

# Bone Marrow Donor Recruitment Drive and Registry Awareness at Andrews University

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Background:







# Facts about the Registry:

- 18,000 people in the United States every year are diagnosed with a disease best treated by a bone marrow transplant
- 70% of those who need a transplant will not find a donor in their immediate family
- Transplants are most successful when the donor is between 18-35 years of age
- Matches between a donor and recipient come from matching human leukocyte antigen (HLA) markers

# HLA MATCHING



Patient



Potential Donor



**NOT A MATCH**



Patient



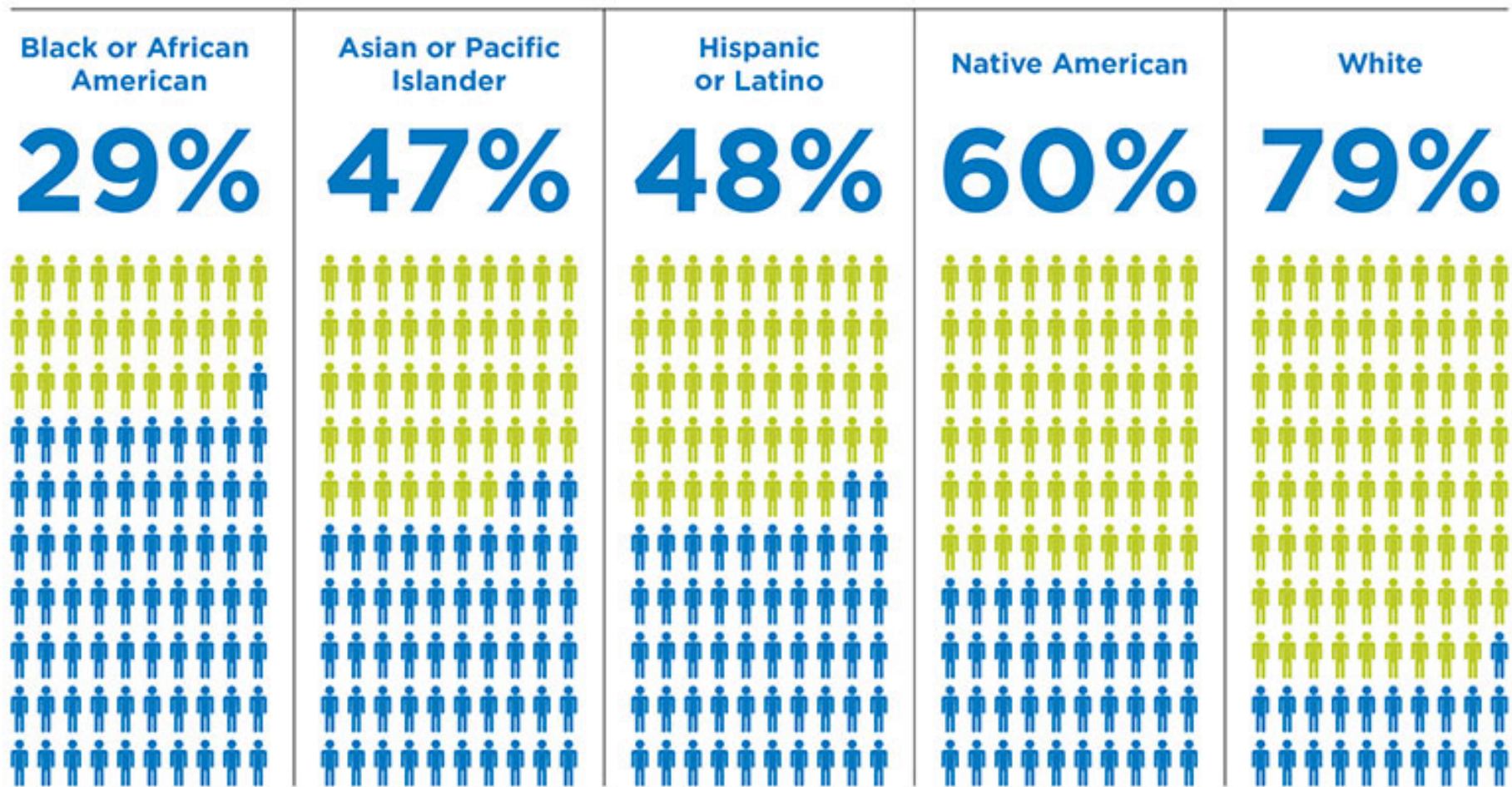
Potential Donor



**MATCH**

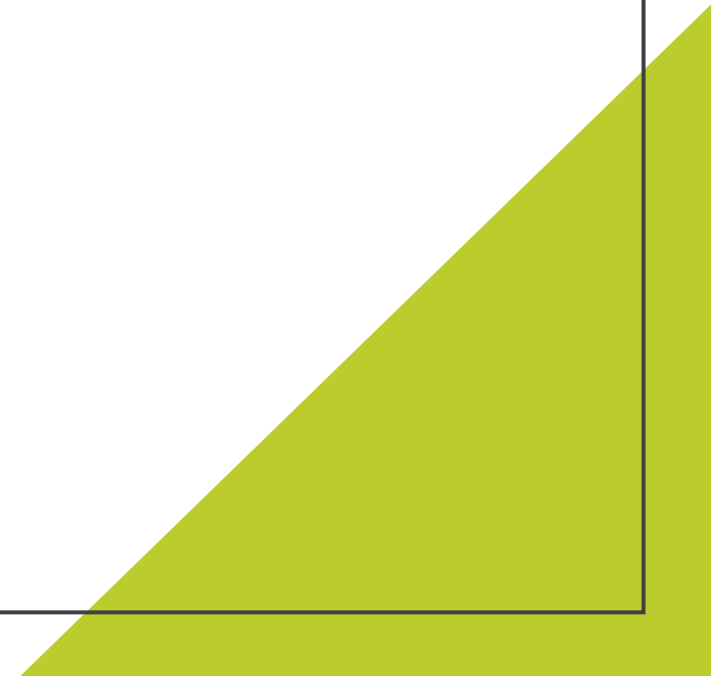
This is a simplified picture of a very complex process.

## ODDS OF FINDING A MATCH BASED ON ETHNIC BACKGROUND



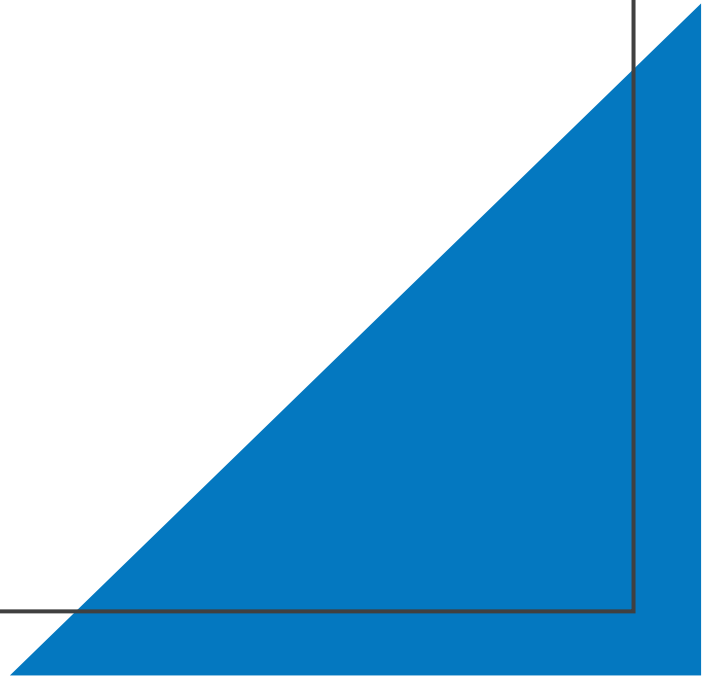
Source: IT-Ideation Department, February 2021

