



**Training and social awareness for increasing organ donation in
the European Union and neighbouring countries” 2016-2019
(SANTE/2015/D4/037)**

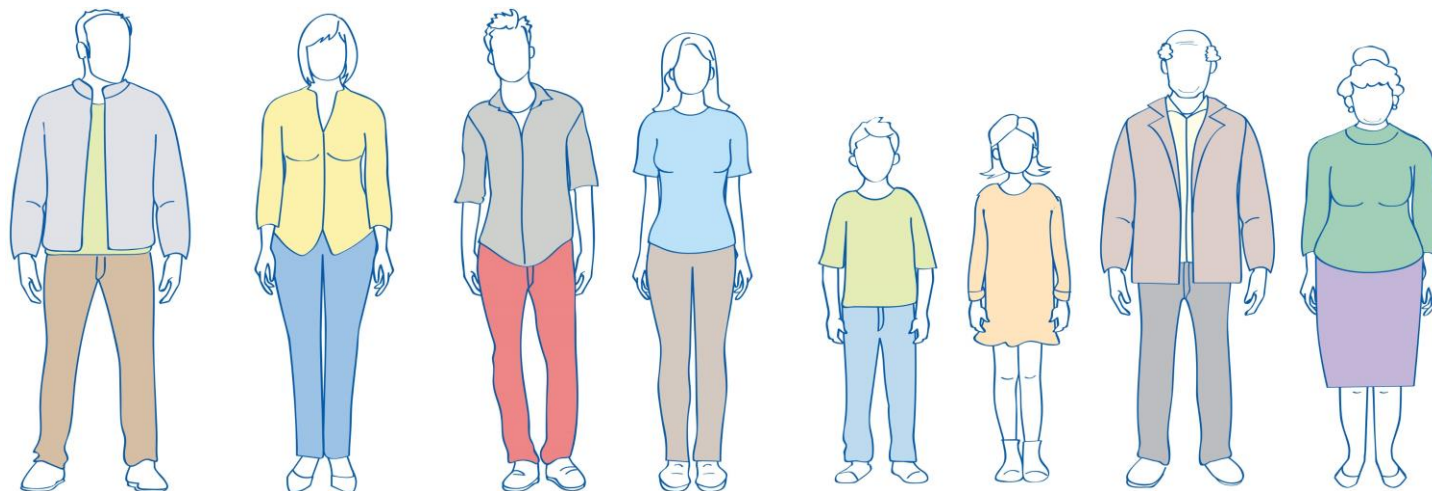
Melania Istrate
Project coordinator
melania.istrate@eudonorgan.eu

What

Train the trainers



Social awareness





Train the trainers

Responsible: University of Barcelona & TPM-DTI, Barcelona



- To provide **health care professionals and other key actors with knowledge, competences & skills** adapted to their level of responsibility in the process of organ donation
- To understand the current **quality improvement methodologies** and the role of **communication** with the society, mass media and social media
- To endow participants with the skills and competences required to efficiently organize **training & awareness raising events** in their countries/regions/hospitals
- To boost **best practice exchange** in living and deceased organ donation

Addressed to

At least 94 participants

(3-5/ Member State & 1/neighbouring country)

- **Healthcare professionals (HP)**

- organ donor/ transplant coordinators
- intensive care units (ICUs), neurocritical and emergency wards personnel
- other key donation persons

- **Other relevant actors, non healthcare professionals (NHP)**

- patient support groups
- communication officers of national/regional authorities and of healthcare establishments
- key opinion leaders
- journalists in the field of health

Participants selection

CAs: Identification of candidates

*Active in the field, committed, support from sending organization, good knowledge of English, previous training in the field and/or as a trainer (strong asset), gender equity, equitable age and geographical distribution



