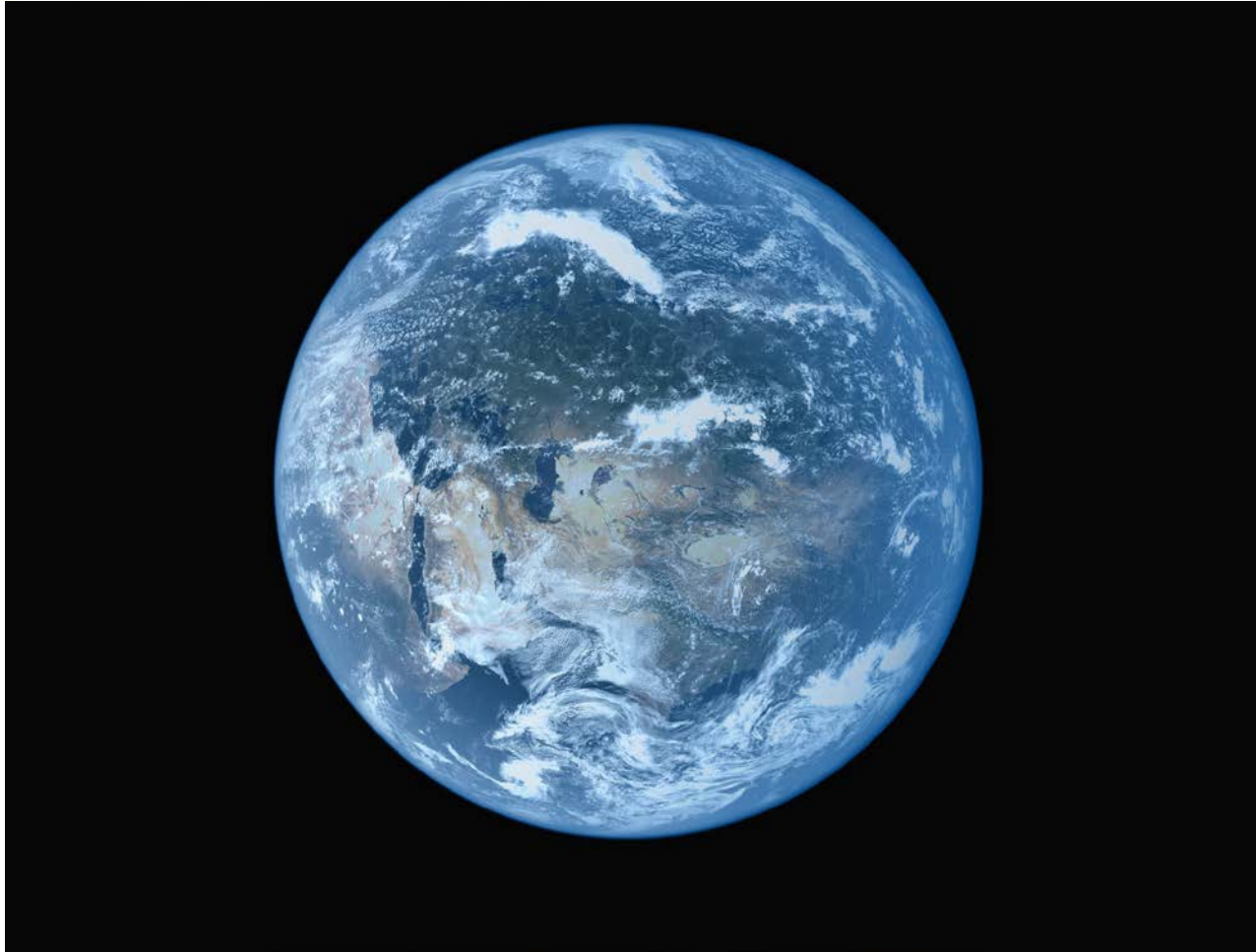


*Challenges that OPOs face and
potential solutions for overcoming
those barriers.*

