



EUROPEAN DONATION^{ORGAN} ^{TISSUE} DAY

Toolkit for Event Organizers

slovenija

transplant



"This publication arises from the project "Developing Guidelines for the Organisation of a European Donation Day" which has received funding from the European Union in the framework of the Health Programme."

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DONATION
DAY **Toolkit for Event Organizers**

Edited by Danica Avsec and Jana Šimenc

European Donation Day: Toolkit for Event Organizers
Edited by Danica Avsec and Jana Šimenc

Publisher

Institute for Transplantation of Organs and Tissue of the Republic of Slovenia,
Slovenija-transplant, Zaloška 7, SI-1000 Ljubljana

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Printed in Slovenia

Cicero Begunje, d.o.o. Printed in 750 copies.

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“This publication arises from the project “Developing Guidelines for the Organisation of a European Donation Day” which has received funding from the European Union in the framework of the Health Programme.”

The publication is also available electronically and can be downloaded at www.europeandonationday.org

CIP - Kataložni zapis o publikaciji

Narodna in univerzitetna knjižnica, Ljubljana

616-089.843

EUROPEAN donation day : toolkit for event organizers /
[contributors Danica Avsec ... et al.] ; edited by Danica Avsec and
Jana Šimenc. - Ljubljana : Institute for Transplantation of Organs
and Tissue of the Republic of Slovenia, Slovenija-transplant, 2011

ISBN 978-961-91156-1-9

1. Avsec, Danica
255275520

ISBN 978-961-91156-1-9



9 789619 115619

ACKNOWLEDGEMENT

The authors of EUROPEAN DONATION DAY: *Toolkit for Event Organizers* would like to express their great gratitude to *Dirk Meusel* (EAHC-Health Programme) for project guidance and much sound advice and to *Silvia Perel-Levin* for her generous help and valuable suggestions in the course of the development of the toolkit.

Special thanks go to the following people: *Jean Marc Spiesser, Marie-Emmanuelle Behr-Gross and Marie Odile-OTT* (EDQM, Council of Europe) for valuable assistance; *Axel Rahmel and Arie Aosterlee* (Eurotransplant International Foundation) and *Günter Kirste* (Deutsche Stiftung Organtransplantation) for generously sharing their wealth of professional knowledge and experience along with making the project discussions more stimulating.

Last but not least we would like to give sincere thanks to *Philippe Morel* for his valuable support during the development of the idea and input at the 2009 project conference in Ljubljana.

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E N T S

FOREWORD

Promotion of transplantation medicine and increasing public awareness of the donation of human body parts for treatment is a challenging task. It is also one of the priorities of the European Commission Action Plan for Health (2009-2015). Although the promotion and communication with the general public about the subject is a multilevel and ongoing activity, there was a need to establish one day dedicated specifically to organ and tissue donation and transplantation in order to attract more attention to the issue, disseminate credible information and sensitize the public.

I would like to express my great pleasure that with the general support of the EDQM of the Council of Europe and the financial support of the EU Health Programme, our institute, Slovenia Transplant was able to fulfil the aim of increasing public awareness by leading the celebration of European Donation Day in several European countries. The initiative was realized through the project Developing Guidelines for the Future Organization of a European Donation Day and I would like to thank all partners in the project for their wonderful cooperation.

It is a privilege to share our experience and knowledge in the main results of the project European Donation Day: Toolkit for Event Organizers, which aims to provide the appropriate framework on a European level, which is currently lacking. We expect that the guidelines will be a useful tool for the organization of future celebrations of European Donation Day. Through this event the general public, health care professionals, media and political audience should be addressed. They all play a crucial role in the further development of efficient treatment with transplantation.

We hope and believe that a joint celebration throughout Europe offers the possibility to maintain honest and trustworthy communication between health professionals and all other target groups. Communication between experts working in a technically demanding branch of medicine and the majority of people who have doubts about medical interventions and in understanding the very thin line between life and death is fragile and complex.

We hope that over time European Donation Day will become a well-known and established event, which will help raise trust, public awareness and contribute to greater public participation in organ and tissue donation.

I wish you all much success with the organization of a European Donation Day.