Evaluation of applications and proposal to DG SANTE



Approval & proposal of reserve list together with DG SANTE

Participants selection

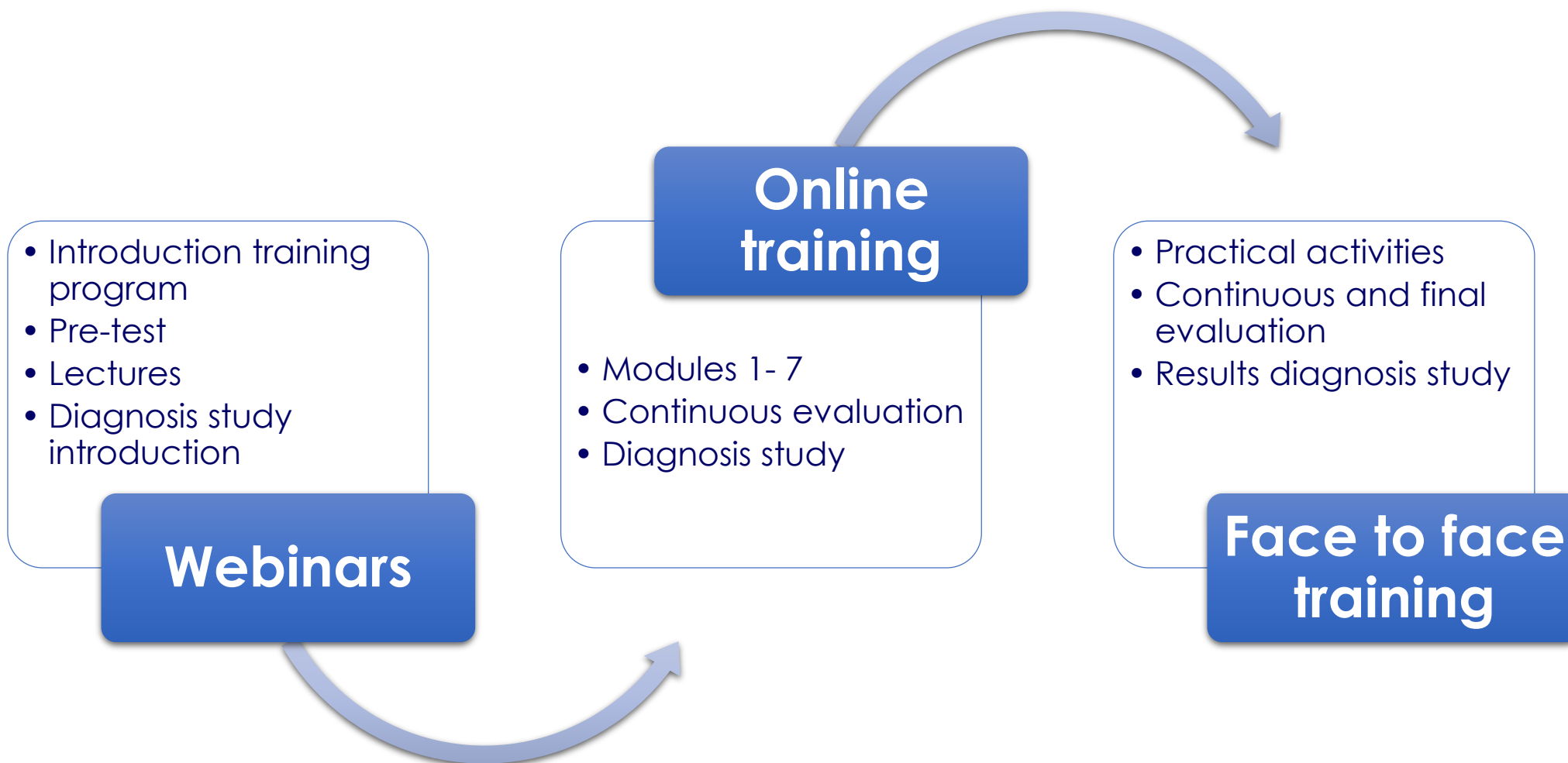
Very good mapping of future participants in order to create a **strong community** of professionals dedicated to organ donation and ensure the continuity of the project upon its closure.



