonda. By honoring Rhonda's wishes to become a donor, "we have found peace, and know that through organ donation most of her is still alive. She is our beautiful guardian angel."

Today, Rhonda's family has continued to find comfort through organ donation. They have also corresponded with some of Rhonda's organ recipients.

By registering to become an organ donor, Rhonda helped fulfill a critical need in the United States: more organ donors of Hispanic descent. As of May 2012, there were more than 20,600 Hispanic Americans on the waiting list for organs in the United States. Although 1,889 Hispanic Americans donated life-saving gifts in 2011, more donors of Hispanic/Latino descent are needed.

**People of all ages, races and ethnicities can save and enhance lives through organ donation.** Organs, however, are matched to recipients by a variety of factors—such as blood and tissue type—and these factors can vary by race and ethnicity.

Although most racial and ethnic groups donate in proportion to their representation in the U.S. population, the need for transplant in some groups is disproportionately high. Hispanics, African Americans, Asians, and Pacific Islanders are more likely than Caucasians to suffer from end-stage renal (kidney) disease, often as the result of high blood pressure, diabetes, and other conditions that can damage the kidneys. This can lead to an increased need for kidney transplants.

On [DATE], [YOUR ORGANIZATION] in [INSERT CITY/STATE] will host an outreach activity to encourage donor registration and promote healthy living and disease prevention to decrease the need for transplantation. Activities will include [INSERT EVENTS].

A greater diversity of donors may potentially increase access to organ transplantation for everyone. Like Rhonda, you can help save the lives of those in need through organ donation. To learn more or register as a donor in your state, visit [organdonor.gov](http://organdonor.gov).

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## Organ, Eye, and Tissue Donation Can Save and Enhance the Lives of Asians, and Native Hawaiians, and Other Pacific Islanders



George Rivera

Car enthusiast and organ recipient George Rivera put his passions into full throttle when he customized a '67 Chevy Impala dedicated to his second chance at life.

In order to promote organ and tissue donation in his community, Rivera spent more than 2 years perfecting the car, named "Second Life," which is painted

blue and green and adorned with the Donate Life logo. The number 213 is painted on the back of the car, representing that George was the 213th patient to receive a heart transplant at University Medical Center in Tucson.

George contracted rheumatic fever as a child, damaging his heart. After graduating from high school, he was placed on the national transplant waiting list. Less than a year later, on December 2, 1989, he received his new heart.

“The reason why I’m [promoting organ and tissue donation] is because I was able to get a second life. This is my way to give back because I am living, from here it will catch on.”

— George Rivera

Ten years later, George was diagnosed with renal failure and spent 3 years on dialysis before receiving a kidney transplant on March 29, 2003. George’s story represents the impact organ donors make.

As of May 2012, there were more than 20,600 Hispanics/Latinos on the waiting list for organs in the United States. Although 1,889 Hispanics/Latinos donated life-saving gifts in 2011, more donors of Hispanic/Latino descent are needed. While people of all ages and ethnicities can save and enhance lives through donation, organs are matched to recipients by a variety of factors—such as blood and tissue type—which can vary by race and ethnicity.

Although most ethnic groups donate in proportion to their representation in the U.S. population, the need for transplants in some groups is disproportionately high. For example, Hispanics/Latinos are one and a half times more likely than non-Hispanics/Latinos to suffer from end-stage renal (kidney) disease, sometimes as the result of high blood pressure, diabetes, and other conditions.

A greater diversity of donors will increase access to organ transplantation for everyone. You can help save and enhance the lives of individuals like George Rivera through organ, eye, and tissue donation. Please go to **organdonor.gov** today to learn more and register as a donor in your state.

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## Hispanics/Latinos and Organ Donation/Transplantation:

Organ	Transplant Waiting List (all ethnicities)	Hispanic Candidates on Waiting List (#)	Hispanic Candidates: % of Waiting List
All Organs	114,373	20,672	18.1%
Kidney	92,404	17,486	18.9%
Liver	16,095	2,766	17.2%
Pancreas	1,263	136	10.8%
Kidney/Pancreas	2,153	264	12.3%
Heart	3,188	245	7.7%
Lung	1,647	114	6.9%
Heart/Lung	52	10	19.2%
Intestine	265	40	15.1%

