



Donate Life ECHO

Every Community Has Opportunity... to save and heal lives

Done Vida ECO: Esperanza, Comunidad y Oportunidad

On a yearly basis, during the second and third full weeks of July, a two-week outreach campaign known as Donate Life ECHO is observed. This nationally-recognized initiative focuses on educating multicultural communities on the importance of donation and transplantation and registering to be an organ, eye, and tissue donor. Established in July 2015, Donate Life ECHO is the result of a collaborative partnership between the Association for Multicultural Affairs in Transplantation (AMAT) and Donate Life America.

Did You Know?

Transplants can be successful regardless of the ethnicity of the donor and recipient. The likelihood, however, of longer-term survival may be greater if the donor and recipient are closely matched in terms of their shared genetic background.

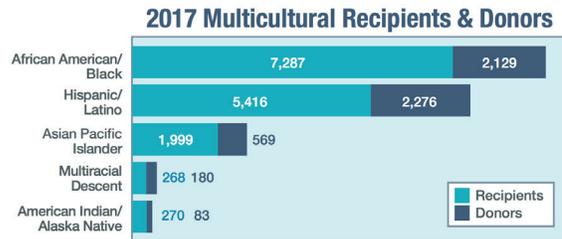


Image: Donate Life America

Ways to Get Involved

- **Social Media:** Use the Donate Life ECHO Facebook frame for your profile picture, Post Web Banners, Print ECHO/ECO speech bubbles and add your own message then take a selfie (or two) and share it with your social network, or simply use the hashtag #DonateLifeECHO
- **Challenge Yourself!** Enter the Instagram Boomerang Challenge by posting a boomerang that highlights why donation is important to you OR enter the Donate Life ECHO Video Contest. Video entries must be based on the theme “Donate Life Caregiving” – spread the message of Donate Life ECHO and ask others to register to be donors.
- **Partner with a local restaurant and host a Donate Life ECHO registry night.**
- **Use donation as an opportunity to spread kindness** – buy a stranger a cup of coffee or bring treats for your colleagues.

Multicultural Communities in Donation and Transplantation

- Nearly 115,000 men, women, and children are awaiting life-saving organ transplants
- Nearly 60% of the national transplant waiting list are from multicultural communities
 - 29% African American/Black,
 - 20% Hispanic/Latino
 - 8% Asian Pacific Islander
 - 1% American Indian/Alaska Native
 - <1% Multiracial Descent

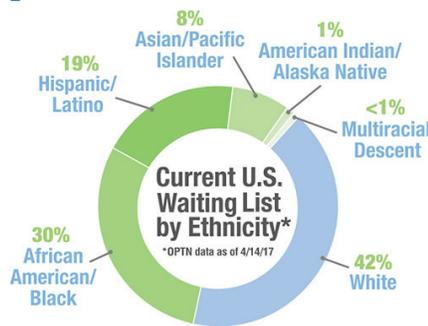


Image: Donate Life America



To learn more about Donate Life ECHO, or for social media tools and helpful resources, visit DonateLife.net/ECHO
Image: Donate Life America

To register your decision to save and heal lives, visit RegisterMe.org.

To learn more about organ, eye and tissue donation, visit DonateLife.net.

For more information on multicultural communities and donation, visit AMAT1.org.

References:
<http://www.donatelife.net/ECHO>
<https://optn.transplant.hrsa.gov>

This in-service also available on The Alliance Blog:
<https://organdonationalliance.org/education-corner-echo-2018>