

DIVERSITY, EQUITY, AND INCLUSION: DEI EFFORTS TO INCREASE DONATION



Diversity, Equity, and Inclusion: DEI Efforts to Increase Donation



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IMPROVING HEALTH EQUITY IN DONATION AND TRANSPLANTATION

**Dr. Clive O. Callender
Transplant Surgeon and
Professor of Surgery
Howard University**

OUR URGENT CHALLENGE

BREAKING THROUGH A DECADES-OLD PROBLEM:

The persistent inequity in the number of organ donors and transplant recipients in the United States who are minorities.

THE REALITY OF INEQUITY IN ORGAN DONATION AND TRANSPLANTATION

- Black Americans are almost four times as likely as Whites to develop kidney failure.
- While Black Americans make up about 13% of the U.S. population, they account for 35% of people with kidney failure.
- The vast majority of people on the organ transplant waitlist, a full 85% percent, need a kidney transplant.
- In 2020, the number of Black patients who received organ transplants was 27.7 percent of those on the waiting list, while the number of White patients who received transplants was 47.6 percent of those waiting.
- The number of Black nephrologists is less than 7% of the total and transplant surgeons are 5.5%.

WHERE WE HAVE COME

MOTTEP: Minority Organ Tissue Transplant
Organ Education Program

- Number one problem in transplantation:

SHORTAGE OF DONORS!



BACKGROUND

- In 1982, minorities represented more than 50% of the national transplant waiting list, but represented only 15% of the donor population. Previously minorities, especially, African Americans (Blacks) were thought not likely to donate.



BACKGROUND

- In 1978, SEOPF [The Southeastern Organ Procurement Foundation] comes to me to request my participation to help solve the African American Donor Shortage – but has no funds to support this effort.
- In 1980, I meet Dr. James Bayton - an eminent psychologist who reviews the SEOPF data with me and proposes a collaboration to find out why African Americans are reluctant donors while being the commonest sufferers of ESRD [END STAGE RENAL DISEASE] because of their predilection to HTN and diabetes.



BACKGROUND

- In 1980, we obtain \$500 from Howard University to survey 40 Washington DC residents and identify:

(1) the 5 reasons Blacks are unwilling to donate;

(2) identify ways to overcome their reluctance to donate.



OBSTACLES TO DONATION AMONG AFRICAN AMERICANS



OBSTACLES TO DONATION AMONG AFRICAN AMERICANS

**Armed with a \$500 grant from
Howard University Hospital.**

**Convened 40 person focus group
session. Group met in 2 hour
session.**

**Began pilot study between Howard
University Hospital
and National Kidney Foundation
(National Capital Area) Organ
Donor Program – 1982-1984.**



