



ORGAN, EYE AND TISSUE DONATION

# Engaging Diverse Communities about Organ, Tissue, and Eye Donation through an EDI Lens

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January 17, 2023

Nichole Salaam, Director of Equity, Diversity, and Inclusion

# What does LifeSource do?

**We manage the organ,  
eye and tissue  
donation process for  
MN, ND & SD.**

**Manage**

Manage the  
process

**Educate**

Educate our  
community

**Support**

Support donor  
families



# LifeSource

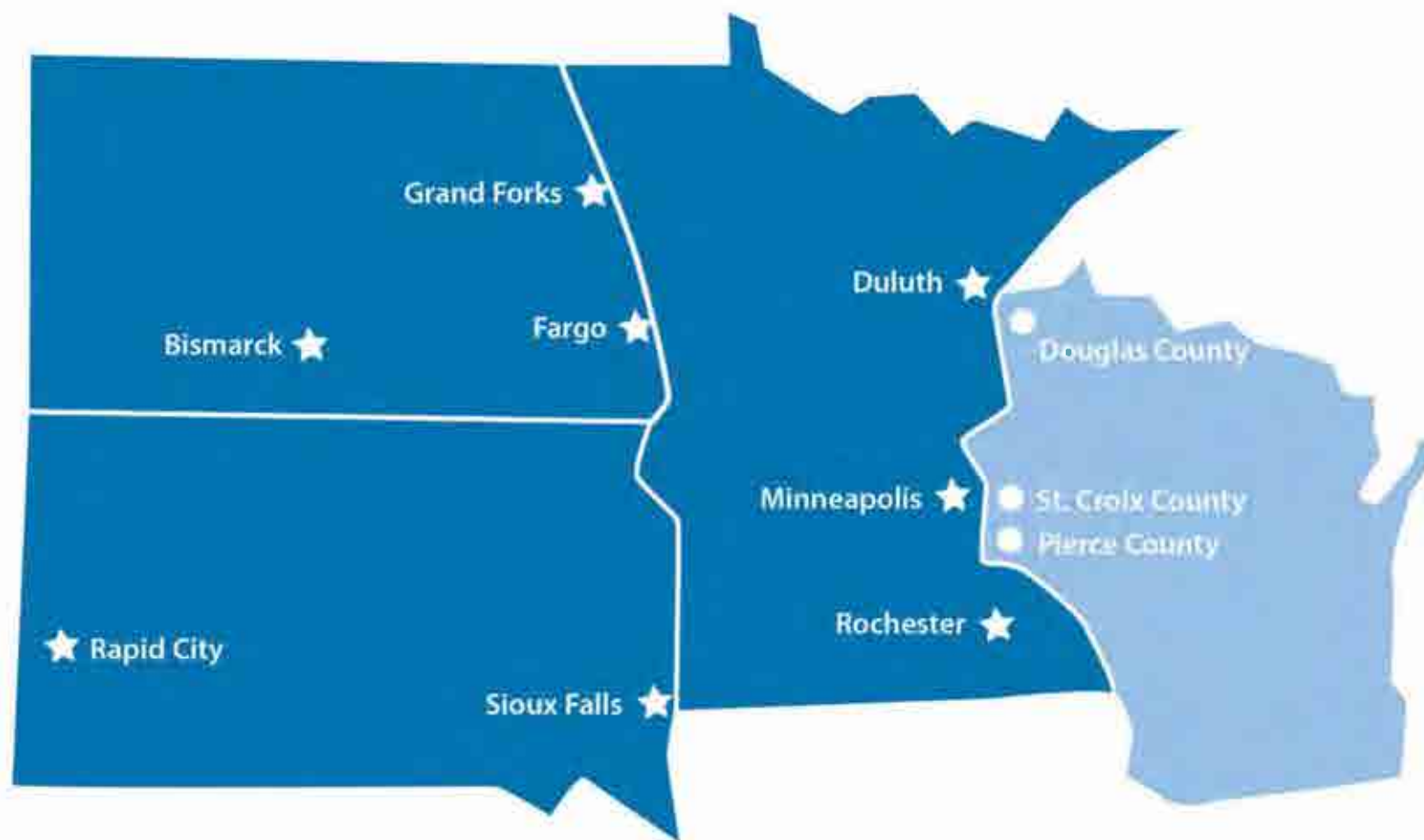


Kelly White

*Chief Executive Officer*



# LifeSource Service Area



## THE NUMBERS

>7.0 million people

>3,400 on waiting list

9 transplant centers

279+ hospitals

300 driver's license offices



# LifeSource

## Mission, Vision, and Values

### VISION

Everyone  
shares the  
gift of life.

### MISSION

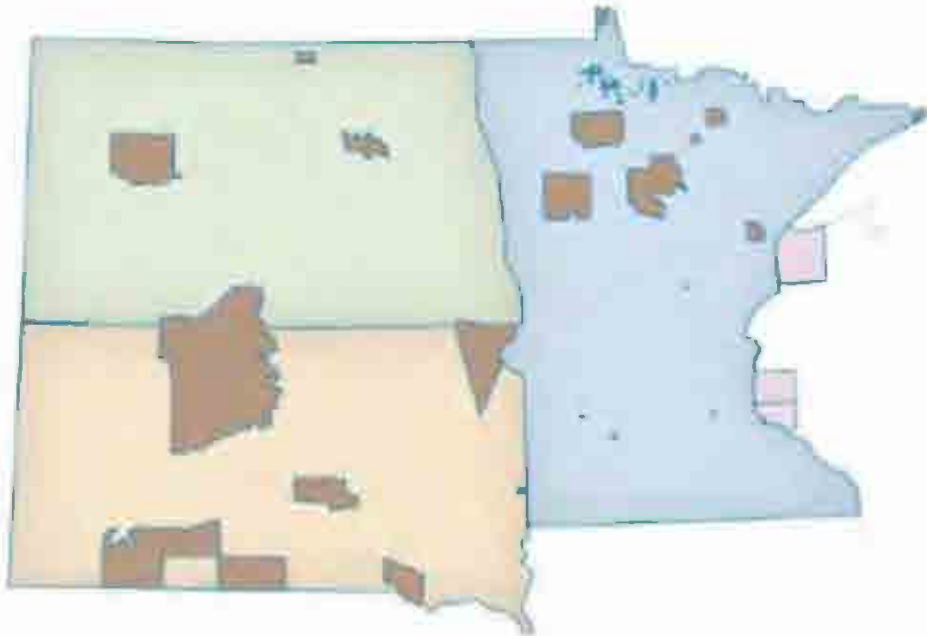
We save lives  
and offer hope and  
healing through  
excellence in organ,  
eye and tissue  
donation.

### VALUES

Respect  
Accountability  
Advocacy  
Life  
Innovation



# Indigenous Land Acknowledgement



LifeSource extends respect to the 23 sovereign Indigenous Nations in our designated service area and acknowledge that the land on which the LifeSource Office stands in Minneapolis, Minnesota is the ancestral land of the Očhéthi Šakówinj (or Seven Council Fires) Dakhóta People, specifically the Wahpekute Nation. Our use of traditional Dakhóta land extends beyond Minneapolis, we also have facilities in Sioux Falls, South Dakota (Yankton Nation) and Rochester, Minnesota (Wahpeton Nation).





# Why is our work so important?



**Mike**

Recipient Family Member, Business Owner,  
Grandfather & Community Organizer

- 17 people die each day waiting for a transplant.
- A new name is added to the transplant waiting list every 9 minutes.
- 3,000+ people in our community are waiting for a life-saving transplant right now.
- 60% of the 101,000 people on the national waiting list are people of color.



