

It Takes a Village, Right?

Presenters – Mati Vizcaino, TCC, All Children's, St. Petersburg, FL

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Kristin Eggebraaten, MBA, Mayo Clinic, Rochester, MN

Julie Slipka, Community Engagement Representative, Be the Match Central, Minneapolis, MN

Melissa Wallace, Transplant Nurse Coordinator, Childrens of Alabama

Rachel Harris, Community Engagement Representative, Be the Match East, Birmingham, AL

Disclosures

The following faculty and planning committee staff have no financial disclosures:

Name	Institution
Mati Vizcaino	All Children's
Marc Silver	Be The Match
Kristin Eggebraaten, MBA	Mayo Clinic
Julie Slipka	Be The Match
Melissa Wallace	Children's of Alabama
Rachel Harris	Be The Match
Kim Allen	Be The Match
Paul Biernacki	Be The Match
Rebecca Garber	Be The Match
Mary Beth Onkka, CHTC	Be The Match

Learning Objectives

At the conclusion of this session, attendees will be able to:

- State activities with which the Community Engagement (CE) representatives can assist the Transplant Center to increase public engagement.
- Promote collaboration between the CE Rep., transplant center and patient/ family to enhance accurate media representation and align messaging.

Community Engagement/Transplant Center Collaboration

- Opportunity for connection and sharing
- Providing direct patient support
- Increasing community involvement and engagement around a patient

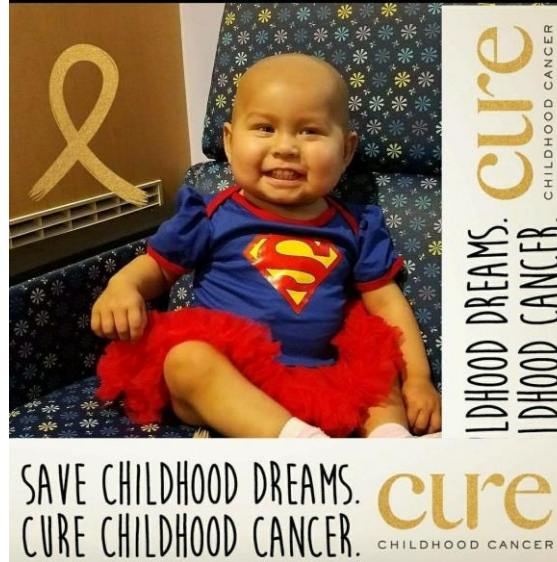
Sharing Stories

Mati Vizcaino

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Representative
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Kristin Eggebraaten, MBA
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Rachel Harris

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Be The Match East,
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Roundtables

Think of a patient that has had the biggest impact on you.

- Why was that patient's story engaging?
- How could Community Engagement and the Transplant Center have collaborated around this story?
- Design your dream team to implement a community event (at your center, in your community, media, local influencers)
- List creative ideas to use the story to engage the community.
- How will plan benefit patients, transplant center, your local community, transplant community?

Report Back

Summary

Engaging the community around a common goal.

CE and TC work to understand each other to better serve patients locally and globally.

Evaluation Reminder

Please complete the Council Meeting 2017 evaluation in order to receive continuing education credits and to provide suggestions for future topics.

We appreciate your feedback!