

10th November 2010

JOURNALISTS WORKSHOP ON ORGAN DONATION AND TRANSPLANTATION

HOTEL NH DU GRAND SABLON

- Information Day -

ORGAN DONATION AND TRANSPLANTATION

an invitation of
The European Commission



ec.europa.eu/health



Directorate-General for
Health & Consumers

MEDIA WORKSHOP MORNING PROGRAMME

- From 9h00 Registration of participants
- 10.15 *Introduction to communication activities of the Public Health and Risk Assessment Directorate / or Commission – **Frederic Vincent**, Spokesperson (TBC)*
- 10.30 *Presentation of activities in the field of Human Substances and in particular Organ Donation and Transplantation*
Antti Maunu, Acting Head of Unit C6, Health Law and International
- 11.00 *Introduction to organ donation and transplantation*
Axel Rahmel, Eurotransplant, Leiden, The Netherlands
- 11.45 *Live Life then give Life*
Emily Thackray, United Kingdom
- 12.15 *A journalists' perspective to organ donation and transplantation*
Emilio de Benito, El Pays, Spain
- 12.45 **Buffet lunch**

MEDIA WORKSHOP AFTERNOON PROGRAMME

- 14.00 *Medias impact on organ donation – experiences from Sweden*
Charlotte Moller, Sweden
- 14.30 *How to manage adverse publicity; the case of Spain*
Dr. Rafael Matesanz, Organización Nacional de Trasplantes, Spain
- 15.00 **Coffee break**
- 15.30 *Increasing public awareness; the Portuguese example*
Dr. Maria João Agular, Autoridade para os Serviços de Sangue e Transplantação, Portugal
- 16.00 *Presentation of the Belgian national campaign; Beldonor*
Dr. Leen Coene, SPF Sante Publique
Securite de la Chaine alimentaire et Environnement, Belgium
- 16.30 *Approaching the family*
Luc Colenbie, Transplant Coordinator, Gent, Belgium
- 16.45 **Discussion**
- 17.00 Closing remarks by **Antti Maunu**