LACK OF TRANSPLANT AWARENESS

**HMMMM! TO HIM
WE DON'T EVEN
EXIST!**



RELIGIOUS MYTHS AND MISPERCEPTIONS



**SORRY
ONE KID
ONE WIN**



FEAR OF PREMATURE DEATH



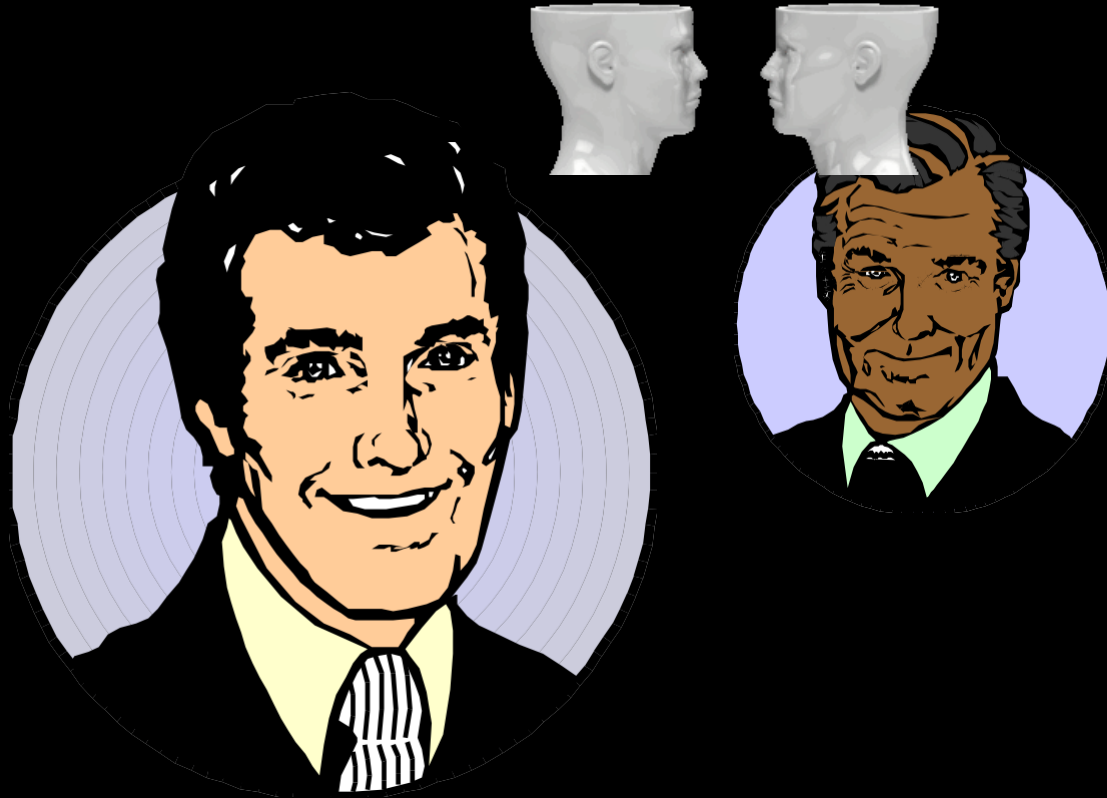
MEDICAL DISTRUST

The Doc Is Not
Looking for Just
Another Guinea Pig...
RIGHT!



