It Takes a Village, Right?

Presenters – Mati Vizcaino, TCC, All Children’s, St. Petersburg, FL
Marc Silver, Community Engagement Representative, Be the Match, Tampa, FL
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:

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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
TCC, All Children’s, St. Petersburg, FL

Marc Silver
Community Engagement Representative
Be The Match, Tampa, FL
Sharing Stories

Kristin Eggebraaten, MBA
Mayo Clinic, Rochester, MN

Julie Slipka
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Be The Match Central, Minneapolis, MN
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Children's of Alabama, Birmingham, AL

Rachel Harris
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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!