# LifeSource Equity Statement



LifeSource strives to be an organization that is:

- Comprised of team members with a rich mix of talent, who show up ***authentically***
- A ***diverse donor base*** of individuals and families, who are deeply understood and ***honored for their unique, cultural backgrounds, languages, traditions, and beliefs***
- Committed ***to eliminating race and other inequities*** as potential barriers to the *Getting to Yes* process for donation





# Equity, Diversity, and Inclusion Committee Charter



Advancing a culture of equity and inclusion



Help define and articulate strategies for operationalizing equity



Members of an internal guiding coalition



Provide model leadership around advancing equity and inclusion and saving lives through donation.



Subcommittees help drive the work



# A Commitment to our Neighbors and Community

*"LifeSource stands with our community, nation and the world for equality, justice and systemic change."*

**Silence is not an option.  
Together, we change.**

*Adopted by LifeSource Board of Directors June 10, 2020*



# Community Engagement

## KEY ACTIVITIES

- Community Partnerships
- Grassroots Engagement
- Media/Social Media Campaigns

## GOALS

- Eliminate gap in authorization rates
- Increase donor registration
- Provide education



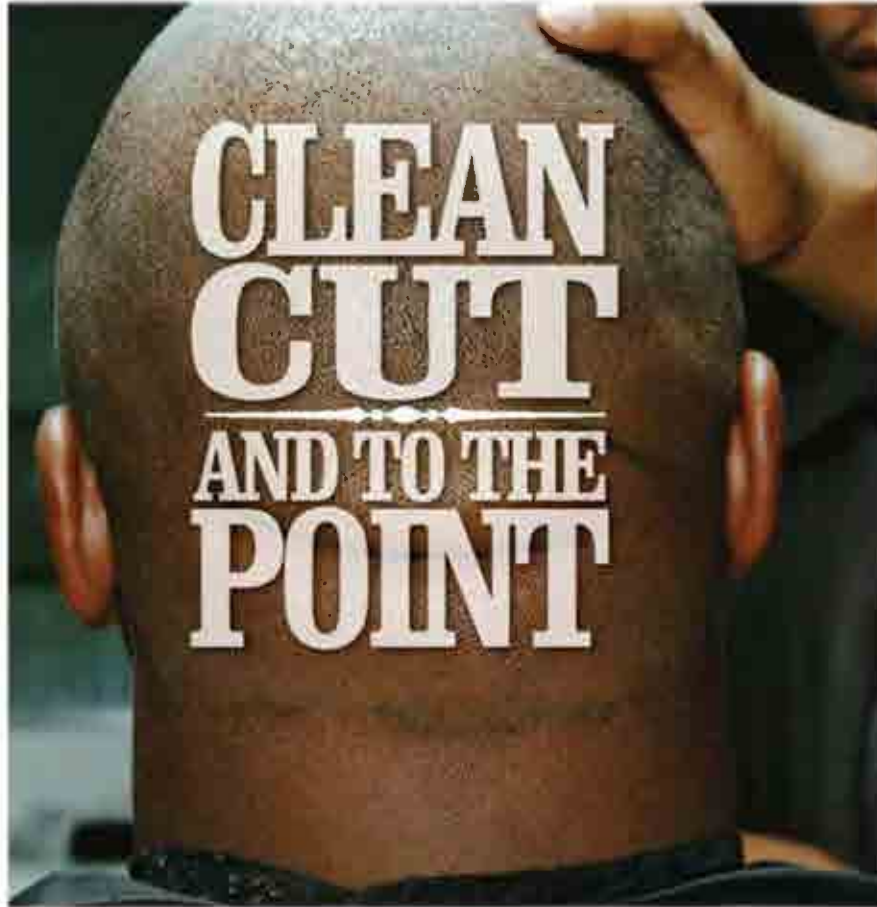
# Partnerships

**Sister Spokesman** Insight News The Circle News Mpls Native American Community Center Medica  
Mpls Native American Community Clinic **HUEman** BlueCross BlueShield Reconnect Rondo **KMOJ**  
Hawthorne Neighborhood Assoc. Off the Blue Couch UofM Nursing **Neighborhood Health**  
**Source** Sabathani Community Center PICA Head Start: Parents in Community Action Volunteers of  
America Tree of Life Church **NorthPoint Health** Black Men Healing Conference **Black Women Rising**  
Native American Medicine Gardens-UMN **Storymobile of St. Paul** Ramsey County Public Health  
**Summit Academy** Minneapolis Community & Technical College National Kidney Foundation  
National Association of Nigerian Nurses in North America **Hmong Cultural Center** MN Sikh  
Society Islamic Center of MN **Tergar Meditation Center** University of Concordia **West Broadway Area &  
Business Coalition**