RACISM

**Why Should I Give You
My Kidney? Aren't There
More Minorities in Need
of A Kidney?**

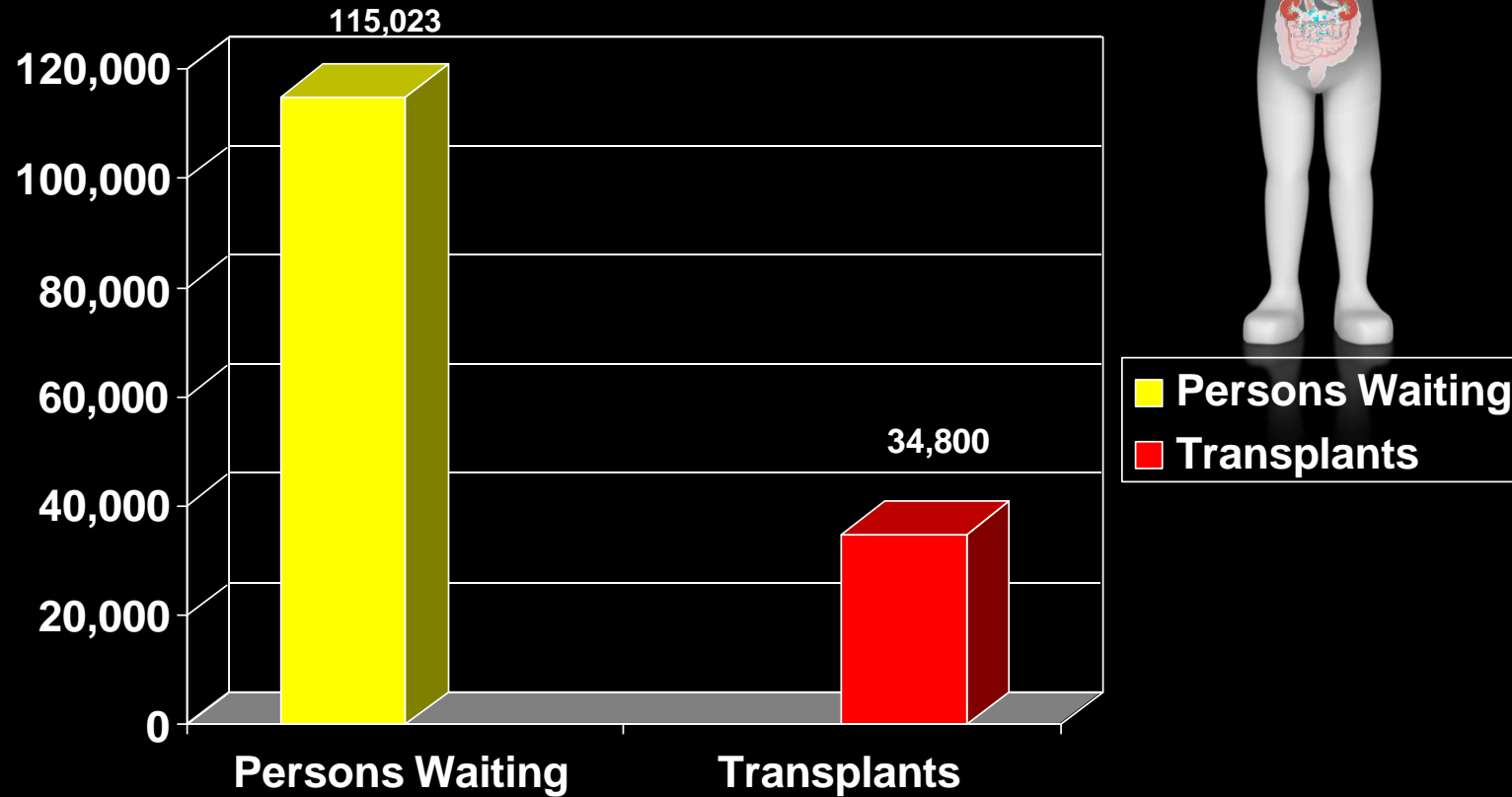
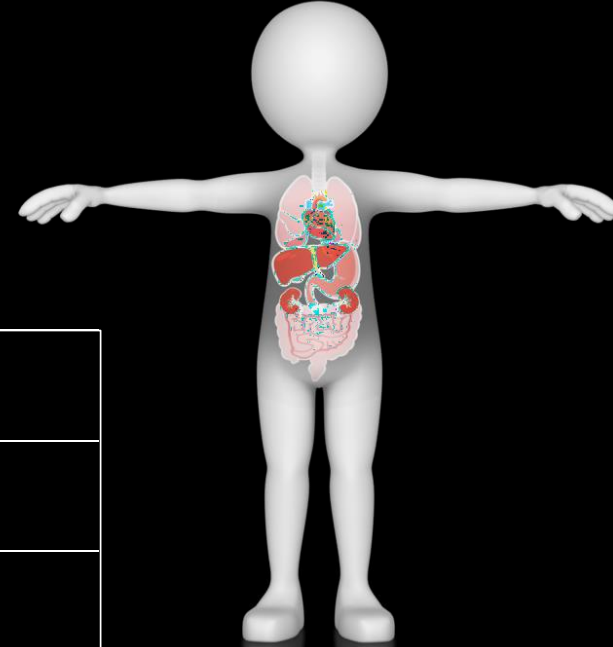


Transplant Waiting List Growth



National Waiting List vs. Transplants Annually

(All Organs)





METHODS

- The methodology was based upon a review of the data of the outcome of the local grass roots efforts of the D.C. Organ Donor Program (1982-1988) and the mass media campaign of the Dow Take Initiative Program (1986-1992) that focused on increasing donation rates among Blacks.



METHODS

- Between 1982 and 1988 in the District of Columbia, Black donor card signings increased from 20/month to 750/month and Black donations doubled.



METHODS

- Gallup Polls in 1985 and 1990 indicated a tripling of Blacks awareness of transplantation and the number of Blacks signing donor cards.