Danica Avsec, MD

*Project manager and director of Slovenia Transplant,
Institute for Transplantation of Organs and Tissues of the Republic of Slovenia*

1. INTRODUCTION

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1.1 WHO IS THE TOOLKIT FOR

These guidelines are intended to help and support future organizers of the event called European Donation Day (EDD). The toolkit has been developed for health care professionals, educational organizations, institutions and governmental agencies interested in organizing European Donation Day celebrations. Policy makers at all levels will also find the guide useful when spreading the message regarding organ and tissue transplantation and donation.

European Donation Day is a shorter name for European Day for Organ Donation and Transplantation. Tissue and cell donation and transplantation are integrated in the concept of the day as well.

The shorter version “European Donation Day” for the event was chosen deliberately. The word “donation” does not immediately indicate body parts donation. Besides the title European Donation Day offers space to play with meanings and words and stresses the philanthropic character of organ donation.

The toolkit is based on the evaluated experiences of previous European and World Donation Day organizers. It is, however, for the most part a product of the profound collaboration of an interdisciplinary consortium in the EU-funded project *“Developing Guidelines for the Organization of a European Donation Day” (2009-2011)*.

The main goal of the project was to develop and test a framework for the organization of the EDD celebration and to evaluate its awareness-raising potential. Different scenarios and methodologies were examined during the project lifecycle.

Distinguished professionals from Slovenia, Austria, Slovakia, Croatia, Czech Republic, Georgia, Eurotransplant International Foundation, and the European Directorate for the Quality of Medicines and Health Care (EDQM) of the Council of Europe participated in the project.

The engagement and contributions of collaborating partners from Serbia, Bosnia and Herzegovina, Montenegro and Georgia were also of great value. Consultations with prominent external advisors added significantly to the achievements of our goals. Project activities have been monitored by the European Executive Agency for Health and Consumers (EAHC).



Picture 1

Project team during the lively discussion at the working meeting at Otočec (Slovenia) 2010

The toolkit will give you enough practical suggestions, ideas and possible strategies to adapt an EDD celebration to your organizational needs and financial possibilities. During the development of the guidelines the political, economical and cultural specifics of different countries have been taken into consideration as well.

1.2 WHY THE TOOLKIT

Since no extensive tradition or guidelines for the organization of the EDD celebration exists, the following toolkit aims to fill the gap. The EDD celebration is seen to become a primary awareness-raising “voice” and event regarding organ and tissue donation and transplantation in Europe.

A unified European Donation Day on organ and tissue transplantation could help raise public awareness, enhance a positive attitude towards organ donation and potentially augment the number of organ donors.

A brief look at the history of the event shows that European Donation Day was founded by Prof. Philippe Morel, head of Visceral and Transplantation Surgery at the University Hospital of Geneva. He introduced the first celebration in Geneva in 1996 with the support of the European Directorate for the Quality of Medicines and Health Care (EDQM), Council of Europe. Prof. Morel’s idea and motivation for the organization of the event were to raise awareness about organ donation among different target groups, especially policy makers and politicians.

“Transplantation is a unique moment in the medicine, where life of the patient depends on a wish or will of another person.”

Prof. Philippe Morel, the founder of European Donation Day

In 1998 the Council of Europe took over the organization of European Day for Organ Donation and Transplantation, and also established the practice that each year a different member state hosted the main event. Later on, the concept of accompanying “satellite celebrations” grew into having equally important simultaneous events.

So far the celebration in Berlin (Germany) 2009 was one of the most successful events.

2. BACKGROUND

Σ ΒΑΣΚΕΒΟΝΙΔ

2 BACKGROUND

Transplantation medicine is a very dynamic medical discipline. In recent decades it has made enormous progress and has shown great success. Advances in techniques and the development of improved immunosuppressive drugs have made it possible to successfully transplant several solid organs, the pancreas, small bowels and tissues into an increasingly larger number of patients.

Five-year survival rates for most organs are now at least 70%.

However, the major obstacle in transplantation medicine remains the shortage of organs. Although the number of performed transplants is rising, it is not possible to keep pace with the expanding waiting list of patients. Recent estimations by the EDQM, Council of Europe, show that in Europe more than 56,000 people are waiting for the transplant of a suitable kidney, heart, lung, tissue, etc. Every day twelve of them die due to the lack of available organs (http://www.coe.int/t/dc/files/events/2010_journee_don_organes/default_EN.asp).

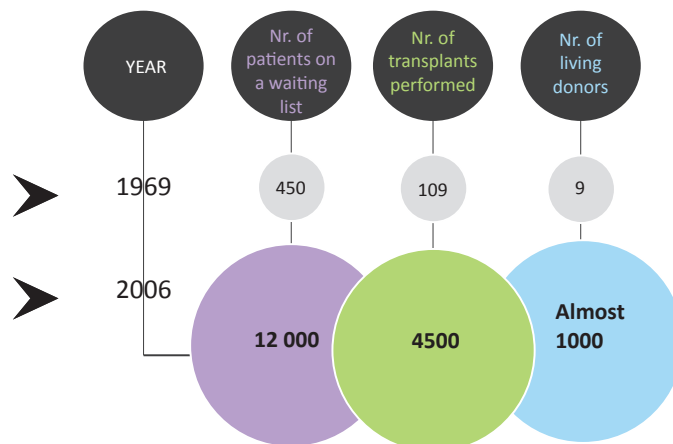


Figure 1
Comparison of number of patients on a waiting list for a kidney in Europe and number of transplants performed in the year 1969 and 2006. The waiting lists for the proper organ or tissue are longer than ever before.
Source: <http://www.aboutoperations.co.uk/organ-donation-facts-figures.html>.

2.1 FACTS AND FIGURES

Several studies demonstrate that the majority of the European public supports the idea of organ donation. But there is a vast gap between the idea and public participation, since the number of organ donors is by and large in decline. Nearly all European countries are faced with the challenge of how to increase public participation.

The European average is around 16 deceased donors per million population (pmp), which is considered a rather low rate. Nonetheless, there is significant variation in organ donation rate in European countries (see Figure 2). One of the most successful countries in Europe is Spain, with 34.4 deceased donors pmp. On the other hand, some member states (e.g. Bulgaria) achieve only 1.5 donor pmp.

These numbers reflect the specific features of a country, such as different professional traditions and organization, diverse political, economic, legislative and socio-cultural practices, and varying level of engagement in the field of organ donation and transplantation.

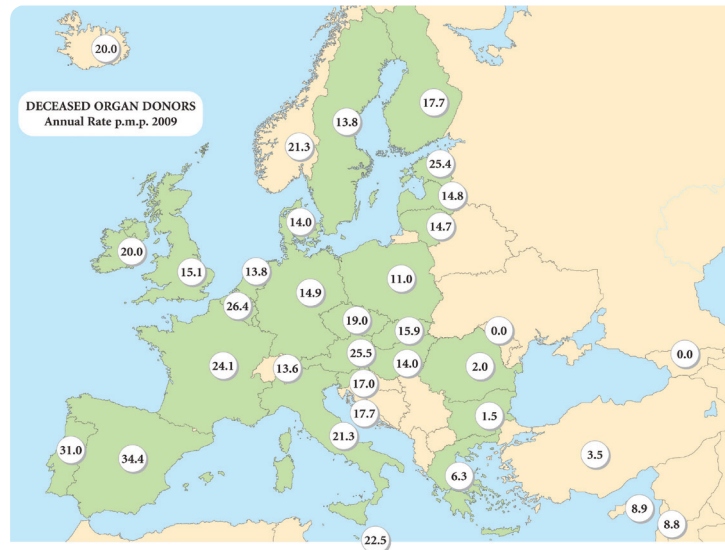


Figure 2

Annual rate of deceased organ donors per million population in Europe for 2009

Source: Newsletter Transplant Vol. 15, N°1, September 2010, p. 6.

The European Donation Day survey about public awareness conducted in 2010 during the project “Developing Guidelines for the Organization of a European Donation Day” showed that 64%-73% of respondents (in respective countries) support organ donation. But when it comes to a personal decision only 20%-38% of respondents reported deciding to become an organ donor after death (for more about the survey, see the section 6.2. *EDD survey 2010*).

One of the responses of European health policy in how to address these challenges is included in the Action Plan (2009-2015) launched by the Commission of the European Communities. The Action Plan on Organ Donation and Transplantation states a number of priorities, including “increasing public awareness”. The EDD celebration is seen as an important annual event that could help achieve this goal of the Action Plan.

The most frequently transplanted organs are kidneys, livers, hearts, lungs and pancreas. The most frequently transplanted tissues are skin, heart valves or arteries, bone marrow, bones and cornea.

Source: <http://www.edqm.eu>.

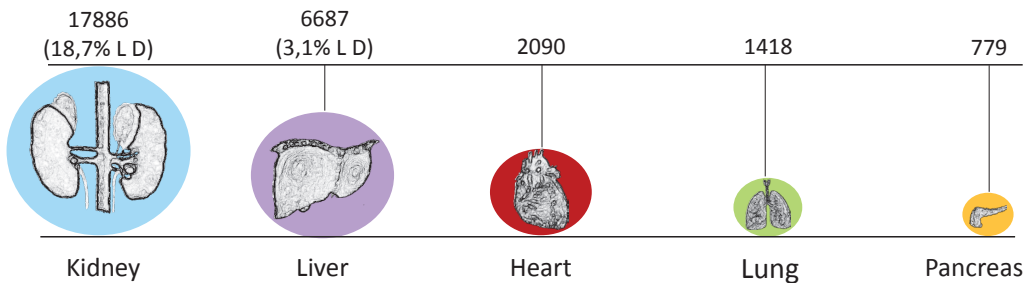


Figure 3

Total transplants in numbers, European Union key figures for the year 2009; N=27 COUNTRIES: 500 million inhabitants
Source: Newsletter transplant, Vol. 15, N°1, September 2010

2.2 TRANSPLANTATION MEDICINE IN THE PUBLIC EYES

“Organ transplantation depends on a social contract and a social trust, without which it simply cannot exist”.

Scheper Hughes, 2001: 59

Confidence in the national health care system plays a crucial role in increasing the donation rate. Regular public opinion analyses on a national and European level (Eurobarometer, 2009 et al) confirm that people in contemporary individualistic and capitalistic societies are losing trust not only in biomedicine, but in religious and political authorities as well.

Many leading philosophers of the postmodern era (Lyotard 1979, Welch 1993, and Rorty 2000, to name a few) talked about the collapse of “grand narratives” and systems like religion, politics, and biomedicine. This current socio-cultural context adds to the less than encouraging feelings and beliefs that the public holds regarding organ donation and transplantation, which results in the public’s non-participation. People are sceptical about the fairness of the waiting lists for organs.

One of the most important factors that influences the organ donation rate is social awareness.

In addition, individuals seeking information about organ donation on the internet can be easily put off due to the numerous misleading and simplified forum debates and articles about organ “harvests”.

Another factor contributing to the poor image of transplantation medicine is the media, which in the search for higher publicity often publish spectacular and shocking stories about organ trafficking. Champion Vincent (2005) has conducted an anthropological study of some familiar narratives about body parts abuse in the media. She found that most of them could not be confirmed either by the police, court or the authors of the articles. On the contrary, the highly emotional and horrific stories have become contemporary urban legends which tend to reproduce public fear.

What is more, transplant medicine has a particular place in the popular mind. It encompasses complex questions about life and death, conflicting cultural values about the body, concepts of personal identity and dilemmas regarding the limitations of technological medical development. It uncovers new terrain for understanding the boundaries of the self and dying.

In order to respond to above-mentioned ideological disjunctions, the public needs to be addressed about organ donation issues in a credible, professional, trustworthy, and highly ethical manner. And most importantly, people should be encouraged to think and reflect more about organ and tissue donation.

2.3 OBJECTIVES OF EUROPEAN DONATION DAY

The main goals and objectives of a unified European Donation Day celebration are:

- To raise public awareness in the field of organ and tissue donation and transplantation.
- To acknowledge all the people involved in the transplant process (transplant patients and their families, organ donor families, health care professionals).
- To establish trust among the general public towards responsible, ethical, non-commercial and professional organ and tissue donation and transplantation.
- To share and discuss challenges and innovations in transplant medicine among health care professionals.
- Over the long term to increase the number of organ and tissue donors; with continuous and yearly repetitive EDD events we can achieve a bigger impact.

European Donation Day is the primary European awareness raising event about the organ and tissue donation and transplantation. With a common vision and clear European strategy in the preparation of the EDD we can achieve greater success in awakening the hidden potential of the organ donation.

2.4 TARGET GROUPS OF EUROPEAN DONATION DAY

Organ transplantation is a very complex process that needs the intense cooperation of several partners. With the European Donation Day celebration we try to address all these partners and authorities that shape health policy.

