



Grants to Increase Organ Donation

Mary L. Ganikos, PhD
Chief, Public and Professional Education Branch
Division of Transplantation
Healthcare Systems Bureau
Health Resources and Services Administration
Department of Health and Human Services

Goals for This Session

Provide an overview of:

- The Division of Transplantation (DoT)
- The need to increase organ donation
- HRSA grant programs to increase organ donation

What is the Division of Transplantation?

An entity within HRSA's Healthcare Systems Bureau with responsibility for:

- Organ Donation and Transplantation Program
- National Blood Stem Cell Transplant Program

DoT's Organ Transplant Functions

- Provide support for and oversight of the U.S. transplant system to promote evidenced-based organ allocation policies and systems.
- Increase Organ Donation
 - Grants
 - Contracts
 - Special Projects

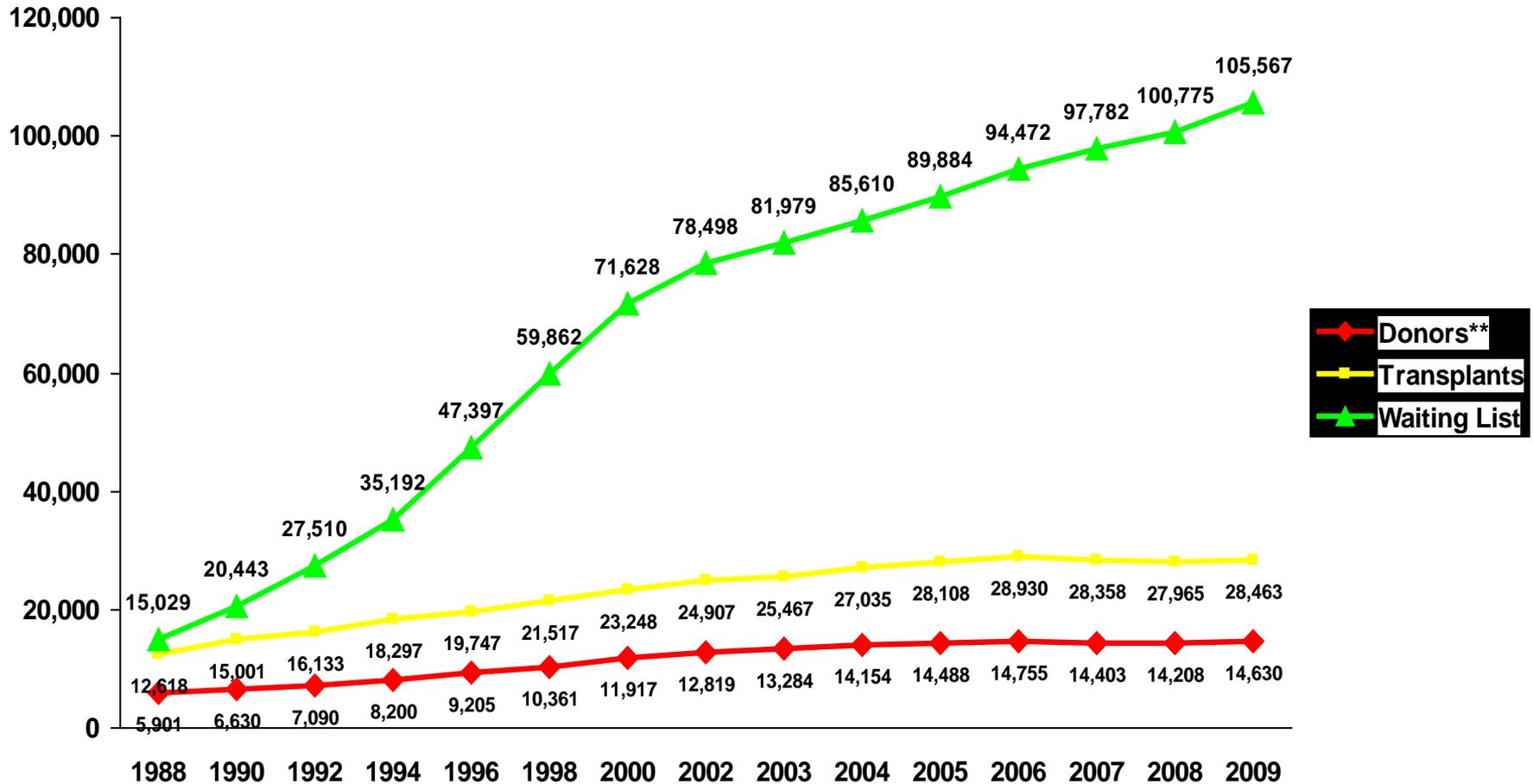
Good News

478,347 People Transplanted
1988-2009

Bad News

90,559 died waiting 1988-2009
7,064 died waiting in 2009
100+ die each week

The Gap Continues to Widen



* Data from www.optn.org and OPTN/SRTR Annual Report.