D.C. Organ Donor Project

+

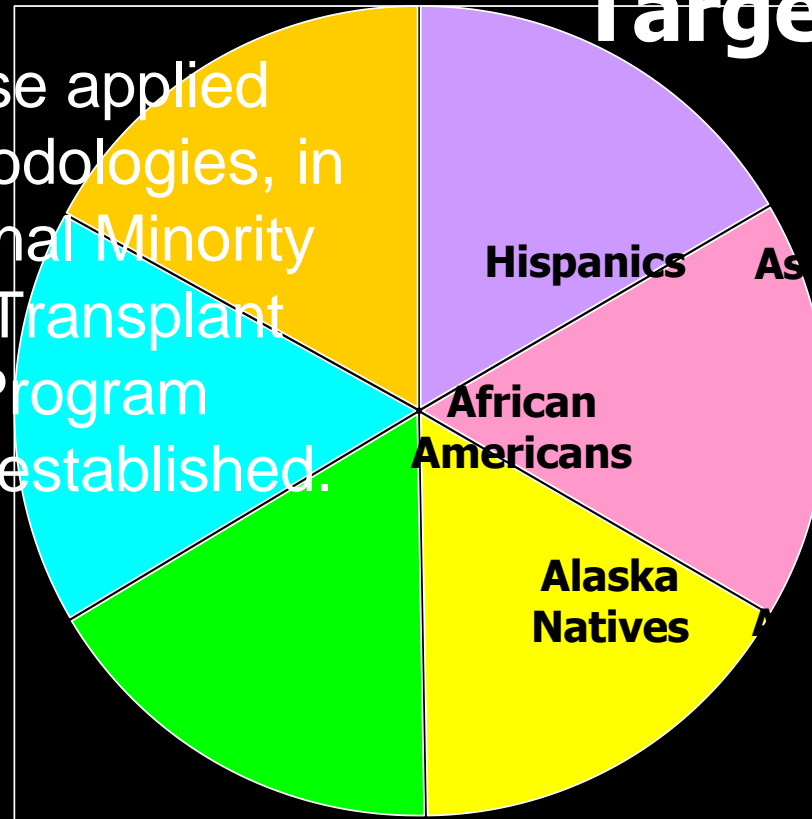
DOW Tip =

MOTTEP®



Target Audience:

Based on these applied successful methodologies, in 1991, the National Minority Organ Tissue Transplant Education Program (MOTTEP) was established.



National MOTTEP® Mission Statement

- To reduce the number and rate of ethnic minority Americans needing organ and tissue transplants.

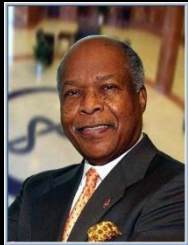


SUPPORTING THE MOTTEP VISION

The following individuals initiated and provided funding between 1993 and 2005.



1. Former Congressman Louis Stokes-OH.
(Former Chairperson, CBC Health Braintrust)



2. Secretary of Health, Louis Sullivan
(1989-1993).



3. Dr. John Ruffin, Retired Director,
Institute on Minority Health and Health
Disparities.



National MOTTEP[®]

- National MOTTEP[®] has operated a total of 16 cities during its rich history and has reached more than 12 million persons, including all ethnicities.
- National MOTTEP[®] has utilized culturally sensitive and ethnically similar community volunteers with hands-on involvement in the planning and implementation stages of creative program activities.



