



GIFT OF LIFE MOTTEP

KIMBERLY M. ALEXANDER

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PR PLAN

1.0 RESEARCH AND SITUATION ANALYSIS

The Minority Organ and Tissue Transplant Education Program (MOTTEP) is a national organization created to educate minority communities about organ/tissue donation and transplantation.

MOTTEP is the first national organization of its kind that focuses on solving the number one problem in transplantation – the shortage of organ/tissue donors among minorities. Since its inception in 1993, it has expanded from three sites to 15 across the country.

MOTTEP serves the African American, American Indian, Hispanic/Latino, Asian and Pacific Islander populations. Minority populations in general and African Americans in particular are disproportionately affected by disease that can lead to organ failure i.e. diabetes, hypertension, obesity/poor nutrition, drug and alcohol abuse. MOTTEP seeks to educate the minority community to eradicate the disproportionate rate between organ need and available donors.

MOTTEP will need to overcome many myths, superstitions and historically-held religious/spiritual beliefs its audience holds regarding organ transplantation and donation. MOTTEP will need to fortify relationships and alliances within the community and most importantly the faith-based community for support to effectively penetrate these objections.

2.0 PUBLIC RELATIONS GOAL

MOTTEP's overall public relations goal is listed below and will be supported by two objectives that will be met through a series of key messages and specific tactics.

2.1 Goal

Increase the number of minority organ and tissue transplant donors through increasing the number of minorities who sign up on the Michigan Organ Donor Registry by 10 percent.

The following two objectives and related key messages will help achieve the overall goal. This goal must be accomplished no later than year end 2012.

2.2 OBJECTIVE #1 – Increase the number of minorities who sign the organ donor registry.

Key Messages

1. Fifty percent of patients waiting for transplants are of an ethnic minority, but only 25 percent of the available donor pool represents minority donors.
2. Seventeen transplant patients die each day while awaiting an organ.
3. One donor can provide life-saving organs for seven persons.

Tactics and Tools

1. Create handouts/print materials to be distributed at community events.
2. Create a newsletter highlighting donor stories and mail with handouts in response to inquiries for information.

3. Create an informational-video for distribution at community clinics to play in waiting areas.
4. Send press release to local media to obtain coverage highlighting a donor story.
5. Create blog and social media account (Twitter) to engage minority community regarding need for organ donors.
6. Create a QR (Quick Response) Code to draw the attention of the tech-savvy and educated minority population regarding organ donation. QR code will lead to a landing page highlighting facts/statistics/donor story and a request form for more information.

2.3 OBJECTIVE #2 – Use MOTTEP events to increase awareness of the need for organ donation and to address myths and objections surrounding organ donation.

Key Message

1. There are approximately 3,000 patients waiting for a transplant who live in Michigan.
2. Forty-six percent of patients awaiting kidney transplants in Michigan are African American.
3. Donation doesn't cost the donor or the donor's family anything.

Tactics and Tools

1. Prepare speech for Sounds of Saving Lives event to be held on Nov 11th to address need for organ donation and myths/objections to donation.
2. Create video of donors sharing stories of how they overcame their fears regarding donation and play at events.
3. Create handout addressing myths and objections surrounding organ donation for distribution at events.

3.0 EVALUATION

MOTTEP will use the current amount of minorities who have signed the Michigan Organ Donor Registry as a baseline in its evaluation.

3.1 OBJECTIVE #1 Increase the number of minorities who sign the organ donor registry

Evaluation: After the PR tactics have been used to communicate the key messages, MOTTEP will compare the number of minorities on the registry before the campaign was implemented to after the campaign is completed. MOTTEP would like see to see a 10 percent increase in signed donor registries.

3.2 OBJECTIVE #2 Use MOTTEP events to increase awareness of the need for organ donation and to address myths and objections surrounding organ donation.

Evaluation: A survey will be mailed or emailed to event attendees to assess their knowledge about organ donation and attitudes and beliefs (post event).

4.0 TIMELINE

The PR Plan will span a two month period in order to effectively meet the proposed objectives. It may be necessary to extend the plan into 2012 to accomplish the overall goal.