*Joe Ferreira
President & CEO, Nevada Donor Network*

President of AOPO 2020-2021





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NEVADA
DONOR
NETWORK



ASSOCIATION OF ORGAN
PROCUREMENT ORGANIZATIONS

Saving and improving lives
through organ, eye, and tissue donation



SCIENTIFIC
REGISTRY OF
TRANSPLANT
RECIPIENTS



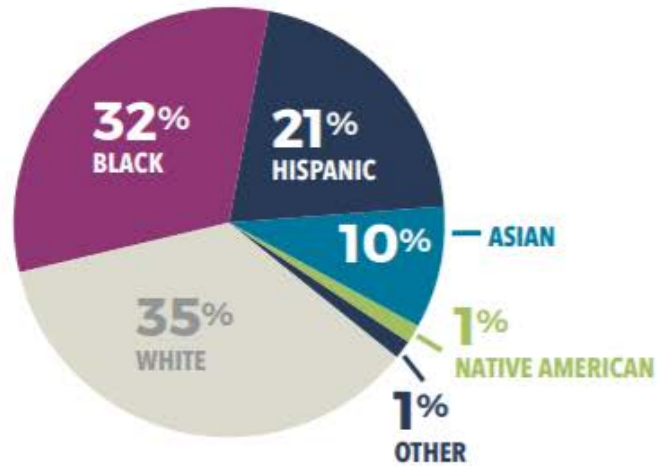
U.S. Department of
Health and Human
Services

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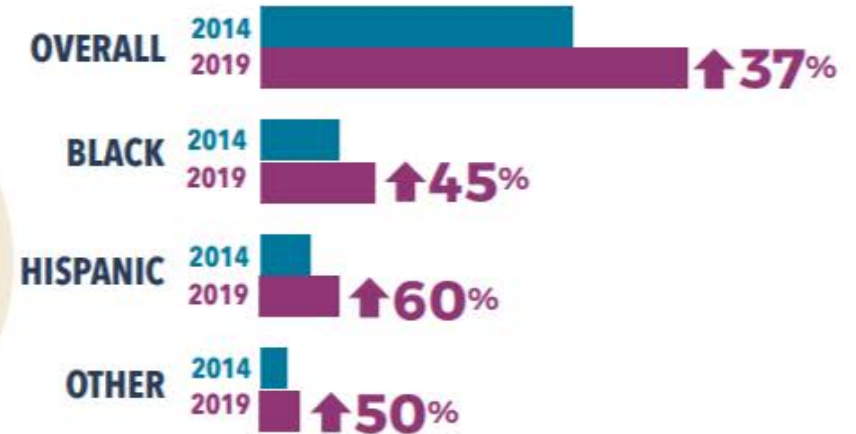


U.S. KIDNEY ORGAN WAITING LIST



65% OF THOSE WAITING FOR A KIDNEY TRANSPLANT ARE MINORITIES

MINORITY KIDNEY TRANSPLANTS



MINORITY KIDNEY TRANSPLANT IS INCREASING



ASSOCIATION OF ORGAN PROCUREMENT ORGANIZATIONS
Saving and improving lives through organ, eye, and tissue donation

Register your donation decision @ registerme.org | aopo.org

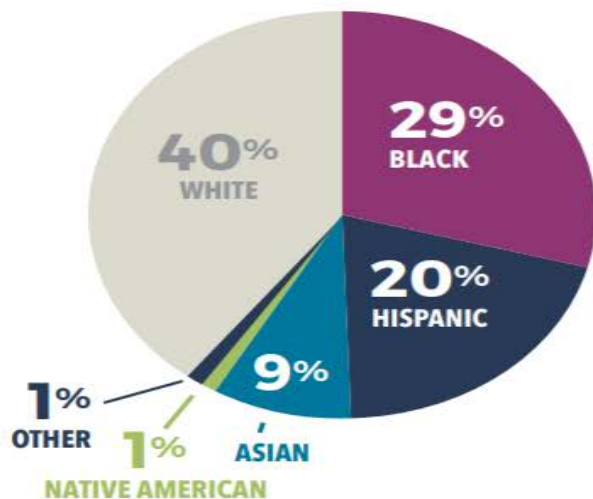
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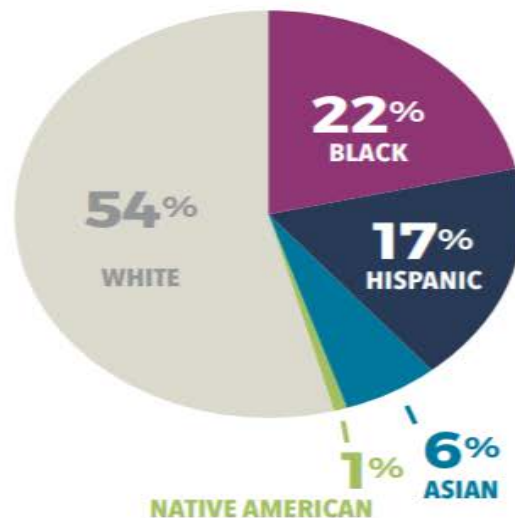
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MINORITY ORGAN DONOR STATISTICS