Organ	Transplants Performed in 2011	Hispanic Recipients in 2011 (#)	Hispanic Recipients: % of Total Recipients in 2011
All Organs	28,538	3,929	13.8%
Kidney	16,814	2,548	15.2%
Liver	6,342	915	14.4%
Pancreas	287	35	12.2%
Kidney/Pancreas	795	90	11.3%
Heart	2,322	222	9.6%
Lung	1,822	95	5.2%
Heart/Lung	27	2	7.4%
Intestine	129	17	13.2%

Donor Type	Donors in 2011	Hispanic Donors in 2011 (#)	Hispanic Donors: % of All Donors in 2011
Living	6,020	812	13.5%
Deceased	8,126	1,077	13.3%
Total	14,146	1,889	13.4%

The source for these tables is the Organ Procurement and Transplantation Network (OPTN) website: <http://optn.transplant.hrsa.gov>. Data as of May 25, 2012.

- Of the 20,672 Hispanics/Latinos on the transplant waiting list, 85% are waiting for a kidney.\*
- Hispanics/Latinos have high rates of diabetes and heart disease. Mexican Americans in particular suffer disproportionately from obesity, which contributes to diabetes, hypertension, and heart disease. These conditions put people at risk for organ failure.\*\*

\* Organ Procurement and Transplantation Network (OPTN). <http://optn.transplant.hrsa.gov>. Data as of May 25, 2012.

\*\* "Organ Donation and Hispanic Americans." U.S. Department of Health and Human Services, Office of Minority Health. <http://minorityhealth.hhs.gov>. May 25, 2012.

For more organ donation data, visit [optn.transplant.hrsa.gov](http://optn.transplant.hrsa.gov).

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### 10 Seconds:

1. Organ transplants save lives ... but only if you help. Donate the gift of life. Be an organ, eye, and tissue donor. Learn more at [organ-donor-dot-gov](http://organ-donor-dot-gov).
2. Did you know that just one organ, eye, and tissue donor can save up to eight lives and enhance many more? For more information, visit [organ-donor-dot-gov](http://organ-donor-dot-gov).
3. August 1 marks the start of National Minority Donor Awareness Week. Now is the perfect time to learn about organ donation and how to sign up. Visit [organ-donor-dot-gov](http://organ-donor-dot-gov).

### 15 Seconds:

1. Did you know that more than half of all people waiting for organ transplants are minorities? Their best chance for a life-saving transplant comes when we all have signed up to be donors. Join the 100 million registered donors and sign up today. Go to [organ-donor-dot-gov](http://organ-donor-dot-gov).
2. National Minority Donor Awareness Week is a time to thank organ, eye, and tissue donors from all backgrounds—for the lives they have touched, saved, and improved. Sign up today. Learn more at [organ-donor-dot-gov](http://organ-donor-dot-gov).

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## Guión de Radio en Español para Leer en Vivo:

### 10 segundos:

1. Los trasplantes de órganos salvan vidas ... pero solo si usted ayuda. Done vida. Sea donante de órganos y tejidos. Más información en [organ.donor-dot-gov](http://organ.donor-dot-gov).
2. ¿Sabía que un solo donante de órganos, ojos, y tejidos puede salvar hasta ocho vidas y mejorar muchas más? Para más información, visite [organ.donor-dot-gov](http://organ.donor-dot-gov).

### 15 segundos:

1. El 1 de agosto marca el comienzo de la Semana Nacional de Concientización del Donante Minoritario. Esta es una excelente oportunidad para informarse sobre la donación de órganos y sobre cómo inscribirse. Visite [organ.donor-dot-gov](http://organ.donor-dot-gov).
2. La Semana Nacional de Concientización del Donante Minoritario es una oportunidad para agradecer a los donantes de órganos, ojos, y tejidos de todos los entornos—por las vidas que han modificado, salvado y mejorado. Inscribese hoy mismo. Visite [organ.donor-dot-gov](http://organ.donor-dot-gov).
3. ¿Sabía que más de la mitad de las personas que están a la espera de un trasplante de órganos son minorías? El 1 de agosto comienza la Semana Nacional de Concientización del Donante Minoritario. Informarse e inscribirse. Visite [organ.donor-dot-gov](http://organ.donor-dot-gov).