6.0 AUDIENCES

Internal Publics

1. Foundation Staff/Team Members
2. Volunteers
3. Board Members
4. Organ Recipients

External Publics

1. Current Donors
2. Potential Donors
3. Media – Local and Regional
4. Healthcare Providers
5. Churches

PRESS RELEASE

NEWS RELEASE

FOR IMMEDIATE RELEASE

November 9, 2011
Kimberly Alexander
248.824.0419
kalexander@rc.edu

Kidney Transplant Recipient, Former NFL Player to Speak at Concert

(DETROIT, Mich.) Bobby Howard, recipient of a deceased-donor kidney and retired professional football player for the Tampa Bay Buccaneers, will be speaking at the Sounds of Saving Lives Concert in Detroit on Sunday Nov 13, 2011. The second annual concert is part of the National Donor Sabbath weekend designed to bring organ donation awareness to faith communities.

“Although we are seeing donation rates increase in minority populations, the message is rarely heard from our pulpits, mosques and temples,” said Remonia A. Chapman, program director of the Gift of Life Minority Organ and Tissue Transplant Education Program (MOTTEP). “The Sounds of Saving Lives Concert is inclusive of all faiths and part of a weekend of events designed to engage the faith community more in the message, mission and ministry of saving lives through organ and tissue donation” she added.

A shortage of organ donors has always been a major challenge nationally. However, African Americans are the hardest-hit: comprising 34 percent of the kidney waiting list but only 14 percent of the U.S. population, as reported in a study published in the Journal of the American College of Surgeons in May 2010. The retrospective study also reports that minority donors is expected to reach 35 percent, up from approximately 15 percent in 1990. Despite this increase, Michigan’s need for minority donors is great with 46 percent of the 3,000 patients waiting for a transplant being African American.

Howard who retired in 1990 as a running back for the Tampa Bay Buccaneers is now a star player when it comes to educating the African-American community on the importance of organ and tissue donation. He’s dedicated his life to this mission after receiving a deceased-donor kidney in 1994. Since 1995, Howard has led the efforts of LifeLink of Georgia, the local organ procurement organization, as the Multicultural Donation Education Program manager.

Other organ recipients will team up with Howard at the Sound of Saving Lives concert to share their stories. Among them are Pam Powell, a double lung recipient who received a donation from an 11-year-old and Reverend Gahager, another double lung recipient. Joining them on the program will be Reverend Angelo Henderson, Pulitzer Prize-winner and news radio host as the master of ceremony, a recording artist, local choirs and singers.

Forty-four minorities signed the organ donor registry at last year's inaugural concert. Chapman is anticipating more donors to sign up this year at the free concert, which will be held at Triumph Church East Campus, 2760 E. Grand Blvd, Detroit, Mich., on Sunday Nov 13, 2011 at 4:30 p.m. For more information, visit <http://detroitmottepfoundation.org>.

The Minority Organ and Tissue Transplant Education Program (MOTTEP), founded by Dr. Clive O. Callendar, is the first national organization designed to educate minority communities on facts about organ/tissue donation and transplantation. Since June 1993, National MOTTEP has been actively working to solve the number one problem in transplantation - the shortage of organ/tissue donors. National MOTTEP expanded from three sites in 1993 to 15 sites in 1995 across the country. Gift of Life MOTTEP was launched in 1995 and serves the African American, American Indian, Hispanic/Latino, Asian and Pacific Islander populations.

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CRISIS PLAN

What is included in this plan:

- 1.0 Introduction
- 2.0 Anticipating a Crisis
- 3.0 Preparing for a Crisis
- 4.0 Identifying a Crisis
- 5.0 Handling a Crisis
- 6.0 Factors to Consider
- 7.0 Evaluation

1.0. Introduction

This crisis communication plan will outline suggestions for MOTTEP to use in the case of a crisis. Due to the rapid nature and damaging effects of a crisis, it is important to handle a crisis expeditiously and to be adequately prepared.

Crises are to be handled in an organized and efficient manner. Decision making during a crisis should be underlined with concern to protect the organization's reputation and the safety of all parties involved.

The Program Director of Gift of Life MOTTEP Detroit will activate this plan, if necessary, but the entire organization should be aware of the plan and of the roles they play in executing it. If any member of the MOTTEP Detroit community believes a crisis is pending or is under way, he/she should report it immediately to the program director.