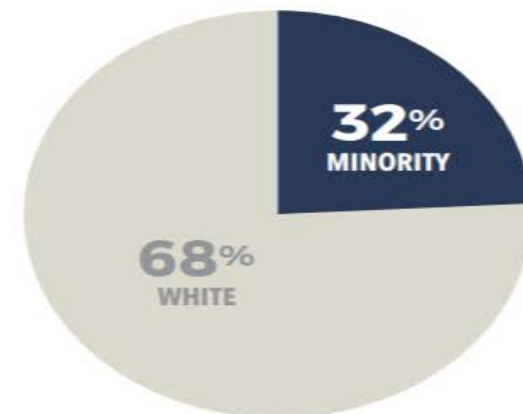
U.S. TRANSPLANT WAITING LIST 2019



ORGAN TRANSPLANT RECIPIENTS 2019



ORGAN DONORS 2019



AFRICAN AMERICANS/BLACKS REPRESENT



13.2%

of the overall U.S. population

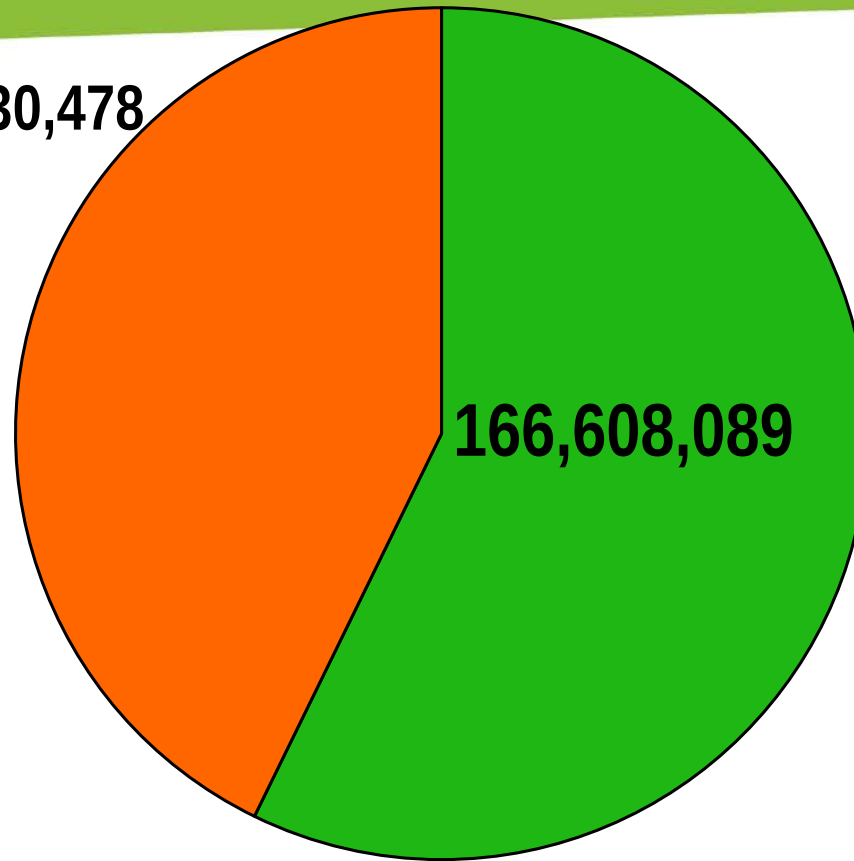


35%

of all patients in the U.S. receiving
dialysis for kidney failure

Designated Donors as of Q3 2020

U.S. Pop. Age 18+: 270,530,478
