Understanding Organ Donation
Applied Behavioral Science Perspectives

Edited by

Jason T. Siegel and Eusebio M. Alvaro
Praise for *Understanding Organ Donation*

“This work represents thousands of hours of effort in the understanding of individual decision-making and the promotion of positive outcomes in organ donation. The variety of approaches used with different populations in different settings that have been found to be more or less effective based on sound field-based research and evaluation is the hallmark of this work. Practitioners can get great insight into promoting better health behaviors and the greatest human to human gift of all and researchers can get great insight into the complexities of conducting research and evaluation in the messy real world.”

*J. Jackson Barnette, Colorado School of Public Health, University of Colorado Denver*

“Over a relatively short period of time, a relatively small group of dedicated professionals have sought to accomplish a great purpose . . . to eliminate deaths on the transplant waiting list. This book chronicles the breadth and depth of their research into changing human behaviors which in many cases have never been studied, or even fully described, before. As such, it is a wonderful contribution to an ever-growing field still pursuing the ultimate goal of eliminating deaths on the waiting list.”

*Jeffrey P. Orlowski, Chief Executive Officer, Center for Donation and Transplant, Albany, NY*

“Siegel and Alvaro have gathered the experience and perspectives of some of the field’s most respected professionals and scholars. For anyone seeking to apply recent developments and contribute research in their own right, *Understanding Organ Donation* goes a long way toward delivering on the promise of its title.”

*Bryan Stewart, President, Donate Life California*

“With hundreds of thousands of lives on the line, we don’t have the luxury of guesswork. This book shows us how to apply evidence-based theory with lifesaving outcomes.”

*G. David Fleming, President and CEO, Donate Life America*

“*Understanding Organ Donation* is a groundbreaking volume on the topic of vital importance to the public and scientific community. The book is informative in its overview of the current approaches, it is insightful in its detection of the challenges, and it is extremely useful in providing guidance to researchers and activists for meeting those challenges.”

*Radmila Prislin, San Diego State University*
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*Understanding Organ Donation: Applied Behavioral Science Perspectives*
Edited by Jason T. Siegel and Eusebio M. Alvaro
Understanding Organ Donation
Applied Behavioral Science Perspectives

Edited by
Jason T. Siegel and Eusebio M. Alvaro
To Satoko, Maya, and Shaw—JTS
To Jack—EA
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