Contents

- M1: Organ donation programmes
- M2: Deceased donation
- M3: Family approach in case of deceased donation
- M4: Living organ donation
- M5: Tissue and cell donation
- M6: Quality improvement methodologies
- M7: Communication aspects of organ donation

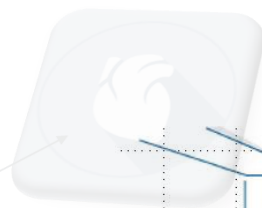
Educational methodology



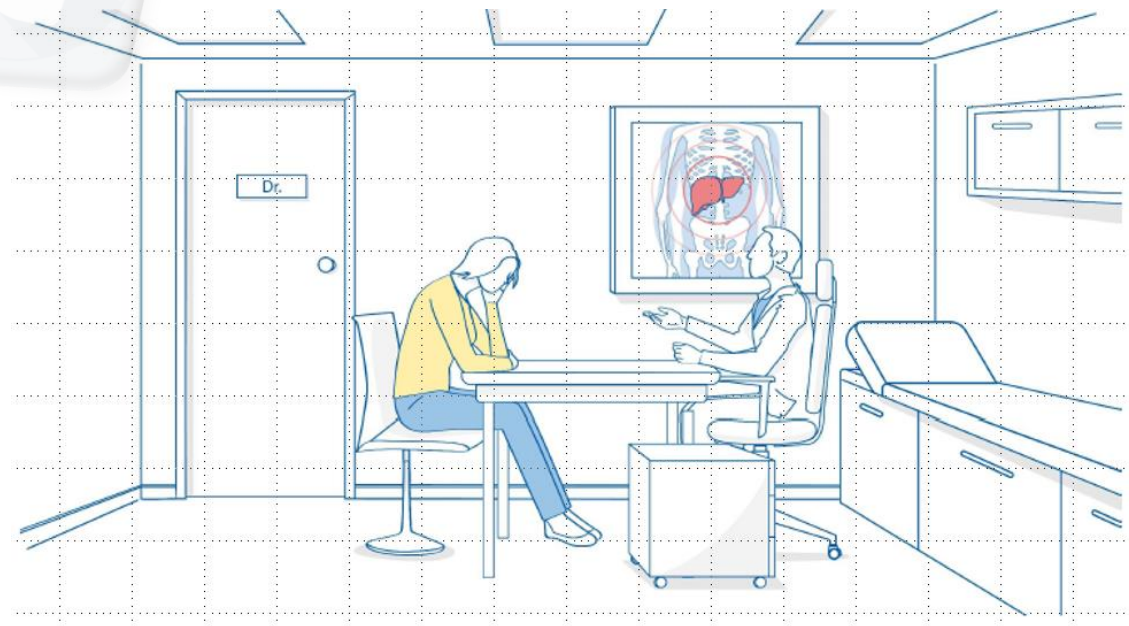
Online tranining. How?