As of 09/30/20



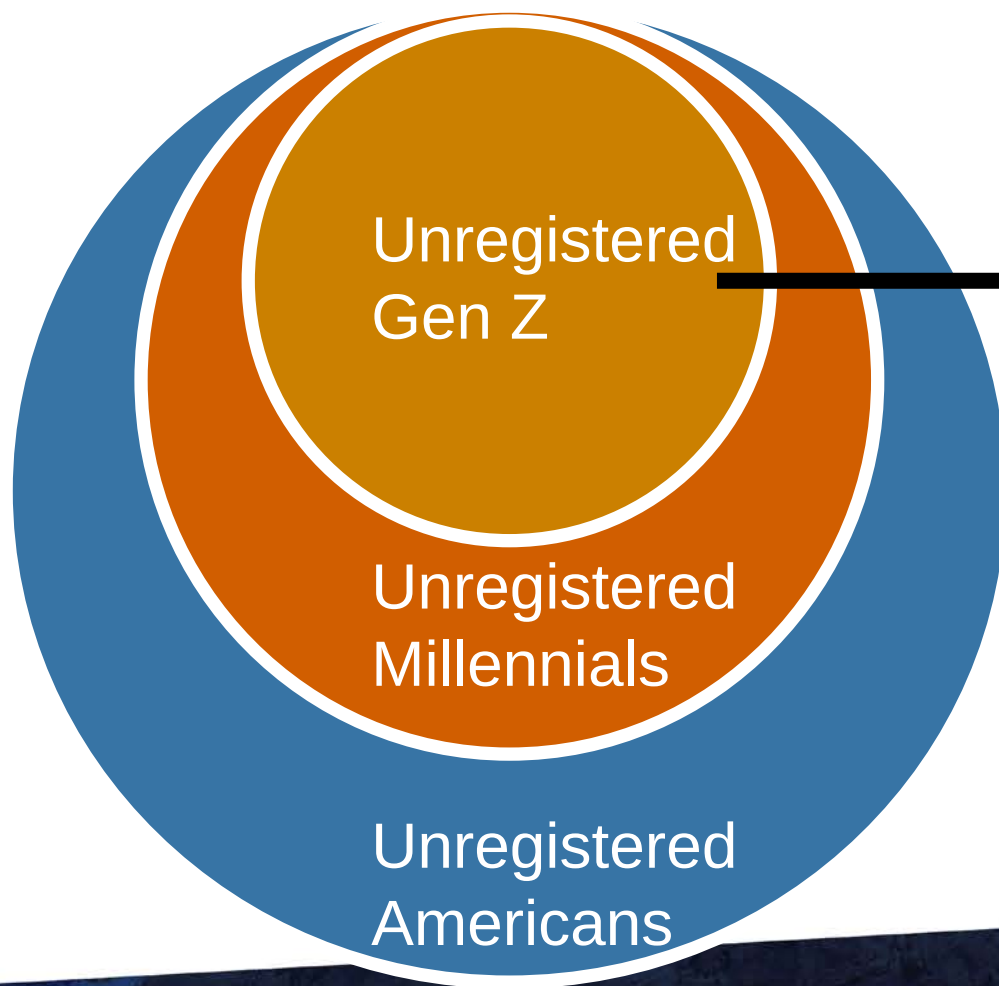
- **50 states, DC, and Puerto Rico**
- **Period ending 09/30/2020**
- **% of population registered 61.5%**

■ Designated Donors

Source: Q3 2020 Donate Life America Registry Overview Report, reported as of 2/1/21; Donate Life America National Donate Life Registry; Donate Life America RegisterMe.org as of 2/1/21