My goal was to hold  
a bone marrow  
donor registry drive  
on the campus of  
Andrews University





# Methodology: Planning





**nmdp**<sup>SM</sup>  
FIND CURES. SAVE LIVES.

# Event Details

- Received permission to hold event from Student Life on November 9, 2023
- Scheduled date/time/location on February 12, 2024
  - Scheduled based on traffic patterns in location
- Reserved tables with Student life on February 12, 2024

# Volunteers:

Scheduled volunteer training with NMDP on 2/16/2024



Dr. Pittman emailed volunteer signup link on 2/21/2024

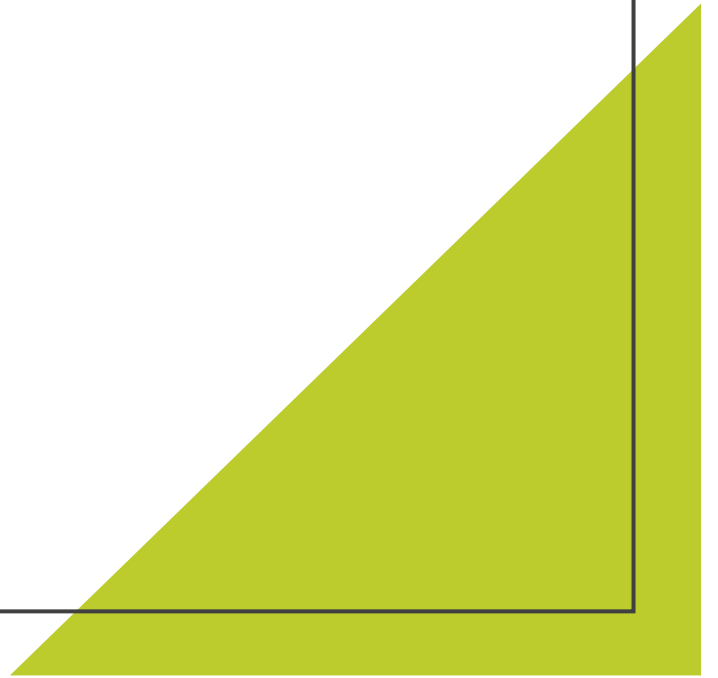


15 volunteers signed up to help run the table



Virtual Volunteer Training held on 2/29/2024 at 6 P.M.

# Methodology: Promotion





**Your cells.  
Their cure.  
Join the  
movement.**



Joey,  
blood stem cell donor

**Find out more at an on-campus registry  
recruitment event.**

**Mar. 5: 11–2pm  
Mar. 6: 10–12, 5–7pm  
Mar. 7: 11–2pm**

Campus Center  
8525 University Blvd  
Berrien Springs, MI 49103



# LEARN HOW YOU COULD SAVE A LIFE

Join NMDP<sup>SM</sup> at our registry recruitment event to find out more

Patrick,  
patient.



70% of patients needing a blood stem cell transplant don't have a fully matched donor in their family. They depend on NMDP to find an unrelated donor.

**Date** March 5-7, 2024  
3/5: 11-2pm  
**Time** 3/6: 10-12, 5-7pm  
3/7: 11-2pm  
**Location** Campus Center  
8525 University Blvd  
Berrien Springs, MI 49103

Can't attend the event?  
Scan the QR code to join  
the NMDP Registry<sup>SM</sup> today!



To learn more, contact  
Andrew Scholte at [ascholte@nmdp.org](mailto:ascholte@nmdp.org).



# YOU COULD BE THE CURE FOR PATRICK!

Or any patient in need.

Join the NMDP Registry<sup>SM</sup> today.