1 training
with **2 routes**
provided via
**mobile
technology**

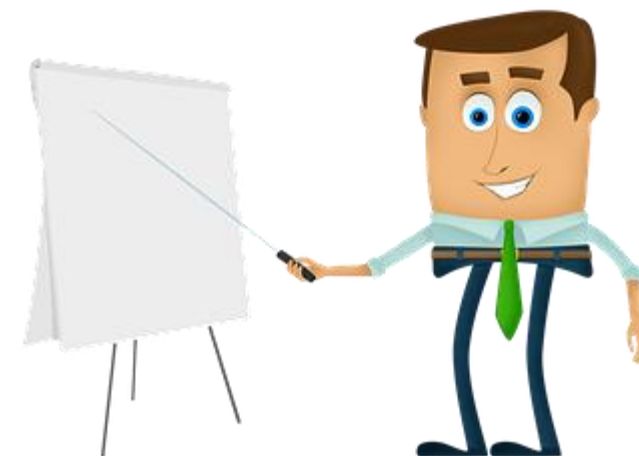
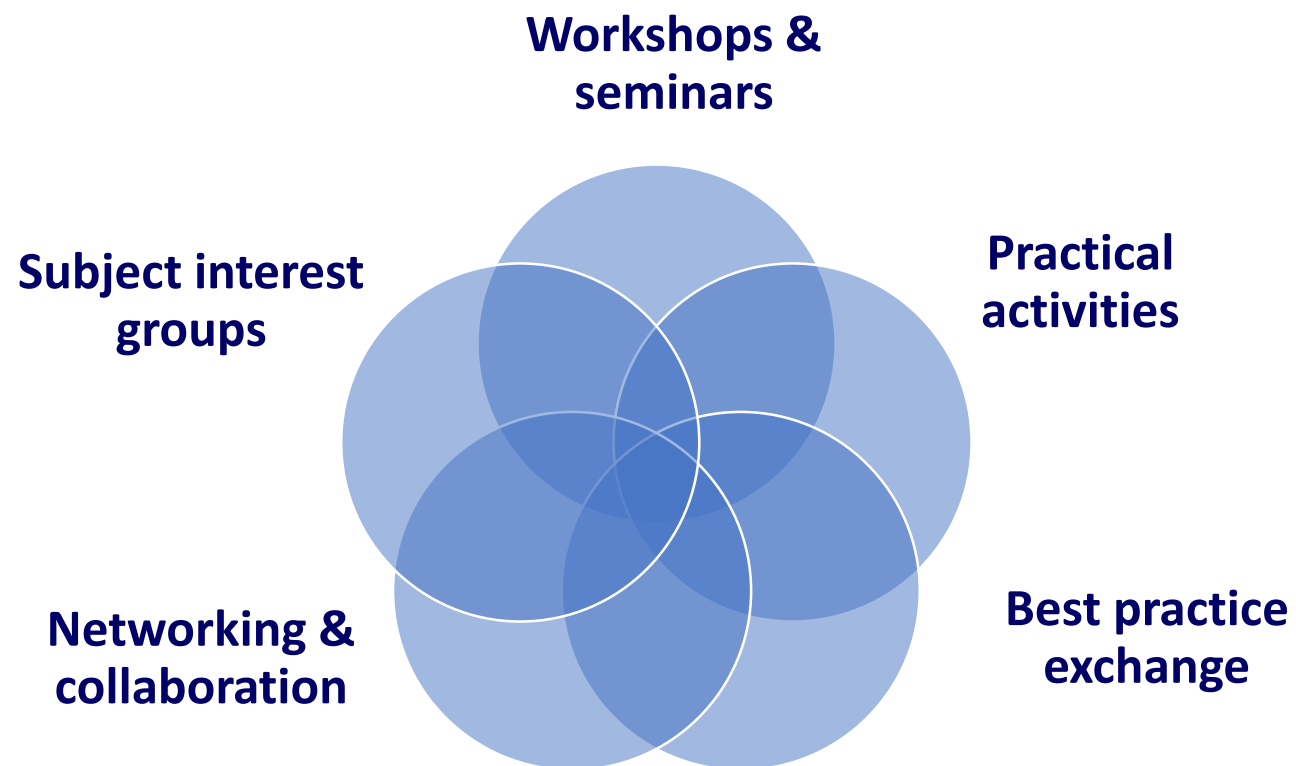