Therefore the main target groups of European Donation Day are:

- The general public
- Health care professionals
- Politicians
- Policy makers

Moreover, the EDD evaluation survey conducted by Slovenia Transplant in 2008 showed that the celebration sensitized the public to the issues of organ donation to cure life-threatening diseases. A similar but improved EDD survey 2010 was conducted by the partners during the mentioned project. The results showed that the celebration not only sensitized the public, but also informed them in significant ways about organ donation.

Therefore, the recommendation for organizers is to focus on the general public as the main target group.

People should be encouraged to speak and think about organ donation and transplantation. They should be informed of how important it is to communicate one's wishes to relatives.

2.5 WHEN TO CELEBRATE EUROPEAN DONATION DAY

Traditionally, since its first celebration in Geneva in 1996, EDD has been held in October. In order to achieve the biggest impact among the general public, to the extent possible events should be held in different European countries on the same day. The steering committee and advisory board of the project “Developing Guidelines for the Organization of a European Donation Day” has proposed holding the event on the second Saturday in October.

Towards a unified European Donation Day: the second Saturday in October.

In case the second Saturday in October overlaps with another event, check if it is compatible with the message of European Donation Day. Join forces! But do it wisely. In our opinion, army parades and purely commercial events are not compatible with organ donation issues.

If you already celebrate your local National Donation Day, try to adjust the date and celebrate it on European Donation Day. We suggest that simultaneous European Donation Day celebrations in different European countries will have greater impact on the global community.

Notes notes notes notes notes notes notes notes notes notes



3 PLANNING OF THE EVENT

In this section we make suggestions for how you can carry out the organization of the celebration. Many steps are interrelated and may take place concurrently or sequentially.

For the successful development of all organizational activities and the final event, we suggest you start thinking about the organization approximately one year before the celebration. However, much of the work is concentrated in the last two or three months before the event. Therefore it is important that one person is able to work full-time on the organization of the event for at least that period. You can cooperate with civil society groups and volunteers to help you on preparation. If the budget allows, you can outsource some activities (e.g. promotion, communication with media).

Schedule your activities and try to respect deadlines from the outset.

- Maintain high universal ethical standards throughout the process.
- Keep the non-commercial and humanitarian tone of the whole event.
- Keep in mind the great sensitivity and complexity of the processes of organ and tissue donation and transplantation.

3.1 COLLECT INFORMATION

Being informed about the medical, cultural, political and legislative context of organ and tissue donation and transplantation in your country/community will help you in shaping the structure of the event. Check important sources, literature, statistics and web pages (see the section 8.2. *Useful websites* for some support).

Look for success stories and use them in spreading the message.

It is also important that you check what your possibilities for the organization of an EDD celebration are.

3.2 FORM THE EDD COMMITTEE AND MOBILIZE THE COMMUNITY

The working team is a crucial part of organizing the event. You should form a dynamic and diverse organizational committee. Invite people of various backgrounds, different ages and professional profiles to join the committee or advisory board. Their expertise, contacts and competences will help you create a successful event.

These people could be politicians, school teachers and representatives, nurses, doctors, youth groups, medical students, academic and research institutions, civil society organizations, religious leaders and pensioners, to name a few. Approach the national local authorities and ask for their involvement and support. They can assist a lot in organizing and shaping the event. Make all the members of a committee feel they are part of the event.

Do not forget to include transplant patients and their associations in the EDD organization process from the start. Consider their experience and knowledge. Give them space and opportunity in the celebration to share their stories. In our experience, patients' associations are especially reliable and important partners in the organization of European Donation Day.

Plan regular working meetings with the members of the committee; motivate them to get engaged in the event by distributing the roles among the community.

INCLUDE VOLUNTEERS

You will have a more successful event if you include volunteers to help. Based on experience, a big event cannot be successful without volunteers who help at different stages of the process as reliable partners. They can be involved in the work process as guides at the venues, informants, network connections, city performers, new media promoters (using web networks like Facebook, Twitter), etc. Medical and pharmacy students have so far always shown themselves to be of valuable help in the organization of the celebration. As already mentioned, you can include them in the organizing committee or advisory board.

PATRONAGE OF THE POLITICAL AUTHORITIES

It would be of added value to the EDD celebration if you manage to organize it under the patronage of the highest political authorities in the country or your local community. Significant opinion makers can support you by spreading your message. They can also support action programmes or push forward possible legislative changes in transplantation processes. As already mentioned, you can include them in the committee. They can be presenters or participants (in sports or other activities) at the celebrations. If they cannot be present at the event, you can use video messages and support statements as well.

