



MEDIA RELEASE

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KNOW THE TRUTH campaign aims to set the record straight on organ donation

DALLAS, September 4, 2018 – African Americans make up nearly 30 percent of the national waiting list for lifesaving organ transplants, but account for less than 15 percent of actual donors, according to data from the Organ Procurement and Transplantation Network (OPTN). The disparity comes from cultural and social misconceptions, along with a distrust of the health care system. This results in African Americans being underrepresented on state registries. It's time to know the truth.

Southwest Transplant Alliance, the nonprofit organ procurement organization (OPO) based in Dallas, has launched KNOW THE TRUTH, a public information campaign aimed at providing education, resources and awareness about the need for organ donation in the African American community.

MORE

Continued – KNOW THE TRUTH

KNOW THE TRUTH highlights real-life stories of African Americans who have undergone transplants and busts the myths that permeate communities. One of those stories is that of Andre Tucker, a kidney recipient, seen [here](#).

While ethnicity, social status, income, or culture are never factors in determining who receives organ transplants, similar ethnic backgrounds between organ donors and recipients do make matches more likely.

Registering to be an organ donor helps every community represented by the 114,000 on the national waiting list. In Texas alone, more than 10,000 people are awaiting a lifesaving transplant.

To learn more, visit www.knowwhatstrue.org

Twitter: @organtruth

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About Southwest Transplant Alliance:

For more than 40 years, STA has been saving lives by recovering donated organs for individuals awaiting a lifesaving transplant. In April of 2017, STA began recovering eyes and tissue to improve lives. STA is among the largest of 58 federally designated, nonprofit organ procurement organizations (OPOs). Founded in 1974, STA has facilitated more than 24,000 organs for recovery and enhanced the lives of tens of thousands of people. STA is a member of the United Network for Organ Sharing (UNOS) and is accredited by the Association of Organ Procurement Organizations (AOPO). The organization serves communities in North Texas, Beaumont, Bryan/College Station, Corpus Christi, El Paso, Galveston, Midland/Odessa, Temple, Wichita Falls and Tyler. For more information, go to www.organ.org. Sign up to be an organ donor today at www.DonateLifeTexas.org.