Storytelling

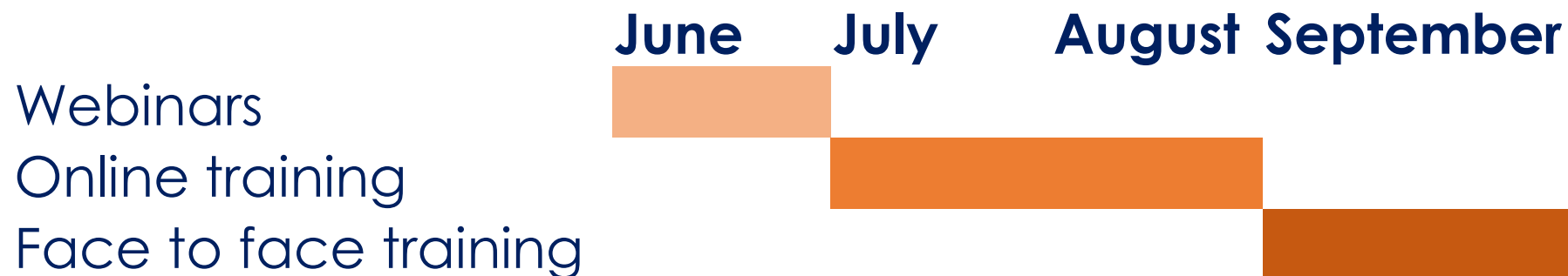


Link animation M1

Face to face training



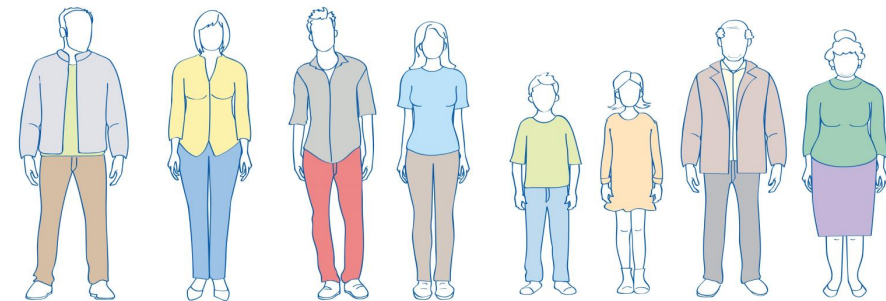
Timeline



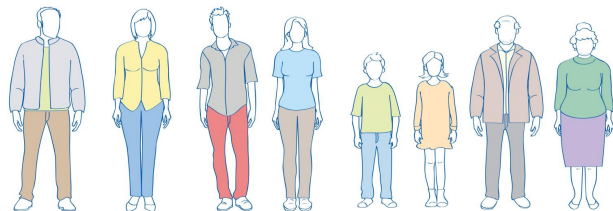
*Face to face: Barcelona, September 18-22, 2017

Participant responsibilities

- To complete successfully the **training program** (both online and face to face) & become an advocate on organ donation in the country/region
- To help the coordinators and the Competent Authority with the organization and dissemination of the **social awareness event** on organ donation if any organized in their country and/ or support with the selection of participants and its promotion if the event is organized in one of the neighbouring countries
- To organize **regular training/awareness** events on organ donation upon project closure



Social awareness



Responsible: Institute for transplantation of Organs and Tissues, Slovenija-transplant, Slovenia;
Institute for Transplantation and Biomedicine, Ministry of Health, Croatia;
Beneficiaries WP1 & National Authorities

Objective:

- To organise & implement **six communication events** (donation awareness days), each of them taking place in different EU Member States

Patronage of the highest political authorities at national/community level



Participants

Addressed to:

- Healthcare professionals
- Journalists, representatives & editors of media channels, social media experts, academic staff of journalism & media
- Health communication officers
- Patients
- Support groups and NGOs
- Representatives of social services
- Key local/national opinion leaders
- Representatives of (potential) donor hospitals

Selection criteria:

- In collaboration with CAs
- Equitable geographical representation
- Gender equity
- Profile diversity

What do we need

- Planning and strategy
- Tailored agenda
- Dissemination materials & Communication with media
- Mascot of the event
- Diversity of speakers
 - ✓ Experience
 - ✓ Professional profile
 - ✓ Gender equity
 - ✓ Geographical representation
- Act to honour the donors (balloon launch, etc.)





Education is for improving the lives of others and for leaving your community and world better than you found it.

Marian Wright Edelman

Thank you