



Journalist Workshop on Organ donation and transplantation

(5TH EDITION)

Organised by the European Commission, Directorate General for Health and Food Safety

26 November 2014 – Brussels

Programme

Media Workshop – *Morning Programme*

- from 8.45 Registration of participants
- 9.10 Welcome – **Martin Seychell**, Deputy Director General for Health, Directorate General for Health & Food Safety, European Commission
- 9.20 Tour de table with participants
- 9.30 European activities in the field of Organ Donation and Transplantation – **Hélène Le Borgne**, Policy officer for organ donation & transplantation, European Commission

➤ **SESSION 1**

Organ donation and transplantation in practice – different perspectives

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

- 10.00 Introduction to organ donation and transplantation – **Axel Rahmel**, Medical Director,
Deutsche Stiftung Organtransplantation (DSO), Germany

- Questions & answers

- 10.30 Living donation: testimony of a donor

- Questions & answers

- 10.50 Testimony of a donor's family

- Questions & answers

11.10 Coffee Break

- 11.30 Approaching the family – **Luc Colenbie**, Transplant Coordinator, University Hospital
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

Media Workshop – Afternoon Programme

➤ SESSION 2

The role and impact of media on organ donation and transplantation

Chair: **Andrzej Rys**, Director Health Systems and Products, European Commission

14.00 Introduction to activities in Health communication – **Katerina Apostola**, Spokesperson's service, European Commission

- *Questions & answers*

14.15 Communicating allocation and cross border exchange of donor organs, the approach of Eurotransplant – **Juliëtte van der Laan**, Manager Communications, Eurotransplant International Foundation, the Netherlands

- *Questions & answers*

14.30 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: Polish case study – **Małgorzata Wiśniewska**, journalist, Polish public TV (TV2)

- *Questions & answers ; Tour de table*

15.00 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 Pirenne**, Professor of surgery, Abdominal transplant surgery - transplant coordination, University Hospital Leuven, Belgium
- Economic views on costs and benefits: **Stefaan Van der Spiegel**, team leader "Substances of human origin", European Commission

- *Questions & answers*

16.50 Closing remarks

Nota bene: The possibility will be given to journalists to have interviews with different speakers (depending on their availability)