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)