

2013 Grantee Showcase

Division of Transplantation
Health Resources and Services Administration



August 21 & 22, 2013



Interested in learning about evidence-based strategies for increasing donor designation or the types of grant projects that the Division of Transplantation (DoT) has funded? This webinar's for you.

The Division of Transplantation is conducting its first virtual grantee showcase featuring successful projects funded by DoT grants, presented by the grantees themselves.

The purpose of this webinar is to:

- Provide participants the opportunity to hear from and ask questions of the grantees (questions taken during live broadcast only)
- Encourage replication of successful donation outreach strategies
- Promote an understanding of the wide variety of topics and strategies that can be supported by DoT grant programs
- Promote interest in applying for DoT grants
- Stimulate ideas for future grant applications among potential applicants

Live Broadcast: Date: August 21, 2013, **Time:** 4:30 - 7:00 p.m., ET

Recorded Broadcast: Date: August 22, 2013, **Time:** 2:00 - 4:30 p.m., ET

To view the webcast: <http://services.choruscall.com/links/hrsa130821.html>

DoT supports two grant programs focused on strategies for increasing organ donation through registry enrollment and family consent. (Both programs also have sponsored projects on living donation in past years.) For more information about the grant programs, go to <http://www.organdonor.gov/dtcp/programs.html>

Presentations and Speakers:

Brian L. Quick, PhD, Associate Professor, Department of Communication, College of Medicine, University of Illinois at Urbana-Champaign

Dave Bosch, MA, Director of Communications, Gift of Hope Organ & Tissue Donor Network

Employing Multiple Message Strategies to Promote Organ Donation Registration

This presentation reviews two successful campaigns designed to increase organ donor registrations in Illinois. Specifically, details are provided about a direct-mail marketing campaign that enrolled more than 10,000 new 18-year-old African-American, Caucasian, and Hispanic

registrants. The second employed a phased, multi-message campaign that significantly increased organ donation registration rates at driver's licensing facilities in urban Chicago and several adjoining counties.

Judith Tamburlin, PhD, Research Associate Professor, School of Medicine, University at Buffalo, SUNY, Buffalo, NY

Increasing Registry Enrollment via Electronic Medical Record Patient Education

The goal of this intervention was to test the potential of delivering a physician-endorsed pro-donation education program through an Electronic Medical Record (EMR) system to increase donor registry enrollment and family notification. Specifically, an online, multi-faceted education program on organ donation was delivered through an EMR system used by the target population's primary care physician to deliver their health information to their patients via their home computer. Nearly 80% of the study participants enrolled in the New York State Donor Registry.

Amy D. Waterman, PhD, Associate Professor of Medicine at Washington University School of Medicine and Barnes-Jewish Transplant Center, St. Louis, MO.

Explore Transplant

Explore Transplant is an educational program designed to help dialysis patients make informed choices related to living and deceased organ donor transplants. To help overcome racial and ethnic disparities in access to education and transplantation, the studies have included African Americans and Hispanics as key target audiences. Explore Transplant consists of a video and print education program, which, through a series of trials, was shown to increase patient informed decision-making. Explore Transplant patient education is now available in one-third of the 6,000 dialysis centers in the country and has been disseminated to 15,000 dialysis patients.

Jason T. Siegel, PhD Research Associate Professor, Claremont Graduate University, Claremont, CA

Eusebio Alvaro, PhD Research Professor, Claremont Graduate University, Claremont, CA

The I.I.F.F. (Immediacy, Information, Focus, Favorable Activation) Model

The I.I.F.F. model proposes four components, that when simultaneously present, can double the rates of organ donor registration: 1) an immediate and complete registration opportunity, 2) information, 3) focused engagement, and 4) favorable activation. For example, even though Spanish-Dominant Hispanics register at a rate of less than 17%, the simultaneous presence of all four components of the IIFF model increased registration rates to over 40%. This presentation

will describe each component and present data from several projects that support the use of the IIFF model.

Moderator:

Rita Maldonado, MPH, Grant Program Coordinator, Organ, Tissue and Blood Stem Cell Donation Branch, Division of Transplantation, Healthcare Systems Bureau, Health Resources and Services Administration, U.S. Department of Health and Human Services