

# HEALTH

## Facebook to Help Organ Donations

### Connecting people in need of transplants



(AP) -- Facebook on Tuesday unveiled an initiative to use the vast social network to help connect organ donors with people who need life-saving transplants.

Facebook founder Mark

Zuckerberg announced the initiative and became one of the first Facebook users to sign up to donate on the social network.

Members of Facebook in the United States and Britain can now

indicate that they are organ donors on their timelines, and if they are not donors, they can find links to official organ donation registries and instantly enroll.

"Facebook is really about com-

municating and telling stories," Zuckerberg told ABC News.

"We think that people can really help spread awareness of organ donations and that they want to participate in this to their friends. And that can be a big part of helping solve the crisis that's out there."

Zuckerberg said he was motivated to launch the program by conversations with his girlfriend, who is a medical student, and his friendship with Apple co-founder

Steve Jobs, whose life was extended by a liver transplant.

"We want to make it simple," said Zuckerberg. "You just put in the state or country that you're from, so that we can help link you to the official registries."

In the "health and wellness" section of users' timelines, users can list their status as organ donors and explain the decision to their friends, in an effort to raise awareness about the need for donors.

## Equal Opportunity Leader at OHSU

Michael Tom has been appointed to lead Oregon Health & Sciences University to increased diversity and justice in healthcare.

OHSU's Affirmative Action and Equal Opportunity department plays an important role as a resource for patients, staff, faculty, students and employment applicants to support diversity and prohibit discrimination across the university's missions of patient care, education, research and outreach.

Tom said he was "honored to receive this opportunity to de-



Michael Tom

velop and lead initiatives to continuously improve OHSU's diverse work environment."

Employed at OHSU since 2004, Tom served as interim director of the department until his appointment as permanent director.

He currently serves on the Community Transitional School Board and the Oregon Native American Chamber Advisory Board. He co-founded a Night for Networking, an annual event that connects individuals with disabilities with businesses and employment opportunities.

## Planned Parenthood Expands Eligibility

### More adults will qualify for free services

The Oregon Contraceptive Care program funded by Medicaid has expanded eligibility to allow 20,000 more adults and teens to receive family planning services annually.

C-Care provides free birth control, annual exams, breast and cervical cancer screenings and other reproductive health services that are essential for the health of women and families throughout Oregon.

Eligibility for the program now covers families who earn up to 250 percent of the federal poverty level, a significant increase from the previous rate of 185 percent.

To qualify for the program, a family of four must report a monthly household income up to \$4,803;

the previous monthly income cap was \$3,554.

"By expanding eligibility requirements for the C-Care program, thousands of more Oregonians will be able to receive life-saving breast and cervical cancer screenings, expert health care and birth control services at no cost," said David Greenberg, CEO of Planned Parenthood Columbia Willamette.

While unintended pregnancy rates have dropped in the United States between 1994 and 2001, they actually rose nearly 25 percent for women living at or below 200 percent of the federal poverty level. C-Care significantly reduces unintended pregnancies and saves millions of dollars by covering preventative health care services.

Between 1999 and 2008, more than 845,000 people used the C-Care program. According to Oregon Management Reports, the program has saved the State of Oregon an estimated \$330 million in Medicaid expenditures.

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