The Organ Donation Crisis

- **A Two-Fold Solution!**
- Prevention and Intervention



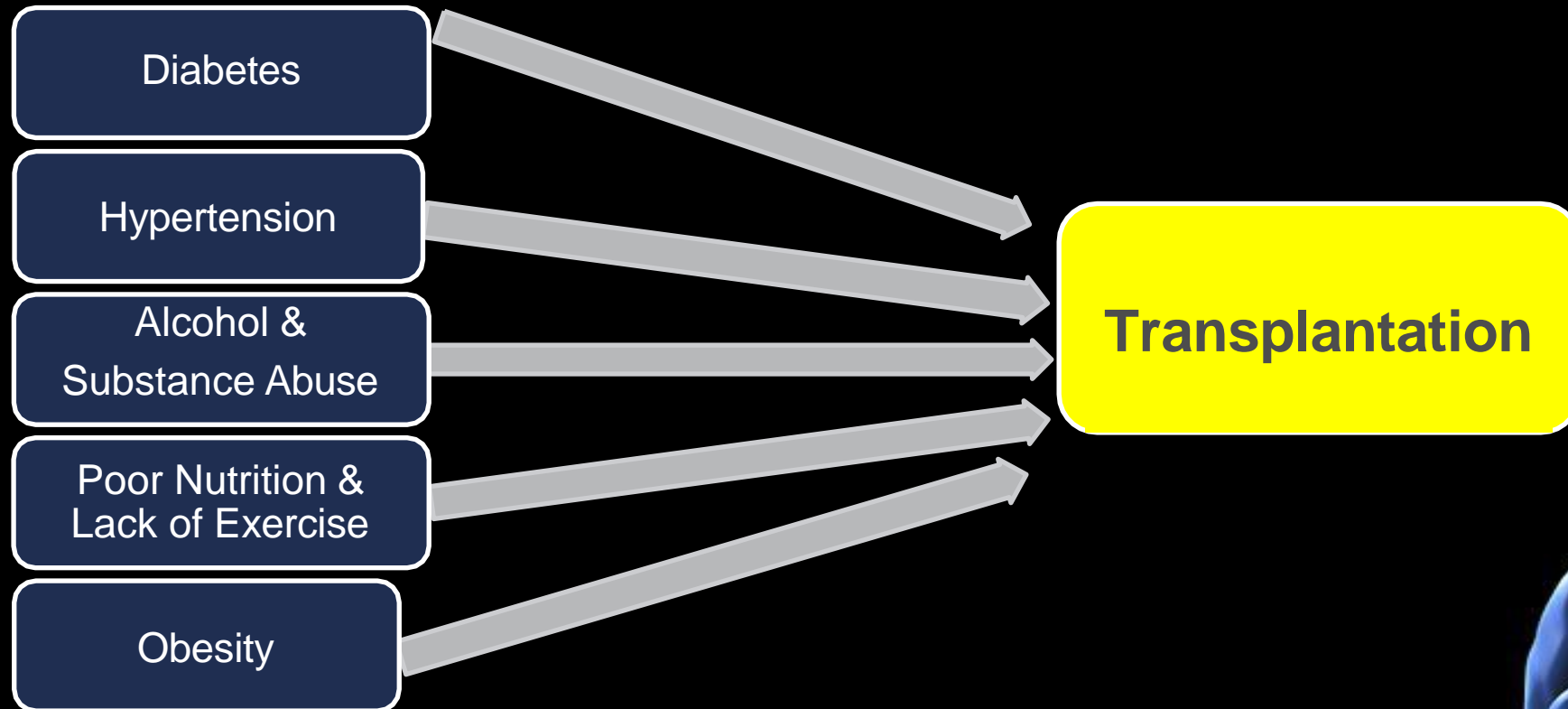
National MOTTEP[®]

Launched new health promotion campaign in
2001:

Love Yourself —  **Take care of Yourself**



National MOTTEP[®]