Text AUsaves  
to 61474



Patrick,  
searching patient





# BONE MARROW REGISTRY DRIVE

THERE ARE **12,000 PATIENTS** PER YEAR WHOSE ONLY HOPE FOR A CURE IS A TRANSPLANT FROM AN **UNRELATED DONOR**. BE THEIR CHANCE AT A CURE. ADD YOUR NAME TO THE REGISTRY.

FIND OUT MORE AT THE ON-CAMPUS REGISTRY RECRUITMENT EVENT.

## CAMPUS CENTER

MAR 5: 11-2 PM

MAR 6: 10-12 PM, 5-7 PM

MAR 7: 11-2 PM

FIND OUT MORE HERE



IN PARTNERSHIP WITH NMDP



VOLUME 104

ISSUE 09

The Student Movement

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## NEWS

# From Saved to Saving: An AU Student's Connection to Bone Marrow Donating

Andrew Francis [03.01.24](#)

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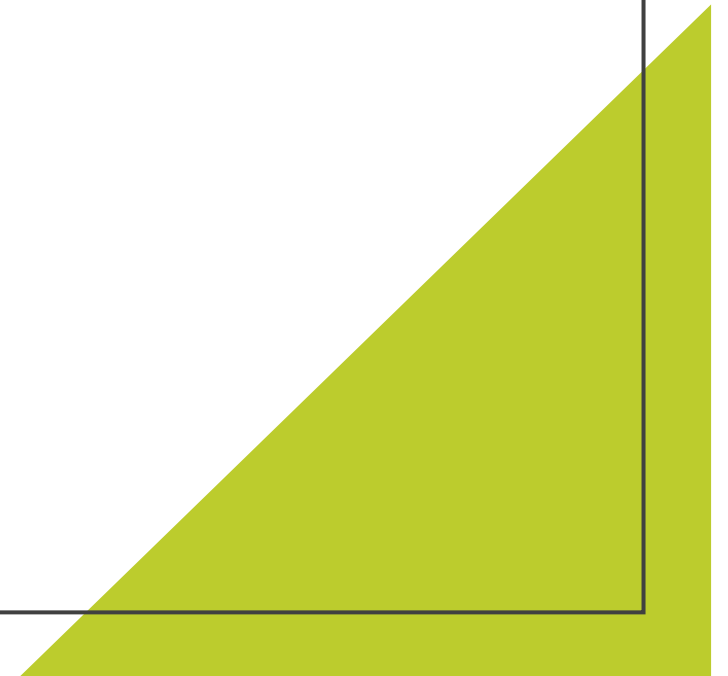


**ELLIE  
DOVICH**

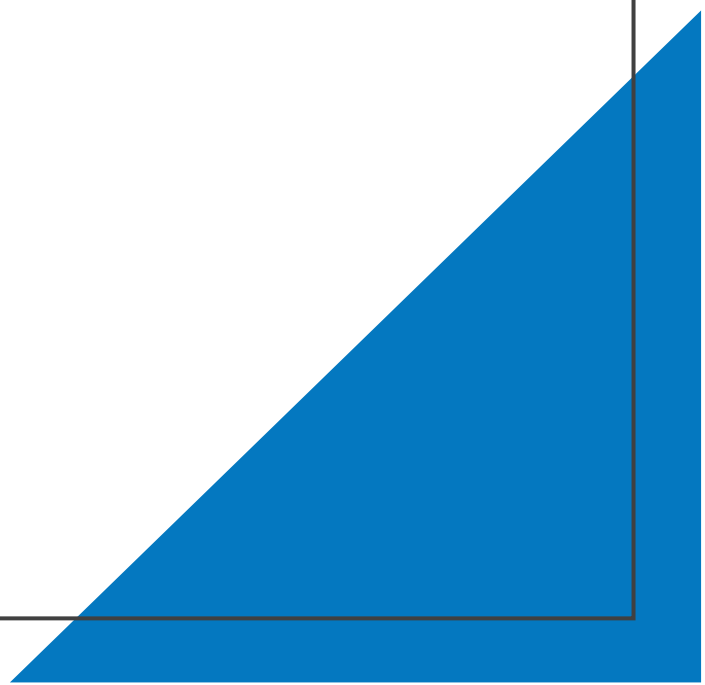
# Additional Promotion:

- Presented for PMC Adult Sabbath School, AU NOMAS, Gymnics, and COMM 405 Persuasion
- Sent email and social media materials to VACD, Nursing, Mathematics, AFIA, SILA, MLS, AU NOMAS, Chinese Christian Fellowship
- Announced the project in my classes
- Sent a script and slide to be announced at One Place Fellowship

Is it possible to hold a  
bone marrow donor  
recruitment drive at  
Andrews University?



Results:





**March 5: 11am-2pm**

**March 6: 10am-12pm, 5-7pm**

**March 7: 11am-2pm**

**In the Campus Center**

## Results from the Drive:

83 completed registrations at the event

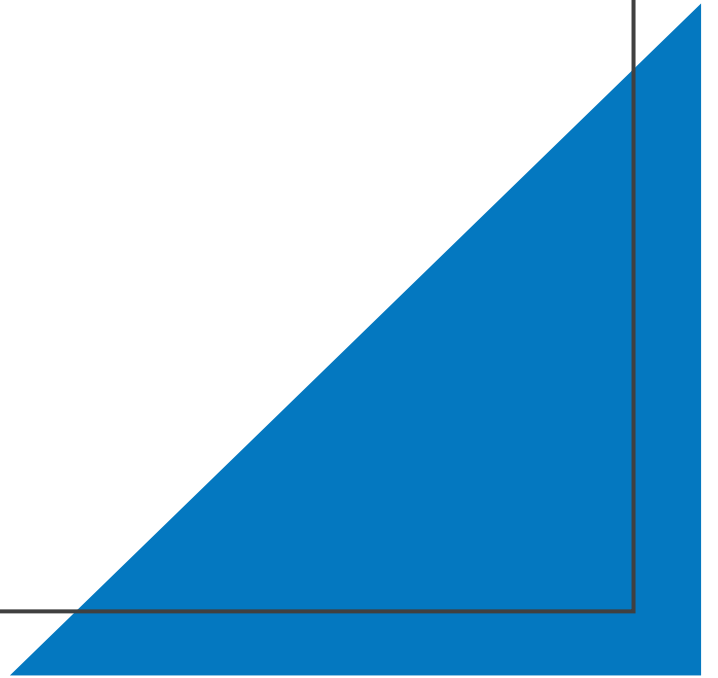
16 uncompleted registrations

Of the 83  
completed  
registrations:

- 17 Black/African American
- 12 Asian American/Native Hawaiian/Pacific Islander
- 16 Hispanic
- 13 Multiple Race
- 25 White

Of the 83  
completed  
registrations:

- 18–19-year-olds: 22
- 20–21-year-olds: 43
- 22–23-year-olds: 8
- 25–26-year-olds: 4
- 26–39-year-olds: 6



Conclusions:



# Strengths:

- Student volunteers from diverse groups on campus
- Project uses Andrews University values of diversity and changing the world
- Project doubled as COMM 405 Persuasion “Persuasion for Good Campaign” project

# Weaknesses:

- Only worked with clubs who replied to original email
- Did not follow up with clubs who didn't respond

# Future Project Ideas:

- Target specific clubs with promotional material
- Target graduate students or community members with communication
- Create a specific goal of registrations as part of the project
- Partner with other campus organizations, such as CFE, specific departments



# Acknowledgements

- Dr. Heather Thompson Day
- Erin Martin
- Andrew Scholte
- Professor Tamara Watson
- Amelia Stefanescu
- Dr. Mordekai Ongo
- Dean Darius Bridges
- The volunteers who helped run the table
- Everyone who helped promote this project

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Questions:

