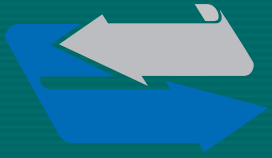


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Working with the Hispanic Consulates

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Hispanic Consulates in Georgia with Highest Population

- Mexico
- Guatemala
- Honduras
- El Salvador
- Colombia
- Ecuador

These consulates gathered more than 80% of Hispanics

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Growth of Hispanic Population in Georgia

- | <u>Year 1995</u> | <u>Year 2009</u> | <u>%</u> |
|------------------|------------------|----------|
| 235,000 | 602,000 | 200 |

This shows a growth of 200% in a period of 14 years.

Source: Georgia Hispanic Contractors Association

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Composition of Hispanic Groups

- | <u>Group A</u> | <u>Group B</u> |
|----------------------|----------------|
| 78% | 22% |
| Lower E.L. | Med/High E.L. |
| Labor | Professional |
| + Speak only Spanish | + Bilinguals |

Source: Georgia Hispanic Contractors Association

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Optimizing donation education with the Consulates

- Health Fairs
- Weekly Presentations
- Monthly Meetings
- Cultural Events
- Sporting Events
- Media

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Media

	Group A	Group B
• Hispanic newspapers	80%	25%
• English newspapers	12%	80%
• Regional music radios	75%	20%
• English radio stations	20%	75%
• Hispanic TV programs	90%	35%
• American TV programs	25%	85%

Factors we evaluate to allocate advertisements

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The obstacles

- * Lack of education
- * Myths
- * Immigration Status

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The outcome of working with the Consulates

From 2005 to 2010

Hispanics reached: 7,980

Hispanics registered: 1,325*

* New registry launched Spring 2009



Data

<u>Donors</u>	<u>Total</u>	<u>Hispanics</u>	<u>Conv. Rate</u>
2008	259	14	71%
2009	252	9	47%
2010	284	20	64%

Source: **LifeLink** of Georgia

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Composition by Foreign languages (Spoken at Home)

	Year 2000		Year 2010	
Spanish	426,100	73%	618,600	79%
Asian	91,400	16%	99,300	13%
African	38,500	7%	48,600	6%
European	19,100	4%	17,500	2%
Total	575,100		784,000	

Source: Hispanic Media Association

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Most common fears

- It will cost my family money to donate
- If I am a registered donor and get hurt they will let me die
- It goes against my religion
- Illegal organ trading
- Poor people never receive transplants
- I want to donate only to people I know

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