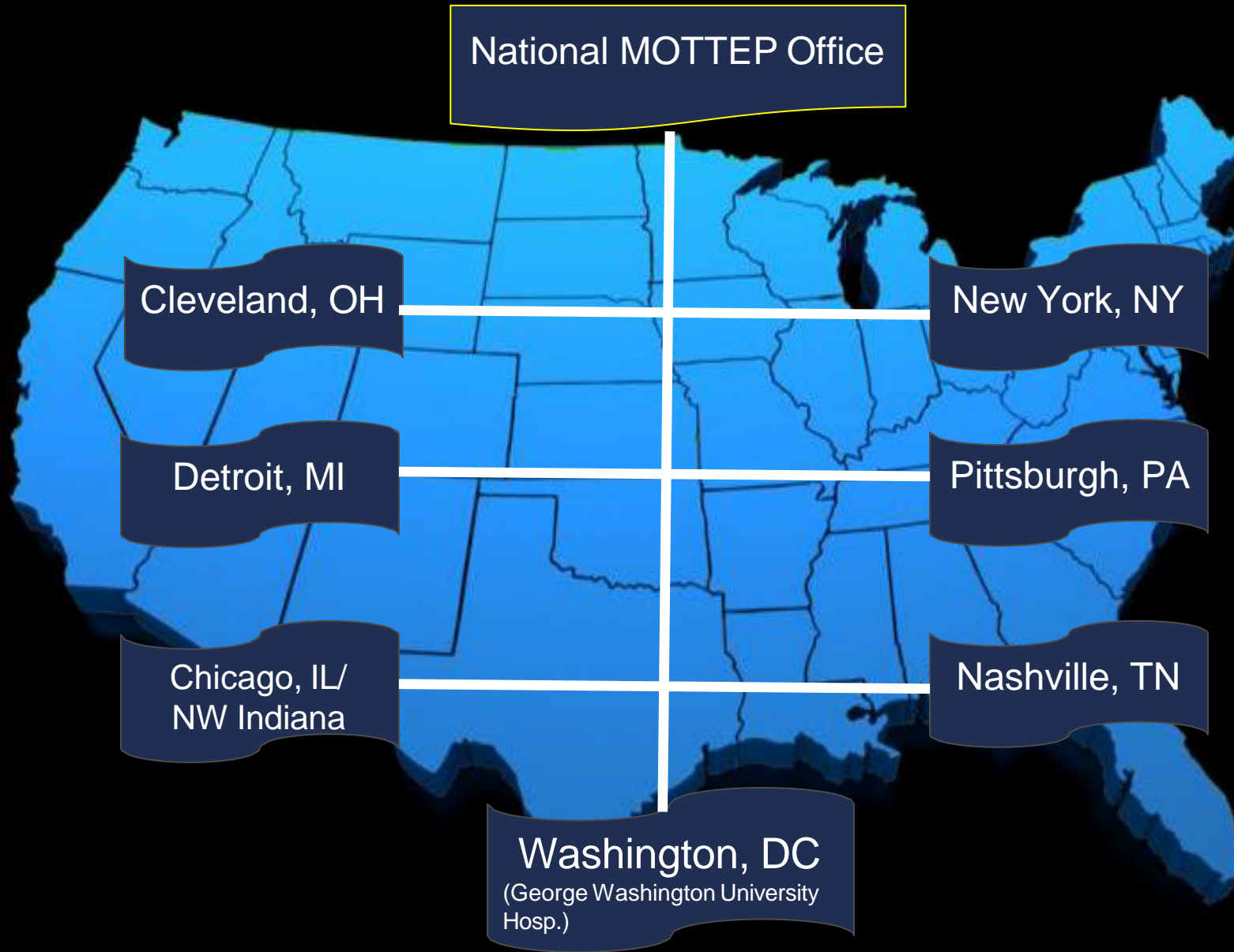
Diseases and behaviors that lead to the need for Transplantation are addressed



HOW HAS NATIONAL
MOTTEP[®]
CONTRIBUTED TO
THE REAL IMPACT?



CURRENT MOTTEP SITES



Increase in Minority Donors

Ethnicity	Number Of Donors		Organ Donors Per Million		Donation Percentages	
	1990	2008	1990	2008	2000	2008
Black	659	2007	22.4	53	11.2%	14%
Hispanic/Latino	518	1957	22.9	50	11.2%	14%
Asian	73	424	10.3	35.3	2.7%	2.9%
Total Minority Donors					25.1%	30.9%



Increase in Minority Donors

- Total ethnic minority organ donors per million increased from 8-10 in 1982 to 35 O.D.M (Blacks and Latino/Hispanics) in 2002.
- National minority donor percentages increased from 15% to 28.5% of donors in 2002 (minorities comprised 25% of the USA population in 2000).



RESULTS

Organ Donors Per Million

Rising from the Bottom to the Top

Year	Blacks	Whites	Hispanics	Asians
1995	33.1	34.2	31.5	17.9
2010	35.36	27.07	25.59	14.70

Based on the above data from UNOS, Blacks rank as the number one ethnic group in reference to organ donors per million.

