



## **Why Organ Donation Matters to Us All** **EUDONORGAN Social Awareness Event on Organ Donation**

**European Parliament (Room A5E-2), Brussels, Belgium**  
**February 18, 2019**

### **Preliminary Agenda**

*Event moderator: M. Istrate, EUDONORGAN Project Coordinator*

08:30 Registration

09:00 **Welcome and opening**

*S. Van Der Spiegel, Head of Sector, Substances of Human Origin, Unit B4, DG SANTE, European Commission & D. Avsec, Slovenija-Transplant*

09:10 **Organ donation and transplantation in the EU**

*M. Seychell, Deputy Director General, DG SANTE, European Commission*

09:30 **EUDONORGAN – the idea and its realization**

*G. Mato MEP, A. Alarcó\*, La Laguna University, Spain, & M. Manyalich, University of Barcelona, Spain*

09:50 **The Belgium multilevel approach in organ donation: a unique integration of patient, medical and societal principles**

*L. Colenbie, DG Healthcare, Belgium*

10:10 **The challenge of expanding the donor pool in relation to patients on the waiting lists**

*D. Ysebaert, University Hospital Antwerp, Belgium*

10:30 **Break: Organ donation art exhibition / Press conference**

11:00 **Moderated Panel on Learning from each other to improve organ donation** (invited speakers from BE, FR, DE, IE, NL, UK)

*Moderator: A.E. Ampelas, Head of Unit B4, DG SANTE, European Commission*

12:00 **Donation from a personal perspective and the role of social media**

*A. Baptist, “Bas, een stoere strijder” Patient Organisation, Belgium*

12:15 **Open discussion with living donors, donor families, patients and patient organisations** (IE, IT, HU, SK)

*Moderator: D. Avsec, Slovenija-Transplant*

12:55 **Closing remarks**

*V. Andriukaitis\*, European Commissioner, Health & Food Safety (DG SANTE)*

13:00 **Commemorative act dedicated to organ donors**

*Led by: H. Vautmans MEP*

13:15 **Group photo, Visit to Beldonor truck and Interviews with the Journalists**

\* Video Message



***Training and social awareness for increasing organ donation in the European Union and neighbouring countries (SANTE/2015/D4/037) <http://eudonorgan.eu/>***

*See below Annex 1: Registration Procedure, Annex 2: Registration Procedure for Journalists and Annex 3: Short Project Description*

## **Annex 1: Registration Procedure**

This event is open to all interested organisations and individuals. To attend, it is compulsory to register on-line in the EUDONORGAN Web App.

Please find below the step-by-step instructions for official on-line registration:

1. Open a web browser such as Google Chrome or Safari.
2. Register as a new user at the following link: <http://elearning.eudonorgan.eu/login#register>
3. Click **Sign up** and fill-in the required fields with your information
4. Fill in the knowledge, perception and attitude survey & click for data protection
5. Optionally you may access the videos on organ donation available both for health care professionals and non-healthcare professionals. According to your profile, the web app will lead you to the right path.
6. Otherwise you may access the **event** directly. To do so go to “**sign up for an event**” section
7. Use the invitation code for event in Belgium: BE18022019BRU
8. Click the green button “**Final step validate**” and you will be successfully registered.
9. The invitation will be sent to the email provided when registering. You may download and print it or keep it in your email. Please bring it with to the event for the purpose of on-site registration.
10. An exit survey is also available.

**Please ensure you print or save the invitation with the QR code you receive upon on-line registration and bring it with you to the event for on-site registration. Please note your registration for the event will be complete, when you register on-line in the EUDONORGAN Web App.**

**ATTENTION! Due to special security measures in place at the European Parliament, you also need to contact our local organization responsible, Elisa Vera, ([elisa.vera@dtifoundation.com](mailto:elisa.vera@dtifoundation.com)) to**

1. Inform us what type of identification document you will have with you when coming to Brussels (ID national card OR Passport)
2. Provide us with the ID number available in the document you bring with you by **FEBRUARY 5, 2019.**

Looking forward to meeting you in Brussels.



## **Annex 2: Registration Procedure for Journalists**

If accredited, journalists are welcome to attend and cover the event. Although their registration on the EUDONORGAN Web App is not mandatory, it is recommended for organisational matters.

In case they are not accredited, all journalists/cameramen/photographers will have to provide the following information to DG COMM, media accreditation (Contact: [media.accreditation@ep.europa.eu](mailto:media.accreditation@ep.europa.eu)).

- name of their media
- national press card or letter from Editor-in-Chief
- purpose of visiting the European Parliament
- family name
- first name
- e-mail
- phone number (mobile)
- date of birth
- nationality
- official ID number
- type of ID document
- a photo in the European identity card format, i.e. portrait, aspect ratio 3X4, jpeg format and +/- 100 KB.

**For more information, see <http://www.europarl.europa.eu/news/en/press-room/accreditation>.**



### Annex 3: Short Project description

Organ transplantation has become the most cost-effective treatment for end-stage renal failure. For end-stage heart, liver, and lung failure, organ transplantation it is the only treatment currently available. Therefore, organ transplantation recoups potential years lost and improves quality of life for patients with little alternative. One of the major limiting factors affecting organ transplantation, however, is the low quantity of donor organs available. For countries with high numbers on their organ transplant waiting list, it is of particular importance to develop strategies to improve their respective organ donation rates.

EUDONORGAN is a service contract funded from the European Union budget, on the initiative of the European Parliament. It aims to provide specialized training and to raise social awareness on organ donation among health professionals and other relevant actors able to promote and encourage effective donation across the EU. The project includes the development and implementation of a training of trainers on organ donation and transplantation (WP1) and the organisation of social awareness events in the EU (WP 2).

The project has reached around 400 participants from the EU and neighbouring countries including healthcare professionals and other relevant actors (non-healthcare professionals) who can promote and encourage effective donation in their daily lives. They include: patients and patient support groups, communication officers of national/regional/local level, authorities and representatives of healthcare establishments, key opinion leaders, journalists, mass media and social media experts.

The social awareness event in Belgium is one of the six such events being organised across the EU as part of WP 2: Social awareness (Belgium, Greece, Hungary, Poland, Portugal, Sweden). Uniquely, the Belgian event is being hosted by the European Parliament.

#### Objectives of this work package:

- ✓ To organise & implement **six communication events** (donation awareness days) according to the guidelines agreed by all participants during WP1, each of them taking place in different EU Member States.
- ✓ To **raise awareness** towards organ donation at different society levels (macro, meso & micro level).

#### Addressed to:

- ✓ Healthcare professionals (HP)
- ✓ Journalists, representatives & editors of media channels, social media experts, academic staff of journalism & media
- ✓ Health communication officers
- ✓ Patients
- ✓ Support groups and NGOs
- ✓ Representatives of social services
- ✓ Key local/national opinion leaders
- ✓ Representatives of (potential) donor hospitals

#### Responsible:

- ✓ Project leader: University of Barcelona (UB), Spain
- ✓ Institute for transplantation of Organs and Tissues (ITOT) Slovenia & Institute for Transplantation and Biomedicine (ITB), Ministry of Health, Republic of Croatia



- ✓ Trainees (beneficiaries of the EUDONORGAN Training programme carried out during WP1) & National Authorities

Preliminary