

## EUDONORGAN – Social Awareness Event PORTUGAL

The EUDONORGAN project actively contributes to the increase of organ donation rates in Europe, focusing on two main actions: **training** and **social awareness**. Both activities are oriented to healthcare professionals and other relevant players such as: patients and patient support groups; representatives of public and governmental agencies, representatives of health institutions, opinion leaders and the media.

The main objective of the training course, held on September 18<sup>th</sup> to 22<sup>nd</sup> 2017 and involving 101 participants from 28 European countries, aimed to train health care professionals and other key actors who will in turn be able to advocate for organ donation and train colleagues in their countries/regions/hospitals, with the overall objective to monitor and improve performance in the management of donated and transplanted organs.

The next phase of the project involves the organization of six communication events, each event in a different European Member State, according to the following criteria:

- Good balance between Nordic/Southern, Western/Eastern European countries.
- Participation in different European Organ Exchange Organisations.
- Covering a spread of different donation rates (from 4,7 in Greece to 32,7 in Portugal in 2016).
- Commitment and active support from the national Competent Authority.

### Strategy and Planning

#### 1. Objective

The Southern Europe population is characterized, among others, by altruism and solidarity. In fact, due to some recent events in several countries in this region, we have seen the best of the human being, helping those in need.

Being the donation (live or post mortem) a true gesture of altruism and solidarity and having in mind that the South European countries have a well established donation and transplantation system, mostly based in deceased donation, it is our main goal for the social awareness event under the EUDONORGAN Project to make a solidarity appeal for donation (live and deceased) in our region.

the population of southern Europe is characterized by altruism and solidarity, which are well visible in response to catastrophes have affected in recent years our countries

## 2. Site for the event

For the Southern European countries, Portugal was chosen to organize the social awareness event, which includes the following Member States: Southern France, Portugal, Spain, Italy and Malta.

The event will be held in Lisbon in March 2019, as proposed by the EUDONORGAN Project leaders.

## 3. Organization Plan

### a. Organizing Committee

The Organizing Committee will include the following members:

- Ana França, MD, National Transplant Coordinator
- Catarina Bolotinha, biologist, trainee in the Phase 1 of the EUDONORGAN Project
- Vanda Palmeiro, nurse, trainee in the Phase 1 of the EUDONORGAN Project
- Nuno Catorze, MD, trainee in the Phase 1 of the EUDONORGAN Project
- Trainee from Spain in the Phase 1 of the EUDONORGAN Project
- Trainee from Italy in the Phase 1 of the EUDONORGAN Project
- Trainee from Southern France in the Phase 1 of the EUDONORGAN Project
- Trainee from Malta in the Phase 1 of the EUDONORGAN Project

### b. General division of roles

The organizing committee (OC) is responsible for defining the event program in close cooperation with the WP2 leader, as well as for the selection for speakers and participants and for the articulation with the neighboring countries Competent Authorities (CA)

### c. Time Frame for the event

The event will be held in mid/end March 2019 in Lisbon, according to the proposed program (see point 4).

If most of the participants are to arrive the day before, the OC will organize a welcome diner.

d. Language of the event

The main language is English. If necessary, translation can be provided by the OC.

4. Social awareness event Program

Day	Time	Activity
March 25 <sup>th</sup> or April 1 <sup>st</sup>		Press Conference Welcome diner (to be confirmed)
March 26 <sup>th</sup> or April 2 <sup>nd</sup>	08:30	Registration of participants
	09:00 09:00	Official opening session Welcome and support statement <i>Representative of the Ministry of Health</i> <i>Chairman of Instituto Português do Sangue e da Transplantação</i> <i>Director of Organización Nacional de Trasplantes</i> <i>Director of Centro Nazionale di Trapianti</i> <i>Director of Malta Competent Authority</i> <i>Director of Agence de la Biomedicine</i>
	09:20	Tour de table with participants
	09:30	Context of the event: project presentation <i>Project director/leader</i>
	09:50	European activities in the field of Organ Donation and Transplantation <i>Representative of the European Commission</i>
	10:10	Organ and tissue donation: state of the art in the region <i>National Transplant Coordinator (IPST)</i>
	10:30	Coffee break
	11:00 11:00	Organ and tissue donation and social media The role of the media in raising social awareness in organ and tissue donation <i>To be defined</i>
	11:30	Social media as news communication channels to raise awareness in donation <i>To be defined</i>
	12:00	How to manage adverse publicity <i>To be defined</i>
	12:30	Relevant news published in different media over the past years
13:00	Balloon launch in honour of donors <i>To be confirmed</i>	
13:30	Lunch	

	<p>14:30 – 17:30</p>	<p>Exploring the Donation Process          Living donation. Benefits and risks  <i>To be defined</i>          Testimony of a living donor  <i>To be defined</i>          Deceased donation (after brain and circulatory death)  <i>To be defined</i>          Testimony of a donor’s family  <i>To be defined</i>          Personal journey of an organ recipient  <i>To be defined</i>          Testimony of an active member of a patient support group  <i>To be defined</i></p>
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According to the proposed program, the official opening session, in the morning, will involve the representative of the Ministry of Health of Portugal, the representatives of the Competent Authorities of Portugal (the hosting country) and from the neighbouring countries, the representative of the project EUDONORGAN and the representative of the European Commission.

After the coffee break, a session about organ and tissue donation and the social media will be held, with the participation of experts in journalism and communication of both the hosting country and the neighboring countries, particularly Spain, taking into account the existing articulation between the ONT and the Spanish media.

After the morning session, lunch will be served to participants.

For the afternoon session we proposed that participants explore the donation process through a "maze", where at each check point they'll receive information about the different aspects of the donation and that are described in the program above. The information may be given by the expert in person or through a video transmission. Whenever there is room for doubts, these will be addressed at the time by the experts present at each check point. In this session we counted with the presence of experts or speakers of the different countries involved in the event.

Although the WP 2 proposes the organization of a press conference at the end of the event, we consider that it would be better to make it the day before, since this Conference would be a way to communicate the event population.

## 5. Participants selection

We estimate to involve 50-70 participants in the event, of which 10-15 from the neighboring countries. Nonetheless, the number of participants can increase to the needs of the countries involved and having in consideration the travel and accommodation budget.

For the activity foreseen for the afternoon session, the participants will be organized in 5-6 people groups.

## 6. Experts selection

The proposal of experts panel will be made by the OC. However, it is our intention to have, in each check point of the maze, videos from experts from all the countries in the region.

## 7. Promotional actions and materials

A number of actions and materials are required to promote this event.

In addition to dissemination plan foreseen by the Project leaders, it would be important to have an image/logo of the event, that would be used in all stationary material, a Facebook page dedicated to the event and a gift to offer to all participants.

For the maze activity, each participant can have a “passport” that would be stamped in each check point; in the end, the gift reminding their participation in the event is offered.

For the Press Conference, a Press kit is necessary, including information about the project and about each of the neighboring countries. We count on the OC member from each country to articulate with the local media, ensuring their participation not only in the press conference, but also in the event.