

## Approach & Description

Community Participation and Direction (Community volunteers are heavily involved in the planning and implementation stages of community activities.)

Face-to-Face Presentations (Presentations are conducted at schools, social, civic, and religious events by culturally sensitive messengers from the community. )

Collaboration and Partnerships (Collaborative partnerships are formed with various community organizations to promote the mission of MOTTEP.)

Media Promotion (Print, radio, and television media outlets are utilized significantly to promote the mission.)

Information Dissemination (A variety of informative brochures, flyers, and fact sheets have been developed for dissemination.)

Evaluation (Comprehensive quantitative and qualitative surveys have been developed to gauge the effectiveness of its presentations. )



*“It Doesn’t Have to End Here”*

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*“Be an Organ & Tissue Donor”*

## MINORITY ORGAN & TISSUE TRANSPLANT EDUCATION PROGRAM OF RICHMOND

3227 Broad Rock Blvd.  
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## MINORITY ORGAN & TISSUE TRANSPLANT EDUCATION PROGRAM OF RICHMOND



*“Stepping Up To A Healthier Lifestyle”*

Tel: (804) 231-7720

Diabetes and High Blood Pressure can lead to serious health conditions that include kidney disease, heart attack and stroke. It is very important for everyone to get their blood pressure checked on a regular basis and to also check their glucose levels. If you have been diagnosed with either, take your medication as directed by your doctor.

### HEALTHY LIFESTYLE TIPS

Did you know that High Blood Pressure (Hypertension), Diabetes, Alcohol and Substance Abuse and Poor Nutrition can lead to the need for organ transplantation?

What are some things I can do to prevent the need for transplantation?

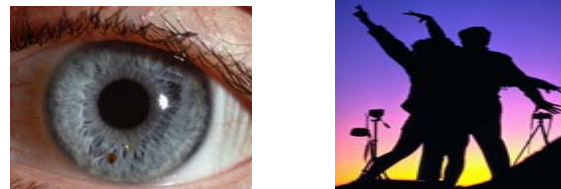
- Visit your doctor at least once a year for a check-up
- Have your blood pressure checked at least twice per year after the age of 12
- Maintain a healthy weight; lose weight if you are overweight
- Avoid foods high in salt, cholesterol, and saturated fats, such as fried foods, which can clog arteries
- Avoid alcoholic beverages to help prevent liver disease
- Avoid using illegal drugs which can cause liver disease and kidney disease

### Q ARE ANY MAJOR RELIGIONS OPPOSED TO DONATION?



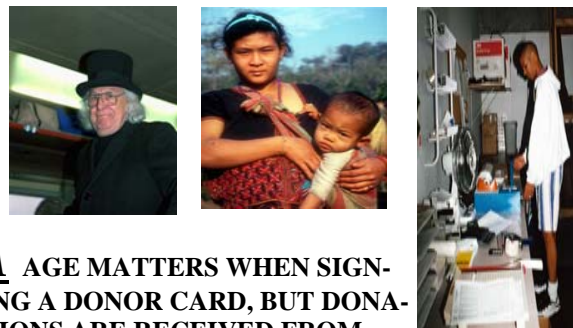
**A NO, ALL MAJOR RELIGIONS SUPPORT DONATION AND TRANSPLANTATION AND FEEL THAT IT IS DOING A GREATER GOOD.**

### Q WILL MY ORGANS AND TISSUES AUTOMATICALLY BE TAKEN AFTER MY DEATH IF I SIGN A DONOR CARD?



**A WHILE THERE ARE ATTEMPTS IN SOME STATES TO CONSIDER THE LEGAL DONOR CARD AS DEFINITIVE, MOST PROGRAMS STILL ASK THE LEGAL NEXT OF KIN**

### Q DOES MY AGE MAKE A DIFFERENCE IN THE DONATION PROCESS?



**A AGE MATTERS WHEN SIGNING A DONOR CARD, BUT DONATIONS ARE RECEIVED FROM BIRTH TO THE AGE OF HEALTHY ORGANS.**

### FIVE MAJOR REASONS WHY MINORITIES SAY “NO” TO DONATION

#### 1. LACK OF AWARENESS

- NOT KNOWING THE FACTS OR ISSUES INVOLVED IN DONATION

#### 2. RELIGIOUS MYTHS AND MISCONCEPTIONS

- BELIEVING THAT YOU MUST HAVE ALL OF YOUR BODY PARTS IN ORDER TO GET TO HEAVEN

#### 3. LACK OF TRUST OF HEALTH PROFESSIONALS

- GEOGRAPHICAL AND CHRONOLOGICAL HISTORICAL EVENTS HAVE CAUSED AREAS OF DISTRUST AMONG MOST MINORITIES FOR THE HEALTH CARE PROVIDER.

#### 4. BELIEVING A DONOR’S CARD IS A DEATH WISH

- BELIEVING THAT A SIGNED DONOR CARD WILL GET YOU LESS HEALTH CARE

#### 5. RACISM

- WANTING TO KNOW THAT ONLY PEOPLE OF MY RACE WILL GET THE ORGAN

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