

## Canadian Donation and Transplantation Research Program

Development of multimedia tools to engage East Asian Peoples in Canada as hematopoietic stem cell donors

### Background

Hematopoietic stem cell transplantation is a curative therapy for patients with high risk or advanced malignancies; however, patients need a suitable donor. Most patients do not have a fully matched donor in their family and require an alternative donor, such as an 8/8 human leukocyte antigen (HLA) matched unrelated donor (URD). Patients are more likely to find an 8/8 URD within their own ancestral group. East Asian patients face disparity in access to matched unrelated donors due to the smaller donor pools and disproportionate representation on the registries (37%-40% chance of finding an 8/8 URD compared to >75% chance for White European). Here, we describe the development of multimedia resources to engage East-Asian individuals in Canada as stem cell donors.

### Methods

We collaborated with East Asian Canadians to develop recruitment multimedia to engage their communities as potential stem cell donors. Resources were reviewed for accuracy by transplantation experts.

### Results

Multimedia developed included @WhyWeSwab story arcs featuring a stem cell donor and a stem cell recipient who are East Asian, and TikToks, short videos, and testimonials from East Asian Peoples as well as an East Asian Transplant Hematologist advocating for their communities to register as donors.

### Conclusion

We developed multimedia to support recruitment of East Asian individuals as potential stem cell donors. Future work will evaluate the impact of these multimedia on the knowledge of and attitude towards donation of East-Asian potential stem cell donors. The multimedia will also be used to support future campaigns (e.g. East Asian Donors Save Lives) to recruit East-Asian individuals as potential stem cell donors.