

BACKGROUND

Organ donation in the U.S. is critically needed, with approximately 17 individuals dying each day while waiting for transplants (Gift of Life, 2024). A significant disparity exists among African American (AA) donors: while they comprise 59% of transplant candidates but account for only 34% of registered organ donors (Molmenti et al., 2021). A major contributing factor to this gap is the historical mistrust of the medical establishment within the AA community. This mistrust has deep roots in a history of exploitation and discrimination. Harriet Washington (year) outlines the long-standing issues of medical experimentation on African Americans, which have fostered skepticism toward healthcare. Notably, the infamous Tuskegee Syphilis Study, conducted by the U.S. Public Health Service from 1932 to the early 1970s, exemplifies this exploitation. The unethical nature of this study and similar incidents has had lasting effects, creating a profound distrust in the scientific and medical community. Many AA carry misconceptions about organ donation processes, fearing mistreatment or exploitation, thereby discouraging them from registering as donors. Cultural beliefs and community narratives can further complicate attitudes toward organ donation in the AA community. Efforts to promote organ donation must, therefore, not only address these historical grievances but also build trust through education and community engagement. By understanding and addressing the roots of this mistrust, we can work toward increasing organ donation rates among African Americans and ultimately save more lives.

PICOT QUESTION

What are the barriers to organ donation in the African American community in North Philadelphia, and would an educational platform addressing those barriers increase organ donation among African Americans?

PURPOSE

In the AA community at Temple University Hospital (TUH), organ donation rates are significantly lower than other ethnic groups. Over 5,000 people in the Philadelphia area are waiting for a transplant resulting in 17 daily deaths. Many are patients with End Stage Renal Disease (ESRD), with 462 of 528 local transplant candidates awaiting kidney donations. This quality improvement initiative explores whether educating the African American community about organ donation myths can enhance donation rates.



METHODOLOGY

Setting/Population: The target population included North Philadelphia community members and Temple Hospital employees, who were invited to an in-person educational session after organizational approval.

Sample: Participants were required to be 18 years or older, capable of informed consent, and proficient in English. A power analysis indicated a minimum sample size of 34 participants for sufficient data collection and analysis.

Implementation Plan: Participants received consent forms and pre/post-surveys. Consent was verbal, and participation was voluntary. Surveys were collected, and participant's data were scanned and stored

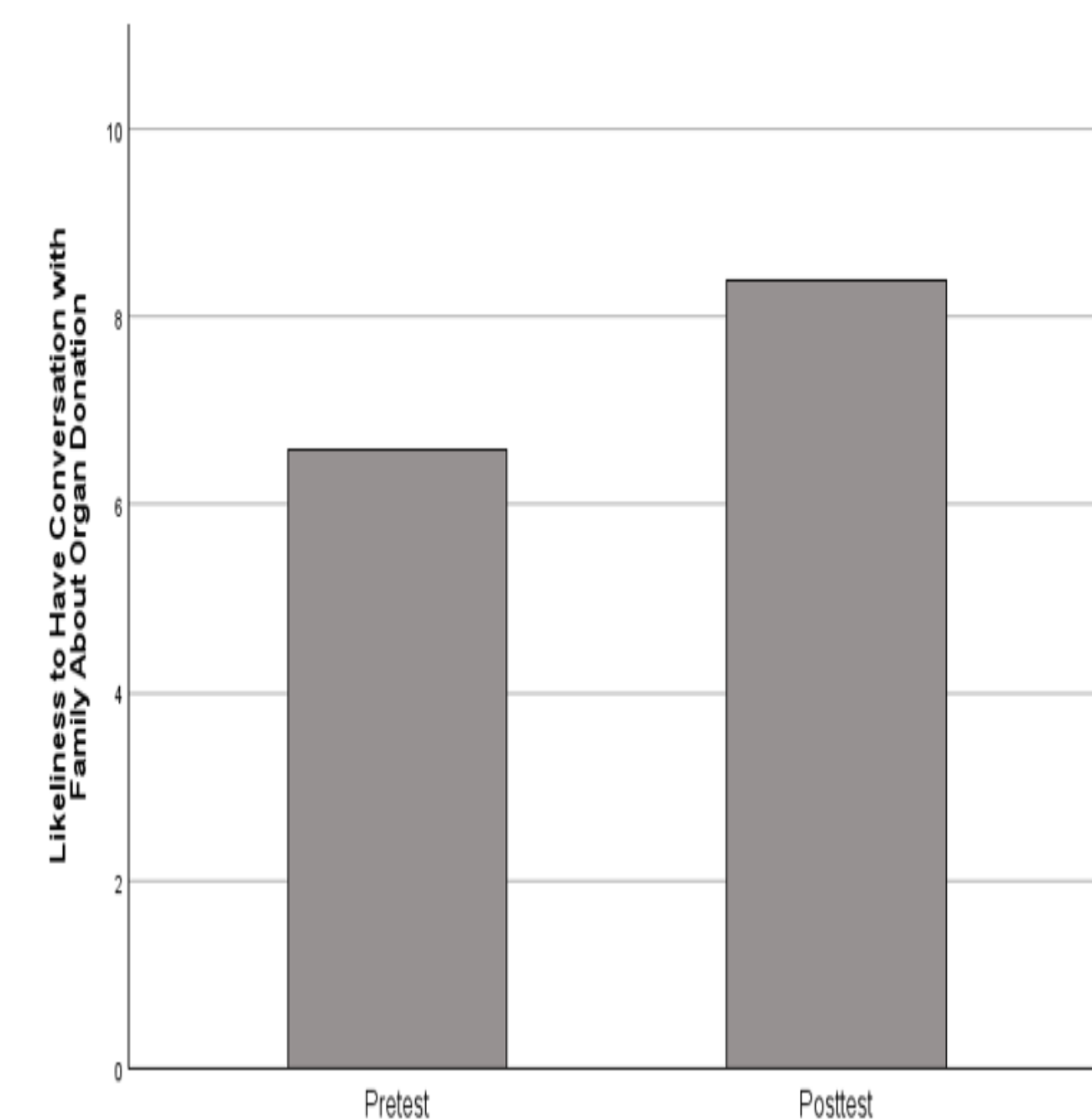
Protection of Human Subjects: Surveys were securely collected and stored. Only the project lead had access to the data, ensuring confidentiality.

