

18th OCTOBER 2011

HOTEL MARTIN'S CENTRAL PARK - BRUSSELS

- Second Journalist Workshop -

# ORGAN DONATION AND TRANSPLANTATION

an invitation of  
the European Commission



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EUROPEAN COMMISSION



Directorate-General for  
Health & Consumers

## MEDIA WORKSHOP MORNING PROGRAMME

- From 9h00 Registration of participants
- 10.00 Welcome by **Dominik Schnichels**, Head of Unit "*Substances of Human origin and Tobacco control*", Directorate General Health and Consumers, European Commission
- 10.05 Presentation of activities in the field of Human Substances and in particular Organ Donation and Transplantation by **Stefaan Van der Spiegel**, Team leader "*Substances of Human Origin*", Directorate General Health and Consumers, European Commission

### SESSION 1: ORGAN DONATION AND TRANSPLANTATION IN PRACTICE - DIFFERENT PERSPECTIVES

- 10.15 Introduction to organ donation and transplantation by **Axel Rahmel**, Eurotransplant, Leiden, The Netherlands
- 10.45 Personal journey of an organ recipient & Initiative "*Live Life Then Give Life*" by **Emily Thackray**, United Kingdom
- 11.00 "*Dancing in the sand*" - Testimony of a donor & related recipient:  
**Mr André Bek & Ms José Rutten**
- 11.15 Approaching the family by **Luc Colenbie**, Transplant Coordinator, Gent, Belgium
- 11.30 Discussion
- 12.30-13.45 Sitting Lunch including Questions & Answers session with Director General **Paola Testori Coggi**, DG Health and Consumers

## MEDIA WORKSHOP AFTERNOON PROGRAMME

### SESSION 2: THE ROLE AND IMPACT OF MEDIA ON ORGAN DONATION AND TRANSPLANTATION

- Introduction to activities in Health communication - DG Health and Consumers
- 13.45 **Despina Spanou**, Principal adviser on Communication
- 14.00 How to manage adverse publicity; the case of Spain  
**Dr. Rafael Matesanz**, Organización Nacional de Trasplantes, Spain
- 14.15 A medical and journalists' perspective to organ donation and transplantation, a Maltese example by **Moira Mizzi**, general practitioner contributing to Times of Malta
- 14.30 Medias impact on organ donation, an experience from Sweden  
by **Charlotte Möller**, National Council for Organ and Tissue Donation, Sweden
- 14.45 Coffee break
- 15.00 Small group discussion on participants' experiences and interest in organ donation and transplantation, together with previous speakers
- 16.30 Questions and Answers
- 17.00 Closing remarks