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# August 1 Marks the Start of National Minority Donor Awareness Week—[Insert Description of Events] in [Insert City Name]

## The Need for More Minority Organ, Eye, and Tissue Donors Continues to Grow

IMMEDIATE RELEASE

Contact: [INSERT CONTACT NAME]

Phone: [INSERT CONTACT PHONE]

Washington, D.C. (Date) – Today in America, nearly 115,000 people are on the national waiting list for a life-saving organ transplant. More than half of them are minorities.

Originally established as National Minority Donor Awareness Day on August 1, 1996, National Minority Donor Awareness Week calls attention to the urgent need for registered organ, eye, and tissue donors from minority populations. Observed during the first week of August, National Minority Donor Awareness Week is a special time dedicated to coordinating minority-focused outreach activities, bringing donation messages to minority communities, honoring donors, encouraging donor registration, and promoting healthful living and disease prevention to decrease the need for transplantation.

The U.S. Department of Health and Human Services, Health Resources and Service Administration (HRSA), and health advocates across the country are observing this occasion. Observance in (INSERT CITY/STATE) will include (INSERT EVENTS).

"Our goal is to encourage organ, eye, and tissue donation through education," said Dr. Clive O. Callender, founder of National Minority Donor Awareness Week. Dr. Callender is also the founder of the National Minority Organ Tissue Transplant Education Program (MOTTEP), and Professor of Surgery at

Howard University Hospital. "We also teach communities the importance of creating healthy lifestyles by eating better, exercising daily, getting blood pressure checks and urine screens to help reduce the need for organ transplantation."

Increasing the number of registered donors is especially critical for minorities, who make up more than 50 percent of all those on the national transplant waiting list. Donor organs are matched for transplant according to several factors, including blood and tissue type, which can vary by ethnicity. And while people of every race frequently match each other, those on the waiting list are more likely to receive transplants if more people from all backgrounds donate.

"When we started this effort in 1996, we were told that minorities don't donate organs—we've proven that wrong," explains Dr. Callender. "Instead, we've learned that by overcoming common misconceptions and creating awareness about organ donation, communities come together and help take care of each other."

(Continued on the next page.)

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## August 1 Marks the Start of National Minority Donor Awareness Week (cont.)

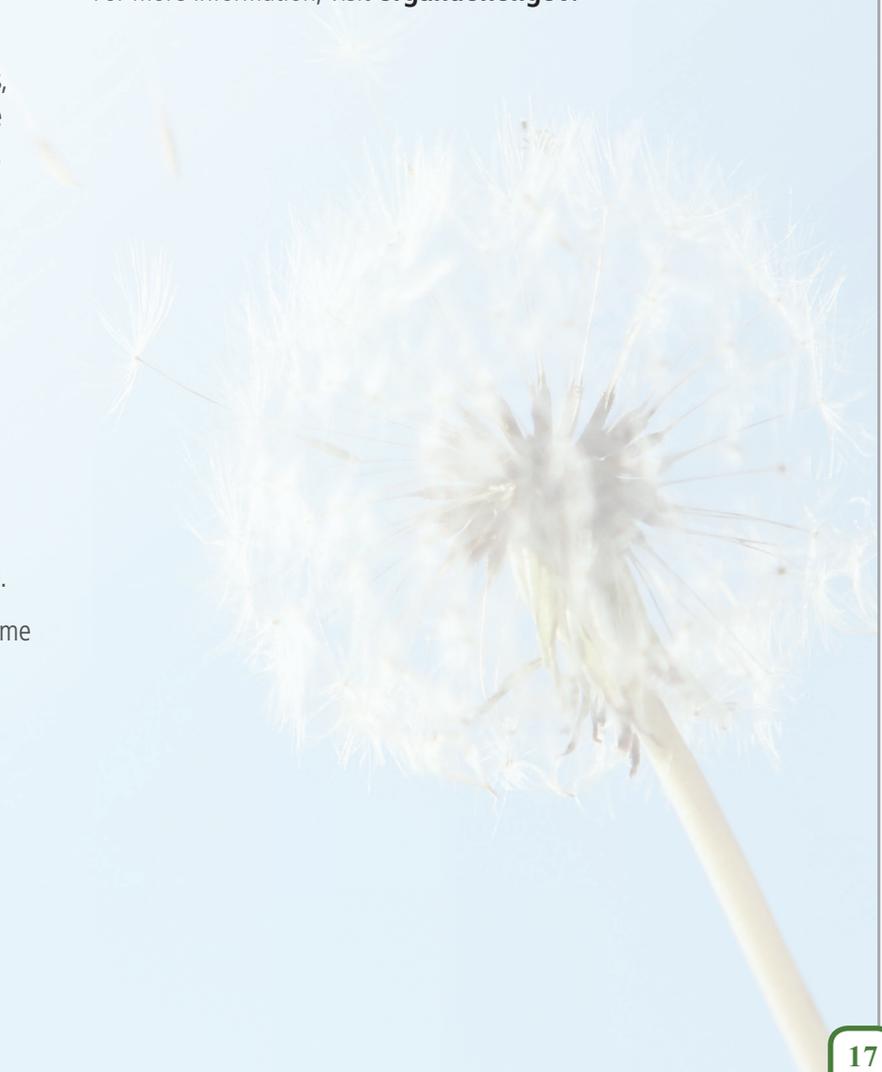
Some of the facts people need to know about organ, eye, and tissue donation include:

- Most major religions in the U.S. support organ donation and view it as an act of kindness.
- Doctors will do everything they can to save a person's life and the transplant team will be involved only when all efforts to save the individual's life are exhausted.
- Factors such as blood and tissue type, severity of illness, time on waiting list, distance from donor, and body size are considered when matching donor organs to recipients.
- Ethnicity, wealth, and fame are never part of the matching process.
- As of May 2012, there were more than 33,500 African Americans, more than 20,000 Hispanic Americans, and more than 7,900 Asian Americans and Pacific Islanders on the national waiting list for organs in the United States.
- In 2011, 4,308 individuals from these ethnic communities donated their organs. However, many more donors from all backgrounds are critically needed.

To learn more about organ donation and to register to become an organ, eye, and tissue donor, visit [organdonor.gov](http://organdonor.gov).

To download a Word version of this document, please [click here](#).

About HRSA: The Division of Transplantation (DoT) is within the U.S. Department of Health and Human Services, Health Resources and Services Administration's Healthcare Systems Bureau. DoT is the primary Federal entity responsible for oversight of the organ and blood stem cell transplant systems in the U.S. and for initiatives to increase the number of organ donors in this country. For more information, visit [organdonor.gov](http://organdonor.gov).



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## National Minority Donor Awareness Week Founder's Bio

**Dr. Clive O. Callender, Founder, National Minority Donor Awareness Week, National Minority Organ Tissue Transplant Education Program (MOTTEP), and Professor of Surgery at Howard University**



Dr. Clive O. Callender is a native of New York and was educated in its public schools and colleges. After earning his degree at Nashville's Meharry Medical College in 1963 as the top-ranking medical student, and completing his surgical training at Howard University and Freedmen's Hospital in 1969, he received his

transplant surgical training at the University of Minnesota and University of Pittsburgh—two of the premier transplant training programs in the United States.

Dr. Callender returned to Howard University Hospital in 1973, where he was awarded an assistant professorship at the hospital's medical school and founded the Howard University Hospital Transplant Center. It was the first minority-operated center in the United States.

Dr. Callender was instrumental in developing a program launched by National Institutes of Health in 1991 to found the National Minority Organ Tissue Transplant Education Program (MOTTEP), which aims to increase the number of donors among all minority groups in the United States.

In January 1996, Dr. Callender was appointed Chairman of the Department of Surgery at Howard University and one month later, was appointed the first LaSalle D. Leffall, Jr. Professor of Surgery at the Howard University College of Medicine, where he is currently employed.

Later that year, Dr. Callender founded National Minority Donor Awareness Day to raise awareness across the country of the urgent need for organ, eye, and tissue donors from the minority population. And, in 2012, this one-day observance was expanded to National Minority Donor Awareness Week.

As a leading African American transplant surgeon and expert in minority and organ/tissue donation and transplantation, Dr. Callender has addressed professional and lay audiences at more than 700 meetings/forums on the subject of transplantation. He has also authored more than 100 scientific publications, is a member of numerous professional societies, and has served as referee for ten scientific journals.

He serves as a member or advisor to numerous boards, committees and task forces involved with transplantation issues. Although Dr. Callender has received many honors and awards in recognition of his significant contributions in these areas, it is his dream that he be remembered as a God-fearing surgeon who reached the "unreachable stars."