This crisis communication plan will provide general guidelines for reacting to a crisis. A good crisis communication plan outlines what must be done in times of crisis, but must also be flexible enough to adapt to specific situations as they unfold. The plan must also be periodically tested and evaluated to ensure its effectiveness.

Gift of Life MOTTEP Detroit will follow these guidelines to respond quickly to handle any crisis or emergency, as well as to inform its publics about the crisis.

2.0 Anticipating a Crisis

Crises can happen anywhere, at any time and when least expected. MOTTEP will anticipate crises by periodically assessing crisis risks on external and internal levels.

2.1 External Crisis – crises which occur on an international, national and local level which have the potential to impact MOTTEP's mission and organization

2.2 Internal Crisis – crises involving staff or the company at the local or national office

3.0 Preparing for a Crisis

Steps that are to be done before a crisis hits:

1. Establish a crisis communication team
2. Have current contact numbers and e-mail addresses for key officials
3. Have local and statewide emergency numbers available
Detroit Community Emergency Response Team
Detroit Office of Homeland Security & Emergency Management
313-596-6558

Gift of Life Michigan
734-973-1577
4. List possible locations for command/media center
5. Prepare a Standby Statement
6. Compile a Crisis Info Kit
Crisis Kit contents: Staff Roster with phone numbers and their emergency contacts, emergency medical supplies, walkie-talkies, cell phones, maps to command/media center, this crisis plan, media kit (profiles/bios of staff, fact sheet, press release, media list, speech/script)
7. Communicate this plan in advance

4.0 Identifying a Crisis

Upon gathering the facts pertaining to the crisis, the crisis communication team will use this information to categorize the crisis. The category will determine the team's response to the crisis. Categories of crises:

4.1 Hazard - a situation that poses a level of threat to life, health, property, or environment. Mostly dormant or potential for danger if not addressed.

4.2 Storm - a disturbance of the normal condition of the atmosphere, manifesting itself by strong, violent, abrupt or unusual elements; an attack or assault.

4.3 Disaster - a calamitous event, especially one occurring suddenly and causing great loss of life, damage, or hardship, as a flood, airplane crash, or business failure; causing great distress or destruction.

5.0 Handling a Crisis

First and foremost, it is imperative to take immediate action when a crisis occurs. The crisis communication team should follow the following steps to address a crisis:

5.1 First Steps

1. Gather the facts and confirm their accuracy
2. Convene the crisis communication team
3. Activate all relevant safety plans
4. Take immediate action to ensure the safety of staff, customers, victims
5. Develop a plan to assist those who have been affected

6. Designate a command center and/or media center – use the nearest public facility with internet access if it's available, e.g. library
7. Prepare a statement and background information
8. Meet with city or state officials if necessary

5.2 Publics

The Crisis Communication Team will identify which of the key audiences need to be informed of the situation, and in what order. Key Audiences:

1. Staff
2. Board of Directors
3. The media
4. Volunteers
5. General public

5.3 Communication

The Crisis Communication Team will take the following communication steps:

1. Designate a spokesperson – the Program Director will be the spokesperson if available
2. Provide guidance to the public
3. Develop uniform messages – messages should communicate the organization is saddened by the event and that it has our full attention. It should outline steps the organization is taking with a timeline if necessary.
4. Anticipate tough questions
5. Identify which mediums are available to communicate your message
6. Control the message
7. Control the flow of information
8. Keep track of media calls, requests
9. Respond to the media quickly and fairly
10. Dispel rumors

6.0 Factors to Consider

Gift of Life MOTTEP is a pillar in the community and strong advocate for those waiting for a transplant. It's important to always keep an upstanding reputation in the community and avoid actions that would tarnish its image.

Most crises can be circumvented or minimized by:

1. Setting good policy in advance to avoid a crisis.
2. Doing the right thing for those involved. Never lie.
3. Choose words and phrases carefully to ease the public's concern.
4. Consider court of law vs. court of public opinion when disseminating information.
5. Understand media's creation of victim, villain or hero.

7.0 Evaluation

After a crisis, the Crisis Communication Team will evaluate how it was handled. The team will use the information to determine the effectiveness of the plan and make possible improvements.

