

Black Donors Save Lives: Multimedia resources developed in collaboration with Black People to engage their communities as potential stem cell donors

Sylvia Okonofua^{1,2}, Elena Kum^{1,3}, Michelle Ho^{1,4}, Brady Park^{1,4}, Gabriele Jagelaviciute^{1,5}, Mayet Awoke^{1,6}, Ihedioranma Ozoh^{1,7}, Tobi Morakinyo^{1,8}, Warren Fingrut^{1,9}.

(1)Stem Cell Club, Toronto, ON, Canada, (2)University of Regina, Regina, SK, Canada, (3)McMaster University, Hamilton, ON, Canada, (4)Western University, London, ON, Canada, (5)Queen's University, Kingston, ON, Canada, (6) Ryerson University, Toronto, ON, Canada, (7) University of British Columbia, Vancouver, BC, Canada, (8)University of Manitoba, Winnipeg, MB, Canada, (9)Department of Medicine, Adult Bone Marrow Transplant Service, Memorial Sloan Kettering Cancer Center, New York, NY.

Background: Black patients face racial disparity in access to unrelated hematopoietic stem cell donors, & are not well represented on donor registries (eg in Canada, making up <2% of donors).

Methods: We collaborated with Black Canadians to develop multimedia to engage their communities as potential stem cell donors. Multimedia were reviewed by transplantation experts & for appeal by Black Canadians, then published to stemcellclub.ca/blackdonorssavelives/. We evaluated the multimedia's utilization & its impact on eligible Black donors' knowledge & attitudes towards donation, & on reducing barriers to donation.

Results: Multimedia developed included infographics highlighting racial disparity in access to stem cell donors, stories of Black stem cell recipients, & short videos & testimonials featuring Black Canadians advocating for their communities to register as donors, & diagrams showing stem cell collection from blood & marrow. Multimedia were included in a national Black History Month recruitment campaign & shared by Black groups (eg Black Physicians of Canada), major medical organizations (eg Canadian Blood Services), & >10 media outlets. Survey results from 39 Black Canadians showed that, after viewing the multimedia, mean knowledge test scores improved from 75% to 92% ($p < 0.001$); mean Simmons Ambivalence Scale scores significantly decreased from 38% to 28% ($p < 0.007$); & participants were more willing to register as donors (50% vs 72%, $p=0.02$). Furthermore, majority (90%) felt the materials addressed barriers to donation for Black people, Qualitative analysis of feedback from focus groups with these participants identified examples of how the multimedia decreased barriers to donation for their communities.

Conclusion: We developed multimedia to support recruitment of Black people as potential stem cell donors & reduce barriers to donation. Our work is relevant to recruitment organizations worldwide, who should develop recruitment approaches in collaboration with Black people to increase their representation on donor registries.