# Barbershop Conversations TalkDonation







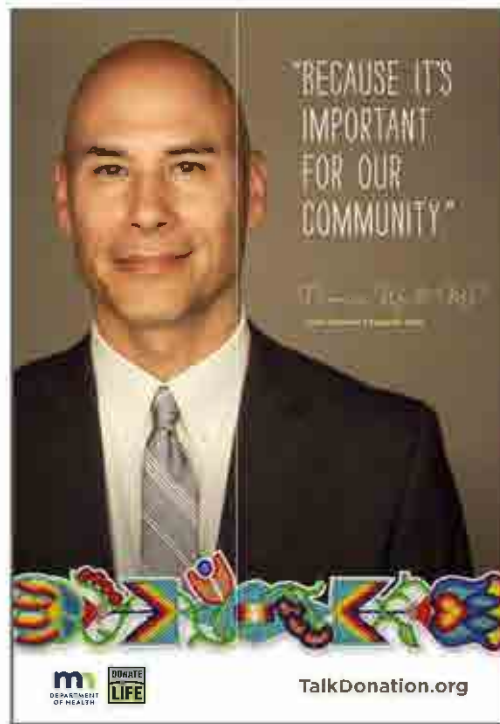
"I'M PART OF  
A GREATER  
WHOLE AND  
TOGETHER WE  
ARE STRONGER."

*Rita Ruiz*




**m** **MINUTE**  
DEPARTMENT **LIFE**  
OF HEALTH

TalkDonation.org



"BECAUSE IT'S  
IMPORTANT  
FOR OUR  
COMMUNITY"

*Dr. Michael J. Smith*



**m** **MINUTE**  
DEPARTMENT **LIFE**  
OF HEALTH

TalkDonation.org



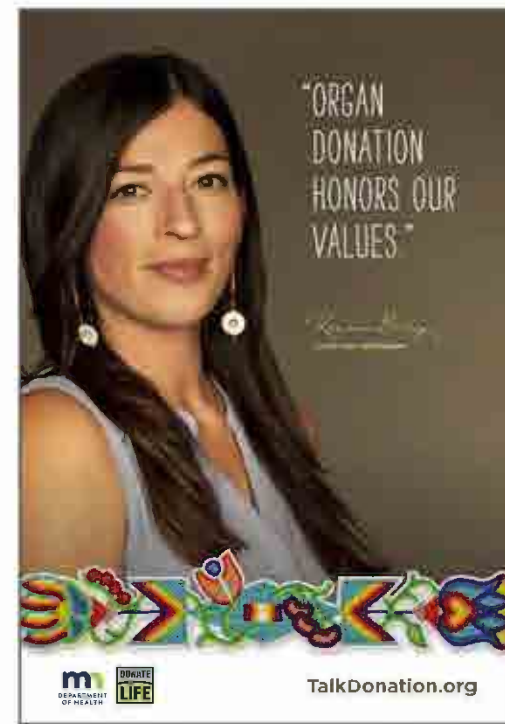
"HOW CAN SAVING  
ANOTHER LIFE BE  
WRONG?"

