

Journalist Workshop on Organ donation and transplantation

(4TH EDITION)

Organised by the European Commission, Directorate General for Health and Consumers
7 October 2013 – Brussels

Programme

Media Workshop



Morning Programme

- from **8.45** Registration of participants
- 9.30** Welcome - **Andrzej Rys**, Director Health Systems and Products, European Commission
- 9.40** Tour de table with participants
- 9.50** European activities in the field of Human Substances, and in particular Organ Donation and Transplantation – **Hélène Le Borgne**, Policy Officer for Organ donation & transplantation, European Commission

▶ SESSION I

Organ donation and transplantation in practice - different perspectives

Chair: **Stefaan Van der Spiegel**, team leader Substances of Human Origin, European Commission

- 10.10** Introduction to organ donation and transplantation – **Axel Rahmel**, Medical Director of Eurotransplant, The Netherlands
– *Questions & answers*

10.30 Living donation: testimony of a donor

– *Questions & answers*

10.30 Testimony of a donor's family

– *Questions & answers*

11.10 Coffee Break

11.30 Approaching the family – **Luc Colenbie**, Transplant Coordinator, Gent, Belgium

– *Questions & answers*

11.50 Personal journey of an organ recipient

– *Questions & answers*

12.20 Closing remarks for the Morning Session

12.30/ 14.00 Lunch - Buffet

Speech by **Tonio Borg**, Commissioner for Health

Media Workshop



Afternoon Programme

▶ SESSION 2


The role and impact of media on organ donation and transplantation

14.00 Chair: **Dominik Schnichels**, Head of Unit Substances of human origin and Tobacco control, European Commission

14.00 Introduction to activities in Health communication – **Frédéric Vincent/ Katerina Apostola**, Spokesperson on Health, European Commission

14.10 Introduction to the European Organ Donation Days – **Caroline Larsen Le Tarnec**, Head Public Relations Division, European Directorate for the Quality of Medicines & HealthCare (EDQM), Council of Europe
– *Questions & answers*

14.25 How to manage adverse publicity, the case of Spain – **Rafael Matesanz**, Director, Organización Nacional de Trasplantes, Spain
– *Questions & answers*



14.45 Journalists' experiences in reporting about organ donation and transplantation
– *Questions & answers*

■ 15.10 Coffee Break

15.30 Challenges and novelties in organ donation and transplantation

- Ethical questions: **Katharine Wright**, Nuffield Council, United Kingdom

- New opportunities through innovations: **Jacques Pirene**, Professor of surgery, Abdominal transplant surgery - transplant coordination, University Hospitals Leuven, Belgium

- Economic views on costs and benefits: **Stefaan Van der Spiegel**, team leader “Substances of human origin”, European Commission

- The growing role of social media: **Thomas Breidenbach**, Medical Director for Bavaria Region, Deutsche Stiftung Organspende, Germany

– *Discussion (covering media interests and needs of journalists)*

16.50 Closing remarks