

Journalist Workshop on Organ donation and transplantation (4th edition)

Organised by the European Commission, Directorate General for Health and Consumers

7 October 2013 – Brussels, Berlaymont Building

DRAFT PROGRAMME (to be confirmed)

Media Workshop - Morning Programme

From 8.45 Registration of participants

9.30 Welcome by the European Commission, Directorate General Health and Consumers – **Andrzej Rys**, Director Health systems and products

9.40 Tour de table of the participants

9.50 Presentation of European activities in the field of Human Substances and in particular Organ Donation and Transplantation – **Hélène Le Borgne**, Policy Officer for Organ donation & transplantation, Team "Substances of human origin", Directorate General Health and Consumers

Session 1: Organ donation and transplantation in practice - different perspectives

Chair: **Andrzej Rys**, Director Health systems and products

10.10 Introduction to organ donation and transplantation – **Axel Rahmel**, Medical Director of Eurotransplant, Leiden, The Netherlands

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, Gent, Belgium

Questions & answers

11.50 Personal journey of an organ recipient

Questions & answers

12.20 Closing remarks for Session 1

Lunch

12.30-14.00 Buffet

Including Speech of **Tonio Borg**, Commissioner for Health and Consumers

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 Introduction to activities in Health communication – **Frédéric Vincent**, Spokesperson, DG Health and Consumers

Questions & answers

14.20 How to manage adverse publicity; the case of Spain – **Rafael Matesanz**, Director, Organización Nacional de Trasplantes, Spain

Questions & answers

14.40 Journalists' experiences in writing about organ donation and transplantation

Questions & answers

15.10 Coffee break

15.30 Challenges in the field of organ donation and transplantation

- Ethical challenges (expert)
- Scientific challenges (expert)
- Economical challenges: **Stefaan van der Spiegel**, European Commission
- Communication challenges (social media) (expert)

Discussion

16.55 Closing remarks

Nota bene: *The possibility will be given to journalists to organise interviews of different speakers (depending on their availability)*

Brussels, 20 August 2013