Outcome Measures: The project aimed to enhance knowledge and willingness to donate organs, addressing mistrust and misconceptions in the African American community. Increased donation rates could reduce healthcare costs, particularly for those on hemodialysis awaiting kidney transplants.

RESULTS

The project assessed the impact of these interventions on participants' perceptions. Among the 51 participants, knowledge scores increased from an average of 5.43 to 8.37, and willingness to discuss organ donation with family rose from 6.59 to 8.39. Of note, 69% of people without organ donation on their driver's licenses said they would be interested in adding it after the presentation.

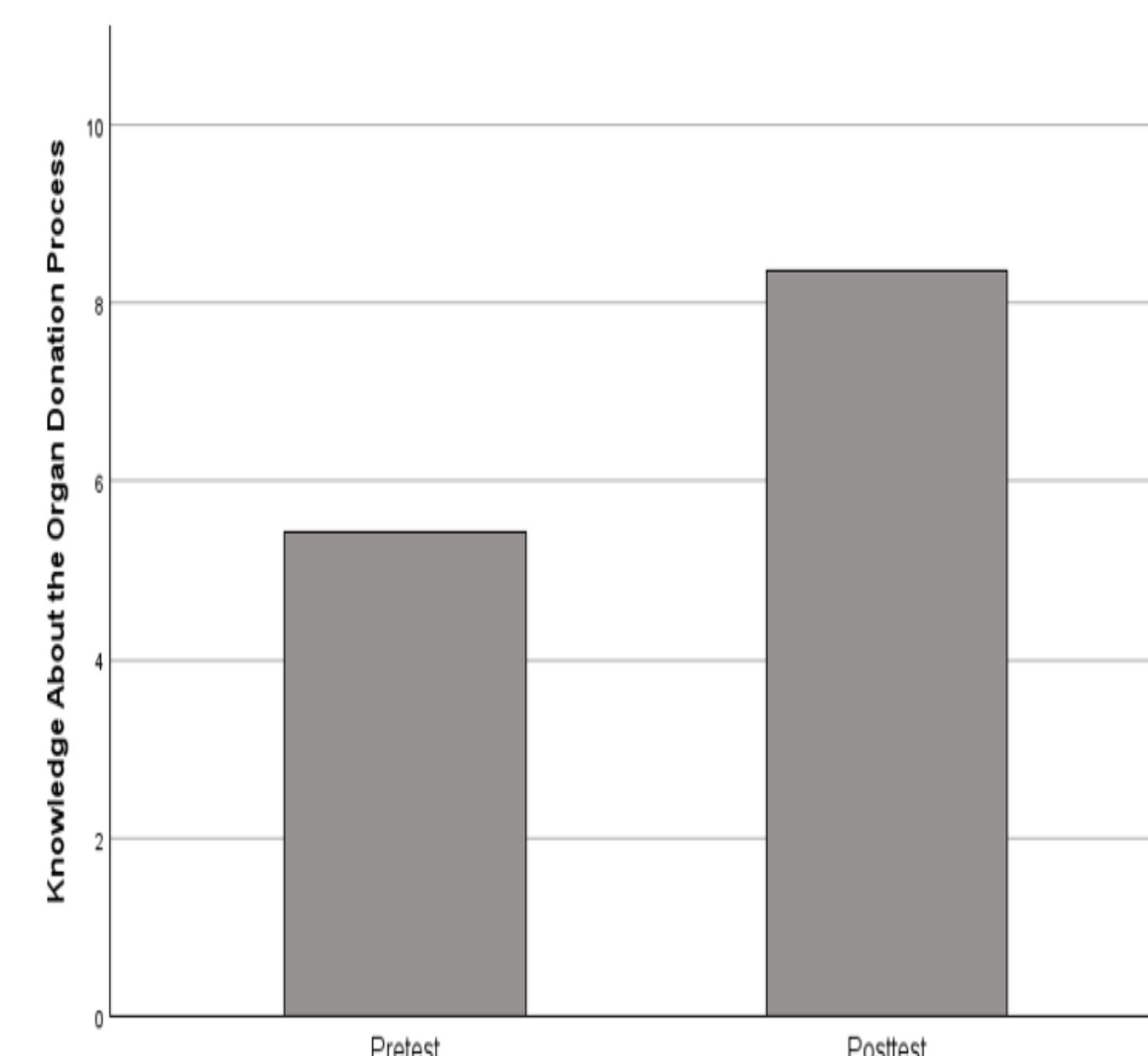
Conversation with Family About Organ Donation