Evaluation will include the following steps:

1. Review media coverage and monitor the conversation on social media
2. Debrief involved parties
3. Update the plan as needed

FACT SHEET



Remonia Chapman
Program Director

3861 Research Park Dr., Ann Arbor, MI 48108
(313) 393-2246

rchapman@giftoflifemichigan.org
<http://detroitmottepfoundation.org>

GIFT OF LIFE MOTTEP FACT SHEET

HISTORY The Minority Organ and Tissue Transplant Education Program (MOTTEP), founded by Dr. Clive O. Callendar, is the first national organization designed to educate minority communities on facts about organ/tissue donation and transplantation. Since June 1993, National MOTTEP has been actively working to solve the number one problem in transplantation - the shortage of organ/tissue donors. National MOTTEP expanded from three (3) sites in 1993 to fifteen (15) sites in 1995 across the country. Gift of Life MOTTEP was launched in 1995 and serves the African American, American Indian, Hispanic/Latino, Asian and Pacific Islander populations.

VISION The vision of MOTTEP is to increase organ and tissue donations within multiple ethnic minority groups and decrease the rate and number of ethnic minority Americans needing organ and tissue transplants.

PURPOSE Utilizing a two-pronged strategy of intervention and prevention, MOTTEP collaborates and forms partnerships with community organizations to elevate minority understanding of and commitment to the donation message. MOTTEP directly targets individuals through one-on-one counseling, workshops, presentations, and information dissemination at community events garnering the support of faith-based institutions, providers, schools, colleges and universities, and the media.

GOALS Our goals, since our inception, continue to be to:

- Increase the number of individuals, especially ethnic minorities, who are knowledgeable about organ and tissue donation and transplantation.
- Increase the number of ethnic minorities who have family discussions about donation.
- Increase the number of ethnic minorities willing to donate organs and tissues.
- Increase the number of ethnic minorities who are willing to adopt healthier lifestyles and behavior patterns, resulting in a decreased need for transplantation.

RECENT NEWS

A shortage of organ donors has always been a major challenge nationally. However, African Americans are the hardest-hit: comprising 34 percent of the kidney waiting list but only 14 percent of the U.S. population, as reported in a study published in the Journal of the American College of Surgeons in May 2010. The retrospective study also reports that minority donors are expected to reach 35 percent, up from approximately 15 percent in 1990. Despite this increase, Michigan's need for minority donors is great with 46 percent of the 3,000 patients waiting for a transplant being African American.

August 15, 2011:

State Representative Harvey Santana (Detroit) visited two Secretary of State Offices in Detroit in honor of Minority Donor Awareness Day and added his name to Michigan's Organ Donor Registry. By signing up himself, Santana hopes to bring light to the issue and encourage people of color to sign up for the registry.

"I was very compelled to join this cause once I understood how organ donation impacts communities of color," Santana said. "As a State Representative, I feel I have the responsibility to lead the conversation on this subject, as many of the families I work for are those being most affected. I hope my efforts will raise awareness for this noble cause and encourage more minorities to become donors."

Santana was also joined at the event by officials from Detroit's Gift of Life Minority Organ and Tissue Transplant Education Program (MOTTEP).

Message from Michigan Secretary of State Ruth Johnson:

"We are very pleased to be part of recognizing National Minority Donor Awareness Month because getting the word out to every Michigan resident in every community is critical to saving lives," said Michigan Secretary of State Ruth Johnson. "We strongly support the efforts of the National Minority Organ Tissue Transplant Education Program and its efforts to encourage more minority community members to become organ and tissue donors."

During her first six months in office, Johnson, working with partners Gift of Life Michigan and the Michigan Eye-Bank, launched several new initiatives aimed at expanding Michigan's Organ Donor Registry. Those efforts have resulted in double-digit monthly increases in May (20 percent), June (25 percent) and July (28 percent) over the same months last year.

"We are very pleased at the strong progress, but we have a long way to go in Michigan," Johnson said. "We can and will do better."