** Data include deceased and living donors.

On May 7, 2010

107,352

patients were waiting for an organ.

Outreach Works

2005 HRSA National Survey

by The Gallup Organization

	2005	1993
• Granted permission	28%	53%
• Donate family's organs		
wishes known	93%	97%
wishes unknown	47%	71%
• Family Discussion		
told family	52%	61%
heard from family	29%	53%

Two DoT Grant Programs 2011

- Social and Behavioral Interventions for Increasing Solid Organ Donation
 - A research program to implement and test the effectiveness of novel strategies for increasing individual registration and family consent for donation.
- Public Education Efforts to Increase Solid Organ Donation
 - A program to replicate successful donation promotion strategies or models and in other areas or populations.

Specific Elements

Social & Behavioral

- Test Novel Strategies or Models
- Rigorous Research
- Increase Donor Registration/Deceased Donation
- Living Donation Education
- 3-Year Program

Public Education

- Replicate Effective Strategies or Models
- Program Evaluation
- Increase Donor Registration/Deceased Donation
- Living Donation Education
- 2-Year Program

Social & Behavioral Interventions (SBI) Performance Measures FY 2011

Deceased Donation – Performance Measures

- Individual commitment to be a deceased donor (public outreach interventions)
- Family consent for deceased relative (hospital interventions)

Living Donation – Performance Measures

- Public's knowledge of opportunities, risks, benefits
- Patient's knowledge of opportunities, risks, benefits

Specific Requirements (SBI)

- **Intervention/Applied Research:** Experimental and quasi-experimental designs
- **Evaluate or implement and evaluate**
- **Intervention development:** 20% project time and budget
- **Theoretical basis:** Health behavior change theory throughout application

Types of Studies (SBI)

- **Pilot study** - new
- **Replication study** – new population, different geographic area, minority site required
- **Extension study** – add on/adjust

Funding Priority (SBI)

- 5 Extra Points
- Consortium
 - Research Organization: expertise/experience in social and behavioral research design and methods
 - Donation/Transplantation Organization: experience and current involvement in donation or transplantation as relevant to project focus
 - Substantive and substantial role; reflected in project design, staffing section, and separate budgets

Funding (SBI)

- First year total: \$1,250,000
- 4-5 projects
- \$250,000 - \$350,000 direct & indirect costs
- No required cost-sharing/In-kind is good
- Up to 3 years
- Start date: 09/01/11

Public Education Efforts (PubEd)

Two project categories:

- Project Replication -- Reproduce in a new setting or target audience a strategy already shown to effectively increase donor registration.
- Model Replication: Construct a project combining grassroots strategies with reinforcing media messages in a coordinated and synchronized initiative.

Project Evaluation: Process and Outcome (PubEd)

- Process
 - Timely achievement of project milestones
- Outcome
 - Increases in state donor registry enrollment (required)
 - Additional measures recommended

Funding (Pub Ed)

- First year total: \$1,000,000
- 3-4 projects
- \$250,000 - \$300,000 direct & indirect costs
- No required cost-sharing/In-kind is good
- Up to 2 years
- Start date: 09/01/11

Foci

- Worksites
- Schools/Universities
- Dialysis Patients & Centers
- Hair Stylists
- Requestor Training
- Mothers of Donors
- Primary Care Settings

Foci, cont'd

- **Media & Community Campaigns**
- **Funeral Directors**
- **Estate Planning Attorneys**
- **Clergy/Chaplains**
- **Hospital Development**
- **Kiosks**

Foci, cont'd

- Tribal Colleges
- Flea Markets
- Bereavement Counseling
- Hospital Chaplains
- In-House Coordinators

Review Panel Composition

3 reviewers per application for all HRSA grants

SBI

- 1 donation/transplantation professional
- 2 researchers

- Public Ed

- 2 donation/transplant professionals
- 1 researcher

Unsolicited Advice

- Develop a project team
 - Donation professional, researcher or evaluator, target population representative, venue representative (We can help you find team members.)
- Work as a project team
 - From start to finish. Don't be a lone ranger. Make sure all team expertise is reflected in the application.



More Unsolicited Advice

Call us.

We're from the government and
we're here to help you
... really.



Contact Information

Mary L. Ganikos, PhD
Chief, Education Branch
Division of Transplantation
301.443.8665
mganikos@hrsa.gov