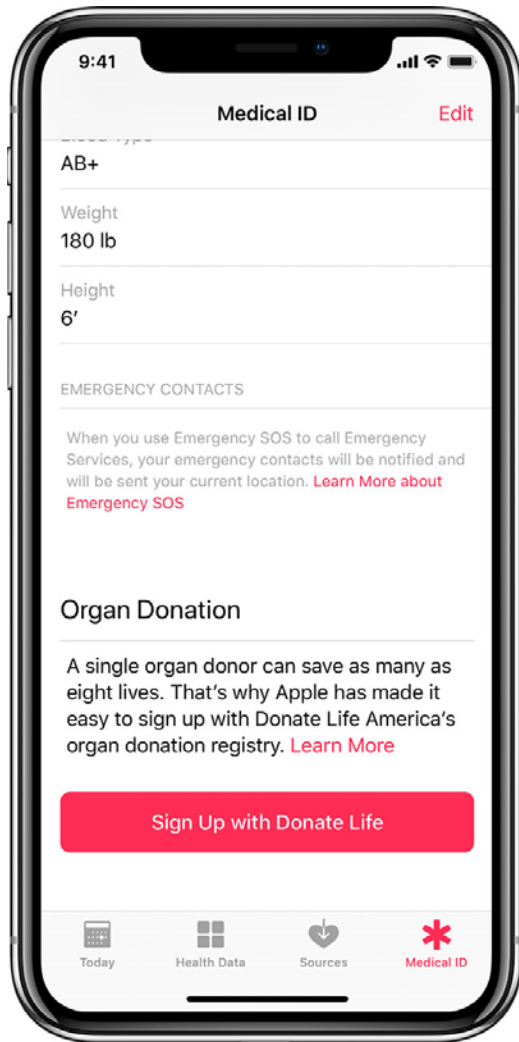
THE CHALLENGE FOR OUR GEN Z TARGET

OCTOBER 2019 —



47% DROP
in getting a driver's license.

We need to reach a new generation of donors outside the DMV.



Apple pushes organ donor registration for US iPhone users

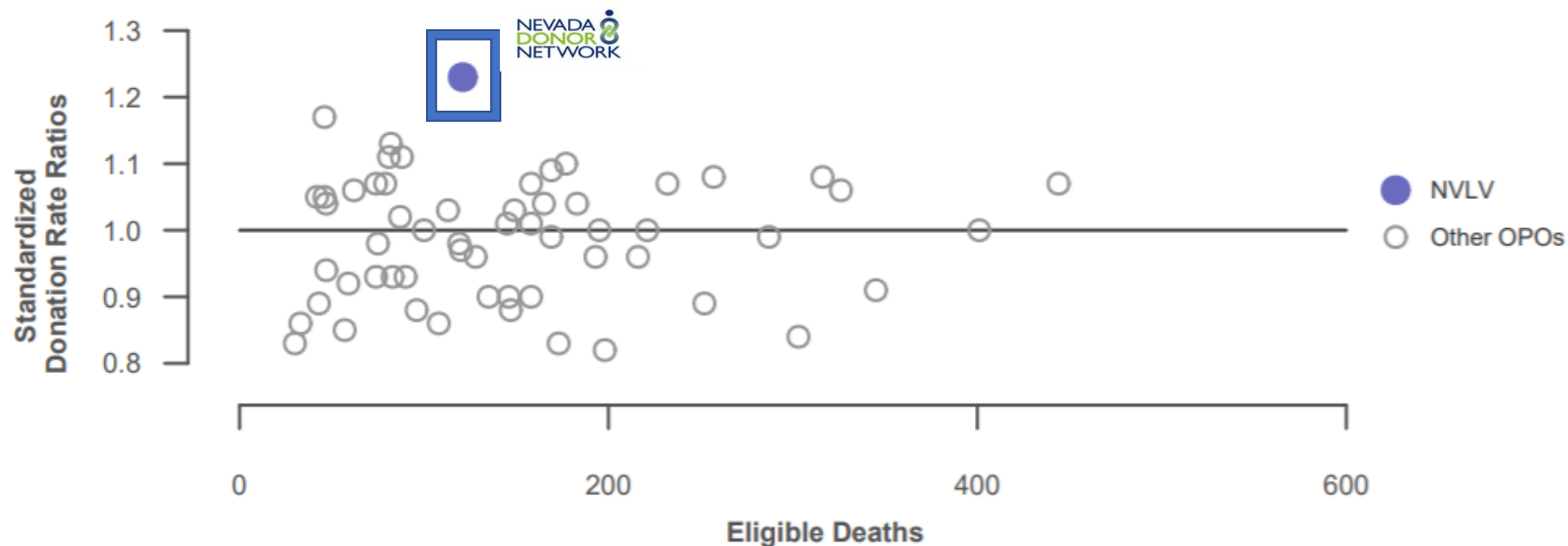
Organ donation? There'll soon be an app for that, after Tim Cook cites Steve Jobs' 'excruciating' wait for a liver transplant in 2009 as inspiration for Health update



▲ Tim Cook and Steve Jobs in July 2010. Apple is adding the option to enroll in the US national donor registry through the iPhone's Health app. Photograph: Paul Sakuma/AP

Apple will give US users the ability to sign up as organ donors on their iPhones as part of its upcoming **iOS 10 update**.