*Juliana Chavez*




**m** **MINUTE**  
DEPARTMENT **LIFE**  
OF HEALTH

TalkDonation.org



"ORGAN  
DONATION  
HONORS OUR  
VALUES"

*Karen Lopez*



**m** **MINUTE**  
DEPARTMENT **LIFE**  
OF HEALTH

TalkDonation.org





# Live Your Healthy Lyfe: August 20, 2022



**LIVE YOUR HEALTHY LYFE**

A health & wellness focused block party by the Northside community for the Northside community and beyond





DETAILS	FEATURING
<b>SATURDAY AUGUST 20</b>  <b>10 A.M. – 5 P.M.</b>  2126 W. BROADWAY AVE MINNEAPOLIS, MN 55411	ARTIST ENTERTAINMENT FOOD, DRINK & COFFEE CHILDREN'S ACTIVITIES HEALTHCARE SCREENINGS VACCINATIONS GUIDED COMMUNITY CONVERSATIONS MENTAL HEALTH CONSULTATIONS VARIETY OF BLACK-OWNED VENDORS

EMCEE	SPECIAL MUSICAL GUESTS
	     

SPONSORED BY	PRESENTED BY
  	
  	AND A COALITION OF NORTH MINNEAPOLIS BUSINESS AND COMMUNITY LEADERS
  	<a href="http://LIVEYOURHEALTHYLYFE.COM">LIVEYOURHEALTHYLYFE.COM</a>
 	<b>QUESTIONS?</b> EMAIL <a href="mailto:LIVEYOURHEALTHYLYFE@GMAIL.COM">LIVEYOURHEALTHYLYFE@GMAIL.COM</a>



# “Small Decisions Matter” Event

- Thursday, Nov. 17, 2022
- Heart health & diabetes prevention
- Featuring Portrait Gallery of Community Advocates



# Turtle Mountain Band of Chippewa

- The Greyson Initiative
- Adding donor registration to Tribal IDs.
- Adopted June 7, 2022



# Tribal ID Launch Event: November 14, 2022

## The Greyson Initiative

*"Maada 'ookin Bimaad'izinwin"*





Tribal ID  
Launch  
November  
14, 2022



# Community Support & Impact





# New Engagements



Our Community is Our Business



# Resources

LifeSource

ORGAN, EYE AND TISSUE DONATION

LIFE

GIVE NOW

CAREERS

CONTACT

MEDIA & PRESS

Who We Are

About Donation

Donor Families

Partners

Get Involved

The Latest

Register Online

## About Donation

Discover success stories and find answers to your questions about organ donation



January 25, 2022 in [About Donation](#) [Industry & Innovation](#) [News](#)

### Time Is the Enemy in Transplantation

[READ MORE >](#)



January 04, 2022 in [About Donation](#)

### Can I Be an Organ Donor and Donate My Body to Science?

[READ MORE >](#)



December 16, 2021 in [About Donation](#)

### Five Facts About Eye Donation

[READ MORE >](#)



November 30, 2021 in [About Donation](#)

### Can Children Be Organ Donors?



October 25, 2021 in [About Donation](#) [Our Experts](#)

### What is a Medical Evaluation



October 20, 2021 in [About Donation](#) [News](#)

### How is COVID-19 Impacting Donation?

LifeSource

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## Donation Myths

There are many questions and myths around organ, eye, and tissue donation. Unfortunately, people often disqualify themselves as potential donors by citing misconceptions. Check out these videos to get the facts and learn that regardless of your age, race, religion, or health **you can still share the gift of life.**

### Am I healthy enough to be a donor?



Watch on [YouTube](#)

### Does race play a role in organ, eye or tissue donation?



Watch on [YouTube](#)

### Which religions support organ, eye and tissue donation?



Watch on [YouTube](#)

### Am I too old to be a donor?



Watch on [YouTube](#)



# Donation Facts

**A little heart can make a big difference** ❤️

- ✓ YOU could save and heal more than 75 people through organ, eye and tissue donation.
- ✓ There's no age limit to register. The oldest donor was 95.
- ✓ Have a past or current health issue? That won't necessarily rule you out.
- ✓ All major religions support donation.
- ✓ Your life comes first. The hospital's priority will always be you.

**DONATE LIFE** Register now at: 