NEWMEDIA/SOCIAL MEDIA

<http://twitter.com/giftlifemottep>

The screenshot shows the Twitter profile of Gift of Life MOTTEP (@GiftLifeMOTTEP) in a Microsoft Internet Explorer browser window. The browser's address bar shows the URL <https://twitter.com/#1/giftlifemottep>. The Twitter profile header includes the account name, bio, and a link to the website <http://www.detroitmottepfoundation.org/>. The bio states: "Detroit's Minority Organ Tissue Transplant Education Program. Love yourself - Take care of yourself! Have a question on donation or transplant? Ask here." The profile statistics show 68 Tweets, 31 Following, 23 Followers, and 0 Listed. The "Following" list is visible, showing several users. The tweet feed on the left includes several tweets from Gift of Life MOTTEP, with the most recent tweet circled: "Thanks for the follow @MichiganEyeBank! 5 Dec". The bottom of the screen shows the Windows taskbar with various open applications, including TweetDeck, mottep prez, CCF PR Plan, Microsoft Office, IBMTERMP.NET.H..., Gift of Life MOTTEP, and Transplants / Org... The system clock in the bottom right corner indicates the time is 1:46 PM on Wednesday, December 7, 2011.

Gift of Life MOTTEP (@GiftLifeMOTTEP) on Twitter - Microsoft Internet Explorer provided by Henry Ford Health System

https://twitter.com/#1/giftlifemottep

File Edit View Favorites Tools Help

Gift of Life MOTTEP (giftlifemottep) on Twitter

twitter Search Home Profile Messages Who To Follow GiftLifeMOTTEP

GIFT OF LIFE MOTTEP
Minority Organ Tissue

Gift of Life MOTTEP
@GiftLifeMOTTEP Detroit
Detroit's Minority Organ Tissue Transplant Education Program. Love yourself - Take care of yourself! Have a question on donation or transplant? Ask here.
<http://www.detroitmottepfoundation.org/>

Edit your profile →

Tweets Favorites Following Followers Lists

GiftLifeMOTTEP Gift of Life MOTTEP
Children With Kidney Disease Faced With Racial Inequalities
[mnt.to/42VR](#) via [@mnt_transplants](#)
1 minute ago

GiftLifeMOTTEP Gift of Life MOTTEP
Racial, Gender Disparities Among Pediatric Heart Transplant Patients Alive 10 Years After Surgery [mnt.to/42Zd](#) via [@mnt_transplants](#)
2 minutes ago

GiftLifeMOTTEP Gift of Life MOTTEP
Received great news from someone who is now at the top of the waiting list for a kidney transplant! #goodnews
6 Dec

GiftLifeMOTTEP Gift of Life MOTTEP
Thanks for the follow [@MichiganEyeBank!](#)
5 Dec

DonateLifeOrgan Glenn Matsuki
The disparities between the health of kidney donor Blacks and Hispanics ... [donatelife-organadonation.blogspot.com/2011/12/dispar...](#)
4 Dec
Retweeted by GiftLifeMOTTEP

GiftLifeMOTTEP Gift of Life MOTTEP
[@joanlefosse](#) this is wonderful to hear! Thanks for sharing.

About @GiftLifeMOTTEP
68 Tweets 31 Following 23 Followers 0 Listed

Following - view all

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Are your alliances strong enough to get you to where you want to be one year from now?
ronkarr, [+] Wed 07 Dec 13:46 via web
1/2

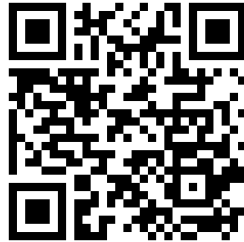
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start TweetDeck mottep prez CCF PR Plan Microsoft Office IBMTERMP.NET.H... Gift of Life MOTTEP Transplants / Org... 1:46 PM