Figure B4. Standardized donation rate ratios (observed/expected), 07/01/2019 to 03/12/2020



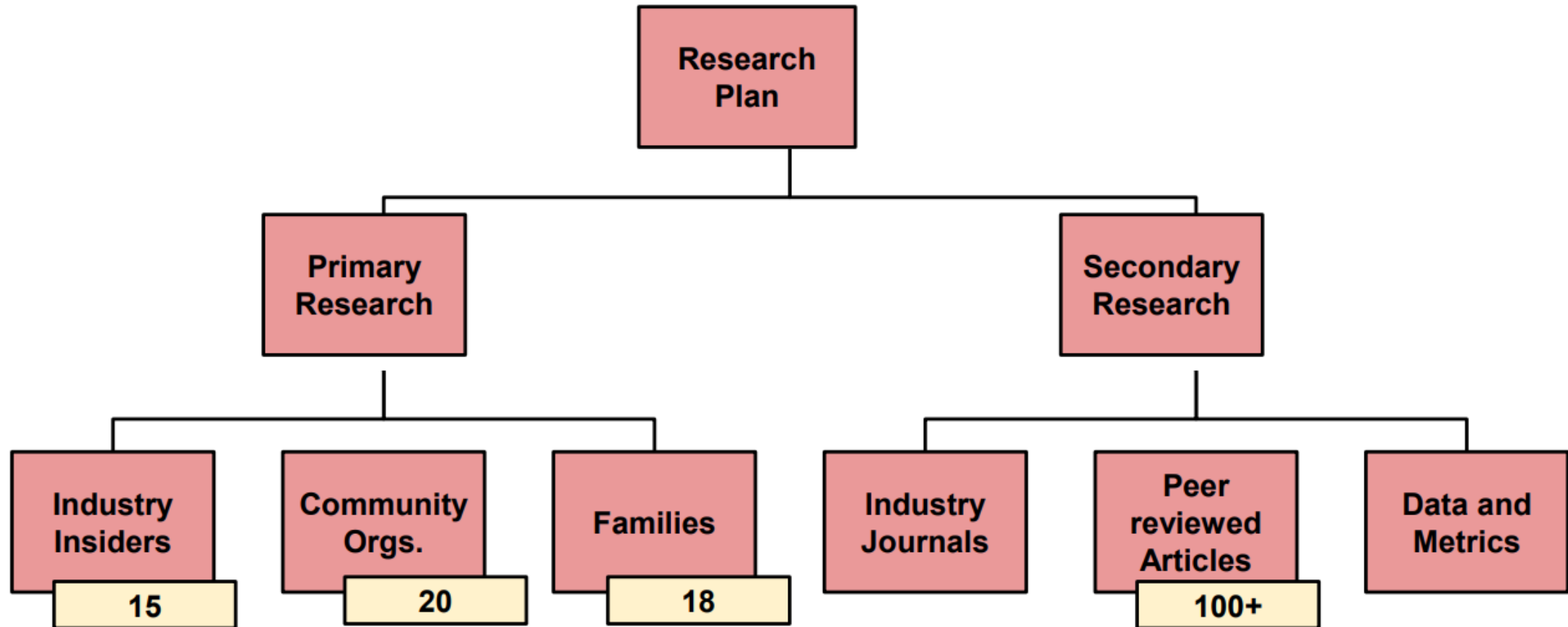


Research Report

July 1, 2019

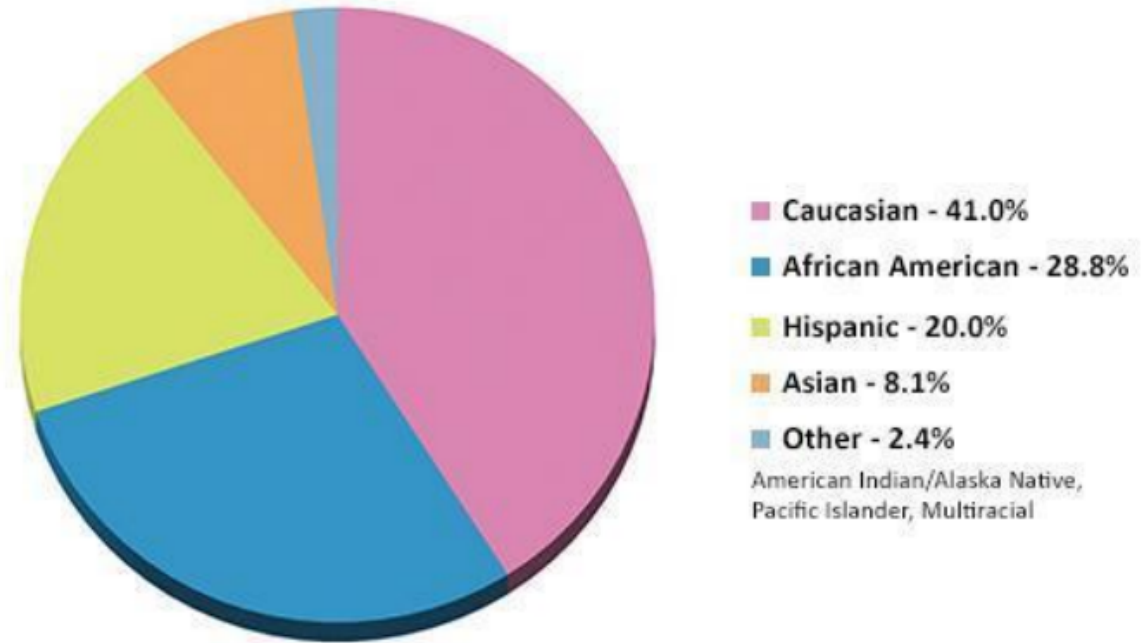
Team: Devon D'Andrea, Rickey DeBrocco, Dave Kropp, Rachel Mattison, Chris Morrison, Julie Wilkins
Project Executive: Donald Phillips

We conducted 53 interviews and read 100+ peer-reviewed articles.



Diversity is vital to increasing donors.

Waiting List by Ethnicity (1/2019)



Minority focus: African Americans

- U.S. population: **13.4%**
- U.S. transplant waitlist population: **28.8%**
- Representation of all deceased donors in Nevada (2016-2018): **8.4%**

OPOs can make a more significant impact on procurement rates by focusing on minority group populations.

Organization

Barriers are specific to each multicultural target.



Background

- **African-American**

Demographics

- 9.2% of Nevada (278,923)*

Barriers

- Mistrust in medical community
- Organ donation not discussed with family members
- Fear of organ being removed before passing

