



*Let life bloom.*



**Workplace Partnership for Life Hospital Campaign**



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# **Workplace Partnership for Life Hospital Campaign**

**Thursday, January 26**

**2:00–3:00 p.m. ET**

**Call in: 888-989-4618**

**Passcode: WORKPLACE**

**WPFL Learning Series Opportunity**

**January 26, 2012**



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# Our Agenda

- Welcome and Introductions
- Supporting Multicultural Professional and Public Education Efforts
- Enrollment and Hospital Campaign Updates
- Hospital Campaign Web Stories
- Group Polling Questions
- Final Remarks



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# National Partners

- **American Hospital Association**
- **American Society of Transplantation**
- **American Society of Transplant Surgeons**
- **Association for Multicultural Affairs in Transplantation**
- **Association of Organ Procurement Organizations**
- **Donate Life America**
- **Donation and Transplantation Community of Practice**
- **Organ Donation and Transplantation Alliance**

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# Multicultural Considerations in Hospital Donor Designation Campaigns

**Kenny Boyd CPTC**

**Director, Hospital Services**

**Washington Regional Transplant Community /**

**AMAT Board of Directors**

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**Hedi Aguiar RN, CCRN, MSN**

**Hospital Communications Specialist**

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# Cultural Identity

- Establishing TRUST → Effective Approach
- Influencing factor on the donation decision:

**Cultural Identity HCP**

**Vs**

**Cultural Identity Potential Donor Family**

# Cultural & Communication

- Culture & communication connected
- Communication – driven by culture
- Connection forgotten = risk for misunderstanding



# Defining Culture

- Culture is requires a broad definition and should include:
  - Ethnographic variables
  - Demographic variables
  - Status variables
  - Affiliation variables

# Observation Drives Communication





# Using Hospital Partnerships to implement Workplace Partnerships

# Internal Hospital Programs

- Donation Committees
  - Utilize known champions
  - Identification of new champions
- Hospital Ambassador programs
  - Validating the donation process in minority communities
  - Provides confirmation that minorities do choose to donate
- Transplant center involvement

# Hardwiring a Culture of Donation

- Hospital donation or strategic plans
- DLM events
- Hospital Challenges
- Hospital association support

# Integration into Hospital Programs

- Diversity Training programs
- Symposiums/Grand Rounds
- Professional development series
- HR diversity requirements and training
- New employee orientations

# Partnering with Multicultural Associations

- Multicultural Physician Societies
- Multicultural Nursing Associations
- Local multicultural health advocacy organizations
- Multicultural end-of-life care organizations and coalitions



# **Cross-Cultural Communication Models to Optimize Communication**

# Theoretical Framework

- Applying a multicultural framework to mass-communication
- Hofstede's Five-Dimensional Model
- Investigation conducted across 50-countries
- Has been used in healthcare

# Multicultural Model

- Applying a multicultural model in one-one communication
- Arthur Kleinman's Explanatory model
- Unbiased approach to an individual

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# Resources

## Multicultural toolkits for Hospital Services developed

- Toolkit for OPOs to train their HS staff
- Toolkit for HS staff to provide multicultural education to HCPs



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## Enrollment and Resources

- Enrollment forms - Please fill out and submit!
- Hospital Campaign Tool Kit Materials found [here](#)
- Additional Resources found [here](#):
  - Tracking Tip Sheet
  - WPFL Hospital Campaign AOPO HD Council Presentation
  - Letter to Hospitals from American Hospital Association



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# Hospital Campaign Updates

- Please feel free to ask questions, add comments, or share news and updates on your local hospital campaigns.
- ***Press \*1 to ask a question, or add a comment***



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# Hospital Campaign Web Stories

- Would you like your Hospital Campaign Activities posted on the [Organdonor.gov](http://Organdonor.gov)?
- Web stories template form can be found [here](#)
- Please fill out the form and send to [ann@akoyaonline.com](mailto:ann@akoyaonline.com) to share your story!



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## Group Polling Questions

**Press \*1 = Yes or \*2 = No**

- *I plan to implement a strategy or action that I heard on the call today.*
- *My organization has launched or plans to initiate a local Hospital Campaign.*
- *I would like to present about a successful hospital campaign on a future Learning Series call.*



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# **Upcoming Learning Series Calls**

## **Mark your Calendars:**

Learning Series Calls will be held on the third Wednesday of each month at 2:00pm ET:

- Wednesday, February 15, 2:00-3:00pm ET
- Wednesday, March 21, 2:00-3:00pm ET
- Wednesday, April 18, 2:00-3:00pm ET
- Wednesday, May 16, 2:00-3:00pm ET



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## For More Information

- Mary Ganikos: [MGanikos@HRSA.gov](mailto:MGanikos@HRSA.gov)
- RaMeicha Cooks: [Rcooks@HRSA.gov](mailto:Rcooks@HRSA.gov)
- Ann Pfeifer: [ann@akoyaonline.com](mailto:ann@akoyaonline.com)



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## Final Remarks

- Join us and enroll in the WPFL Hospital Campaign!
- Thanks to our OPO/DLA Partner presenters, National Partners, Leadership Team members, and all of you for participating today.