Note: Blacks now represent 17% of the donor population (deceased and living), while representing 13% of the total U.S. population.



CONCLUSIONS

- Based upon the data retrieved from the United Network for Organ Sharing in 2010, Blacks were ranked above Whites and other ethnic minority populations as the number one ethnic group of organ donors per million within the U.S.



CONCLUSIONS

- This indicates that when a campaign comprised of grass roots face to face presentations and interactions along with media reinforcement is applied, donation rates can be increased and sustained.



CONCLUSIONS

- Certain organizations have contributed to increased and sustained donation rates. Some of these are:
 - **National MOTTEP**
 - **The Association of Multicultural Affairs in Transplantation**
 - **The Washington Regional Transplant Community**
 - **Organ Procurement Organizations using special observances such as:**
 - National Minority Donor Awareness Week
 - The Triple A Effect (Awareness, Action, Accountability)
 - Community Education and Empowerment have contributed to increased and sustained donation rates.
- ---Donate Life America



CONCLUSIONS

- Emphasis on social media with the exclusion of face to face interaction may partially explain the decrease in other ethnic groups.
- When funding decreased for MOTTEP sites, the focus with existing 7 sites continued with the African American population and continued face-to-face presentations. Hence the consistent increase in African American donations versus decrease in other ethnic populations.



CONCLUSIONS

- The application of the MOTTEP methodology is applicable to all ethnic groups and should be used liberally. However, adequate funding must be made available in order to reach all ethnic groups in the same manner as the African American population.



A coalition forms

- In November of 2021, Dr. Clive Callender of Howard University, Dr. James Hildreth of Meharry Medical College, Jill Grandas of DCI Donor Services lead a meeting with HBCU Medical School Presidents to discuss combined efforts to increase Black organ donors and transplant/donation professionals.



TAKING MOTTEP TO THE NEXT LEVEL

HBCU Medical Schools and OPOs: A
Partnership to Advance Change

THE HBCU MEDICAL SCHOOL COLLABORATIVE



- Formed in 2020 to specifically address health equity in the pandemic
- Expanded scope to advance the healthcare needs of people of color through improving industry practices and public policy and opinion
- Collaborates with government agencies and private industry to accelerate better health, equity and access for the people and communities we serve.

NOVEMBER 2021

HBCU Medical School Consortium met with Dr. Clive Callender and OPO Leadership to discuss combining forces to improve equity in donation and transplant.

NOVEMBER 2021

Three interconnected goals:

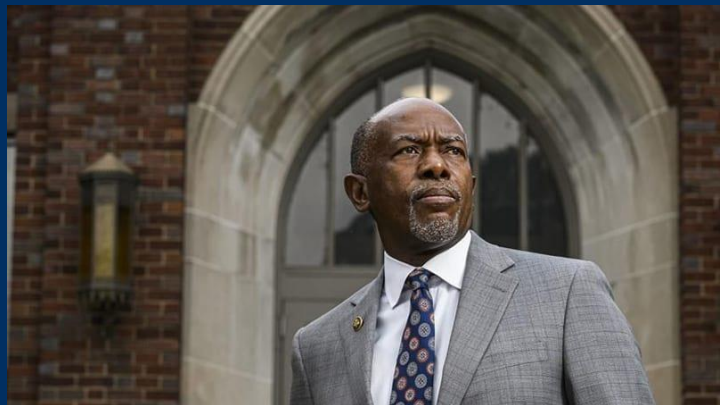
- Increase the number of Black organ donation and transplantation professionals
- Increase the number Black registered donors
- Increase the number of Black people receiving transplants

NOVEMBER 2021

Four interconnected avenues to success:

- Create programs that allow Black medical and nursing students to shadow at OPOs, transplant centers and dialysis clinics to generate career interest
- Boost the pipeline for Black donation and transplant professionals by engaging with elementary, middle and high school students to spur interest and break taboos
- Host blood drives and other familiar events that make organ donation and transplant more accessible by demonstrating the continuum of donation
- Engage Faith leaders and other influential organizations to increase donation within the community

FEBRUARY 17, 2022



*“UNLIKE THE SUPER BOWL,
BLACK HEALTH EQUITY IS
NOT A GAME”*

DR. JAMES E.K. HILDRETH, BLAVITY.