There is deep mistrust in the African American community regarding organ donation and the medical field. When African Americans are approached about organ donation, they're thinking 'First you wanted us for our labor, then you wanted us for our bodies, and now you want my organs.' **Interview conducted with a UNOS Board Member (African-American), June 6, 2019**

* Simply Analytics Census Data (2018)

Donor registration is influenced by personal connections.

Two strategies have proven valuable for organizations expanding participation and buy-in within minority communities.

Align with established leaders

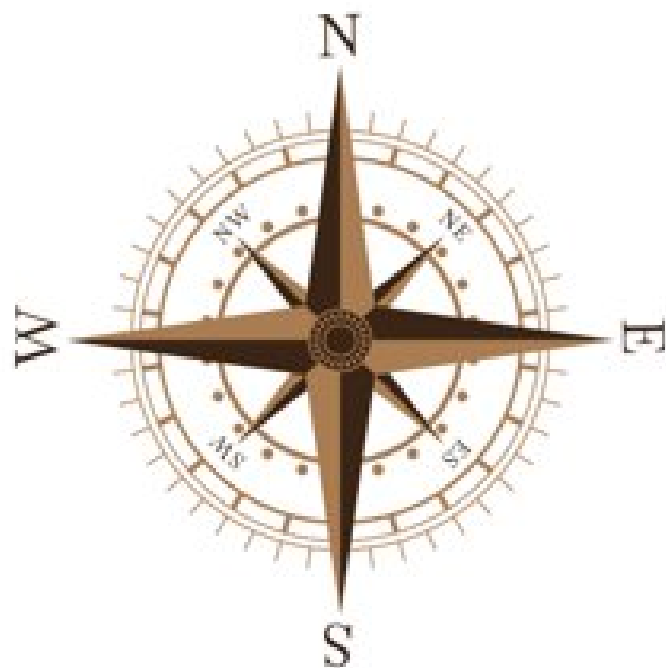
African Americans are statistically more likely to discuss donation with leaders of religious organizations who promote shared values.

Increase peer representation

Peer representation has been demonstrated effective across industries in expanding market share within minority communities.



Allies



OPPORTUNITY

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LISTEN & ACT

NEVADA
DONOR
NETWORK

Thank You!

jferreira@nvdonor.org