Portfolio Item #1

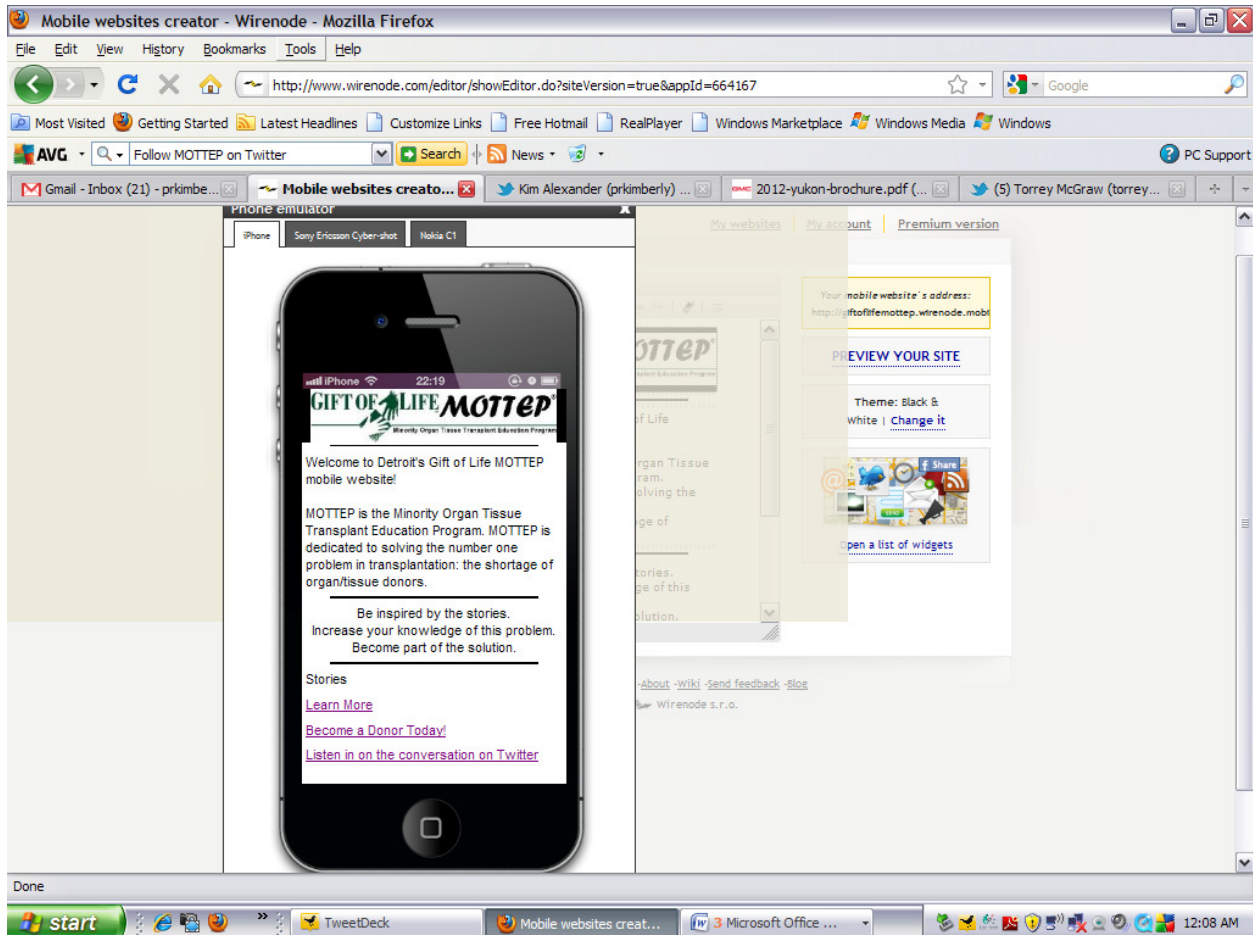
QR (Quick Response) Code Campaign

QR Code:



Once QR code is scanned, user will be directed to a mobile-friendly website where they can learn about MOTTEP, be inspired by donor stories, follow MOTTEP on Twitter and/or sign the donor registry.

Mobile website I created:



Uses for the QR Code:

- Promotional items for MOTTEP's annual Life Walk/Run
 - Back of T-Shirt (for walk participants)
 - Water Bottle
 - Gym Bag
- Include in newsletter and on business cards

Promotional items for MOTTEP's annual LIFE Walk/Run

The Gift of Life MOTTEP LIFE Walk/Run is the largest fundraising event promoting organ and tissue donation in the state of Michigan. The event is attended by more than 1,000 individuals, including members of the medical profession, major corporations, media personalities, politicians, donor family members, and transplant recipients.

Place QR Code on Back of T-Shirt (for walk participants), Water Bottle and Gym Bag

Front



Back