Dr. Hildreth shares the achievements of MOTTEP and announces collaboration with OPO to advance the number of Black physicians.

FEBRUARY 24, 2022

“REALIZING THE PROMISE OF EQUITY IN THE ORGAN TRANSPLANTATION SYSTEM”

A report of the National Academies of Sciences, Engineering, and Medicine

- The first key finding: “The current U.S. organ transplantation system is demonstrably inequitable.”
- Report calls for strategy that involves entire donation and transplantation system in eliminating disparities.

APRIL 20, 2022

BRIEFING FOR HBCU FACULTY

Two-hour session to brief relevant faculty on inequity in donation and transplant coalition plans.

Presentations included:

- Dr. James E.K. Hildreth, President & CEO Meharry Medical College
- Dr. Clive O. Callender, MOTTEP Founder & Professor of Surgery, Howard U
- Jill Grandas, Executive Director, DCI Donor Services
- Professor Renee Landers, Suffolk University School of Law & NASEM Aut
- Dr. Marty Sellars, Recovery Surgeon, Tennessee Donor Services & NASEM Reviewer

MAY 5, 2022

PARTNERSHIP ANNOUNCED: +300 STORIES

**The
Washington
Post**

AP

U.S. News
& WORLD REPORT

**Chicago
Tribune**

**Modern
Healthcare**

Los Angeles Times

“This collaboration will allow us to save thousands of lives across the country by strengthening relationships between health care workers, Black and minority patients, and organ and transplantation professionals,” said Dr. Clive Callender, a transplant surgeon and medical professor at Howard University College of Medicine, who is seen as a trailblazer for organ donation equity.

JUNE 2022

HBCU-OPO TASK FORCE LAUNCH

HBCU MEDICAL SCHOOLS AND THEIR OPOS



Tennessee Donor Services
an extraordinary commitment to science, health and hope



JUNE 2022

HBUC-OPO TASK FORCE LAUNCH

To achieve our goals, the task force will take the following steps:

- Identify specific areas of interest and potential pilots
- Identify logistical and funding needs
- Coordinate implementation and execution with OPO and transplant community
- Share successful programs with other HBCUs across nation to build on and duplicate



THANK YOU & QUESTIONS

The logo features the acronym 'AOPO' in a large, bold, blue font with a vertical gradient from light blue at the top to dark blue at the bottom. A thick, light green swoosh with a slight gradient curves over the letters from the left side of the 'A' to the right side of the 'O'.

AOPO

**ASSOCIATION OF ORGAN
PROCUREMENT ORGANIZATIONS**



DEI Task Force



Leading Change into the Future

- Formed in Fall 2020 to address issues of diversity within APOPO
- Led by Harry Wilkins, MD
- Membership limited to no more than twelve culturally and professionally diverse individuals
- Have recommendations to Executive Committee by May 2021



DEI Task Force



Leading Change into the Future

Charged with the following tasks:

- Define Diversity, Equity and Inclusion (DEI) for AOPO and its membership
- Develop recommendations on raising awareness and foster DEI in OPO community
- Develop recommendations on how AOPO can ensure ongoing DEI focus within its programs and services
- Develop metrics by which OPOs and AOPO can gauge progress towards improving DEI within its membership



DEI Task Force



Leading Change into the Future

RECOMMENDATIONS:

- AOPO adopt a *Diversity, Equity and Inclusion Pledge*
- Commit to a baseline assessment of AOPO and each OPO
- Form a permanent Diversity, Equity and Inclusion Committee of AOPO to expand upon and continue the work of the DEI Task Force

DEI Assessment Tool

Tool will serve as a baseline
for OPOs





2017

4 OPOs minority led – 7%



2022

9 OPOs minority led – 16%

19 OPOs led by women – 33%

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AOPO

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PROCUREMENT ORGANIZATIONS**