Conversation with Family About Organ Donation

Variable	Pretest		Posttest		t(48)	p
	M	SD	M	SD		
On a scale of 0 to 10, how would you rate your likelihood to have a conversation with your family about organ donation at this time?	6.59	3.43	8.39	2.23	4.66	< .001

Knowledge About the Organ Donation Process



Knowledge About the Organ Donation Process

Variable	Pretest		Posttest		t(48)	p
	M	SD	M	SD		
On a scale of 0 to 10, how would you rate your current knowledge about the organ donation process?	5.43	3.07	8.37	1.74	7.03	< .001

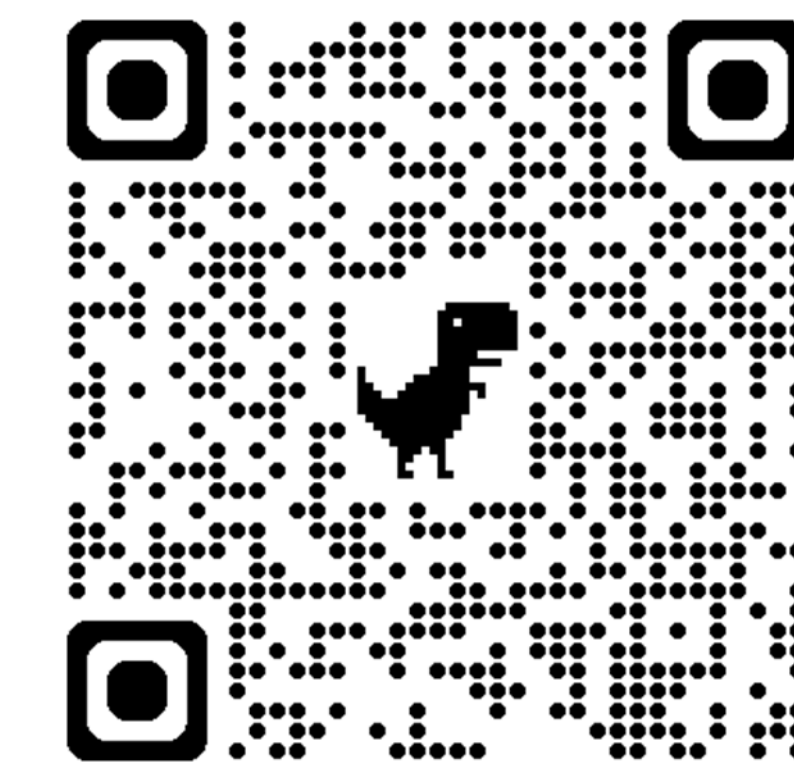
Organ Donation Added to Driver's License (Pretest vs Posttest)

Variable	Pretest: Do you have the organ designation on your driver's license or State ID card?	
	Yes	No
Posttest: After hearing this presentation, would you consider adding organ donation to your driver's license?		
Yes	3 (12.50%)	18 (69.23%)
No	2 (8.33%)	8 (30.77%)
Already an organ donor	19 (79.17%)	0 (0.00%)
Total	24 (100.00%)	26 (100.00%)

CONCLUSION

Conducting educational sessions to raise organ donation awareness in the African American community is essential for addressing disparities in donor registration and improving health outcomes. By offering culturally relevant information and encouraging open discussions about the importance of organ donation, these sessions empower individuals and families to make informed choices. Targeted outreach and collaboration with trusted community leaders can enhance trust and participation. Ultimately, this initiative promotes the health and well-being of the entire community by increasing awareness and creating a supportive environment for organ donation.

To register to be an organ donor scan the QR Code



For more information, including the complete paper, references, and contact information, scan the QR Code below

