

# Historically Black Colleges and Universities (HBCU) Campus Engagement Internship Program

Increase Black and African American representation on the national registry and improve the odds of finding a suitable match and access to a potentially life-saving blood stem cell transplant for Black and African American patients

## Why It Matters

There is a genetic component to matching patients with donors. 70% of patients needing a marrow or blood stem cell transplant will not match a family member. The best match for a patient is typically someone who shares their ethnic background.

Because of the makeup of the registry, not all patients have the same chance of finding a donor match. The leading contributor to the low odds of finding a donor match is low Black representation on the NMDP registry which is currently at 8%.



## Solution

NMDP hires and empowers student leaders on HBCU campuses to:

- Increase awareness and provide quality education via peer-to-peer engagement that will inspire Black and African American students to join the registry.
- Integrate the organization's brand, mission, and vision into the HBCU community and culture by giving NMDP a daily and consistent presence on HBCU campuses.
- Elevate the stories of Black registry members and donors to normalize the idea of joining the registry and help potential registry members see what their journey would look like.
- Develop and retain win-win partnerships with HBCUs that contribute financially to support student initiatives on each HBCU campus.

### Odds of finding a match based on ethnic background



Source: IT-Ideation Department, February 2021.

## Impact



Since the launch of the program in 2018, Black and African American representation on the registry has **doubled from 4% to 8%**, and the odds of finding a donor match for Black and African American patients have **increased from 23% to 29%**



HBCU Campus Engagement Interns registered **5,130 potential donors**, exceeding the budgeted goal of 4,850 by **106%** during the 2022-23 academic year. This was achieved by **22 interns** working across **23 HBCU campuses**



The program is projected to add **6,200** young, diverse registry members to the registry and six additional HBCU campuses and interns during the 2023-24 academic year, increasing NMDP's presence onto a total of **29 HBCU campuses**



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## Key Learnings

- **Donor-centric messaging:** Registrants want to see what *their* journey will look like, not just the recipient/patient's journey. Accurate donor representation of the risks, advantages and intricacies of the donation process is a must and a priority.
- **Trusted messengers are critical in Black communities:** For Black audiences, there is much more authority from trusted community leaders than from organizations.

