



European
Commission

9 October 2012
BERLAYMONT BUILDING

Journalists Workshop

ORGAN DONATION AND TRANSPLANTATION

an invitation of the European Commission

PROGRAMME



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Health and
Consumers

MEDIA WORKSHOP - MORNING PROGRAMME

From 8.45	Registration of participants
9.30	<i>Welcome by the European Commission, Directorate General Health and Consumers</i> Andrzej Rys - Director Health systems and products
9.40	Tour de table of the participants
9.50	<i>Presentation of European activities in the field of human substances, in particular for organ donation and transplantation</i> Stefaan Van der Spiegel - Team leader "Substances of Human Origin", Directorate General Health and Consumers
<p>Session 1: Organ donation and transplantation in practice - different perspectives Chair: Andrzej Rys - Director Health systems and products</p>	
10.10	<i>Introduction to organ donation and transplantation</i> Axel Rahmel - Medical Director of the Eurotransplant Foundation, Leiden, The Netherlands
<p style="text-align: center;">Questions & answers</p>	
10.30	<i>Living donation: testimony of a donor</i>
<p style="text-align: center;">Questions & answers</p>	
10.45	<i>Approaching the family</i> Luc Colenbie - Transplant Coordinator, Gent, Belgium
<p style="text-align: center;">Questions & answers</p>	
11.05	<i>Testimony of a donor's family</i>
<p style="text-align: center;">Questions & answers</p>	
11.25	Coffee break
11.45	<i>Personal journey of an organ recipient</i>
<p style="text-align: center;">Questions & answers</p>	
12.05	<i>Ethical dimension of organ donation and transplantation</i> Katharine Wright - Assistant Director, Nuffield Council on Bioethics, United Kingdom
<p style="text-align: center;">Questions & answers</p>	
12.15	Closing remarks for Session 1

LUNCH

12.30 - 14.00	Buffet Including Speech of John Dalli - Commissioner for Health and Consumers
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MEDIA WORKSHOP - AFTERNOON PROGRAMME

Session 2: The role and impact of media on organ donation and transplantation

Chair: **Dominik Schnichels** - Head of Unit "Substances of human origin and Tobacco control", Directorate General Health and Consumers

14.00	<i>Tour de table on journalists' past coverage and future/specific interests on organ donation and transplantation</i>
14.30	<i>Introduction to activities in Health communication</i> Frédéric Vincent - Spokesperson, DG Health and Consumers

Questions & answers

14.50	<i>How to manage adverse publicity, the case of Spain</i> Rafael Matesanz - Director, Organización Nacional de Trasplantes, Spain
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Questions & answers

15.10	<i>Media impact on organ donation and the role of new media, experience from Norway</i> Troels Normann Mathisen - Head of Communication, Norwegian Foundation for Organ Donation
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Questions & answers

15.30	Coffee break
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15.50	<i>Panel discussion on the role of journalists regarding organ donation and transplantation</i>
	<p>Panellists:</p> <p>Rafael Matesanz - Director, Organización Nacional de Trasplantes, Spain</p> <p>Axel Rahmel - Medical Director, Eurotransplant</p> <p>Stefaan Van der Spiegel - Team leader "Substances of Human Origin", DG Health and Consumers</p> <p>Melina Violari - Policy Manager, Facebook Belgium</p> <p>Katharine Wright - Assistant Director, Nuffield Council on Bioethics, UK</p> <p>Representative of a donor's family</p>

16.55	Closing remarks
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