



2023 Sanofi Health Equity Accelerator Award Winner

TRANSPLANT

# Transplant Equity and Awareness for Sickle Cell Disease (SCD)

Increase stem cell donation and raise awareness about Bone Marrow Transplant (BMT) as a treatment option for SCD within Black and Hispanic communities across the US

## Why it Matters

Due to systemic injustices, BMT in SCD is underutilized. SCD occurs in 1 in 365 African American and Black births and 1 out of every 16,300 Hispanic American births.

The odds of finding the required 8/8 human leukocyte antigen match are 29% for general Black patients and 48% for Hispanic/LatinX, vs. 79% for Caucasians.

Over the past five years, the average number of SCD families who search for a match is 366 annually. The number of SCD patients getting a transplant between 2017 - 2020 was 937. This indicates a growing need for stem cell donation from the Black and Hispanic communities to match the desired utilization of BMT. Low donation rates from these communities are influenced by limited access to information, low health literacy, and a lack of culturally appropriate resources.

## Solution

Address low stem cell donation and underutilization of BMT as a treatment option. Partner with the Sickle Cell Reproductive Health Education Directive (SC RED) and Be The Match to lead an educational and awareness project consisting of several phases:

### Interview advisors

2 BMT patients, 1 person who did a stem cell donation drive, 1 medical expert

### Environmental scan of resources

Review resources about BMT and stem cell donation with an emphasis on those tailored to the Black and Hispanic communities

### Patient focus group

Gauge awareness of BMT and stem cell donation, where they seek information and identify barriers

### Findings report

Create a publicly available report that will guide the design of the educational campaign and highlight knowledge gaps

### Target the SCD community

through patient stories, facts, blogs, donation locations, and graphics. Launch before World Sickle Cell Day

Disseminate through targeted online advertisements, traditional marketing methods, and each partner's organizational networks

## Impact

The program objective is to increase stem cell donation from Black and Hispanic communities and increase awareness about BMT as a treatment option. Goals for each phase will be defined and measured including:



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Number of focus groups



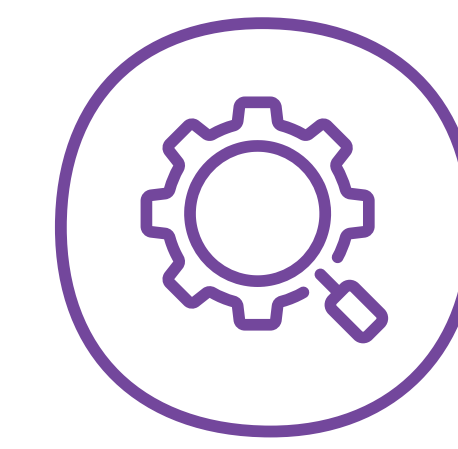
Level of engagement with the educational campaign using digital analytics



Performance of social media posts, blog posts published online



Number of tools downloaded



Number of searches on BMT registries



"I'm moving around, exercising more, just able to participate in different events compared to my life before. I saw an improvement in my quality of life."

*Terrance Hill*

Date of Transplant: February 14, 2016



"During these 9 years, I have been able to be with my family, meet new members coming into our little family, meet new people, and build new love and friendships all due to receiving my BMT."

*Stephanie Ramos*

Date of Transplant: August 13, 2015



"The biggest takeaway from a BMT is weighing the importance of benefits and risks to pursue a cure."

*Teonna Woolford*

Date of Transplant: October 20, 2011