If you have the highest political authorities (e.g. president) attending the event, you will need to cooperate with the protocol office. They will give you detailed information on how to organize, for example, the opening of the event with the president present.



Example

The EDD celebration in Ljubljana (Slovenia) 2008: the professional symposium was held under the patronage of the Slovenian president Danilo Türk, who formally opened the event.



Picture 2

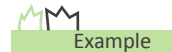
The members of the CD-P-TO working group at the Ljubljana conference. In the first row, standing in the centre is Slovenian President Danilo Türk. On the right next to him Danica Avsec followed by Philippe Morel and on the left side of the president is Bruno Meiser followed by Jasna Vončina

DO NOT FORGET THE YOUNGER GENERATION

Special attention at the celebration should be given to young people. Invite them to be on your committee from the start. Younger people have been shown to be good facilitators of the discussion on organ donation in the family (Wenger, Szucs 2010, Smith et al 2004).

One option to attract the involvement of younger generation is to motivate them through new media channels (for more, see the section 5.3 *New media tools and social networks*).

Six months prior to the EDD, Austrian organizers launched an art competition in secondary schools (for pupils aged 14-17). The slogan of the art contest was: “give so the others may live”. Children were invited to produce posters in the size 50x70 cm and were allowed to use art techniques of their choosing. The Austrian organizers received 370 pictures, of which 12 were selected for the awards ceremony. The winners received a certificate and about 40 EUR each.



Picture 3,4
Selected works of the high school children produced during the art competition

3.3 MARK THE DATE AND PLACE

When you will build a working group, start planning the event.
Mark the date of celebration: second Saturday in October!

Together with the committee decide on the location of the celebration. Choose theme-appropriate and prominent, well-known city locations (try to avoid shopping centres). We suggest that you prepare an outdoor event that is open for everybody.

If you choose the most famous and prime location city streets, you may need to arrange the area's closure to traffic.



Example

The EDD celebration in Berlin (Germany) 2009 was organized in front of the Brandenburg gate. Many city streets were closed and traffic was blocked due to the event. What is interesting is that constant radio announcements about the traffic arrangements and why the streets were closed contributed a lot to the promotion of the event.

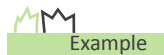


Picture 5

The celebration in Berlin (Germany) 2009

You do not have to limit the celebration to one city in the country. On the contrary, simultaneous celebrations at several locations in the country are proven to be very attractive. You can even think about connecting the locations with sports or cultural events or through new media channels.

In Slovenia (2010) the celebration took place in two cities: Ljubljana and Murska Sobota. Murska Sobota holds a symbolic value: with its donor hospital it is the most remote transplant unit in Slovenia. A common celebration bridged the geographical distance.



CELEBRATION AND THE ENVIRONMENT

Throughout the celebration try to think of the environment.

- Use recycled materials
- Install sufficient rubbish bins along the way
- Leave the venues clean and tidy

3.4 TECHNICAL ASPECTS OF THE EVENT

After the permission for the location has been given, it is necessary to define a general framework of the programme and all activities. The programme of the event should not be overloaded. Also be flexible and prepared for unexpected changes in the programme during the event.

Don't forget to obtain all authorizations needed for the event in a public area. Inform the local police station about the event. Also don't forget about other security measures (check the city legislation).

Depending on the activities of the programme organize the required technical equipment. Power supply is essential. The public event is intended for more than a hundred people to attend, so a sound system with adequate power will be needed. The strength of the power supply needed will depend on the sound system and the number of microphones.

Public events that include cultural and sports activities will definitely need a proper stage. Pay special attention to the visible position of the stage.

SAFETY MEASURES

Whatever you organize, do not forget about safety measures.

Enquire about legal regulations concerning crowd control, first aid, fire brigade and ambulance presence.

You will probably also need stands which will serve as information and presentation "rooms" for different associations and communities involved. By visiting different stands the audience will have the opportunity to receive, for example, first hand information from patients' associations about life after the transplantation or from professionals about the possibility to register as a donor.

If you organize outdoor sports activities, don't forget about a changing room for participants in case of bad weather.

At the public events it will be of great help if you have stewards dressed in recognizable clothing to help coordinate the crowd. We suggest you activate students for this task; the number of stewards depends on the size of the event.

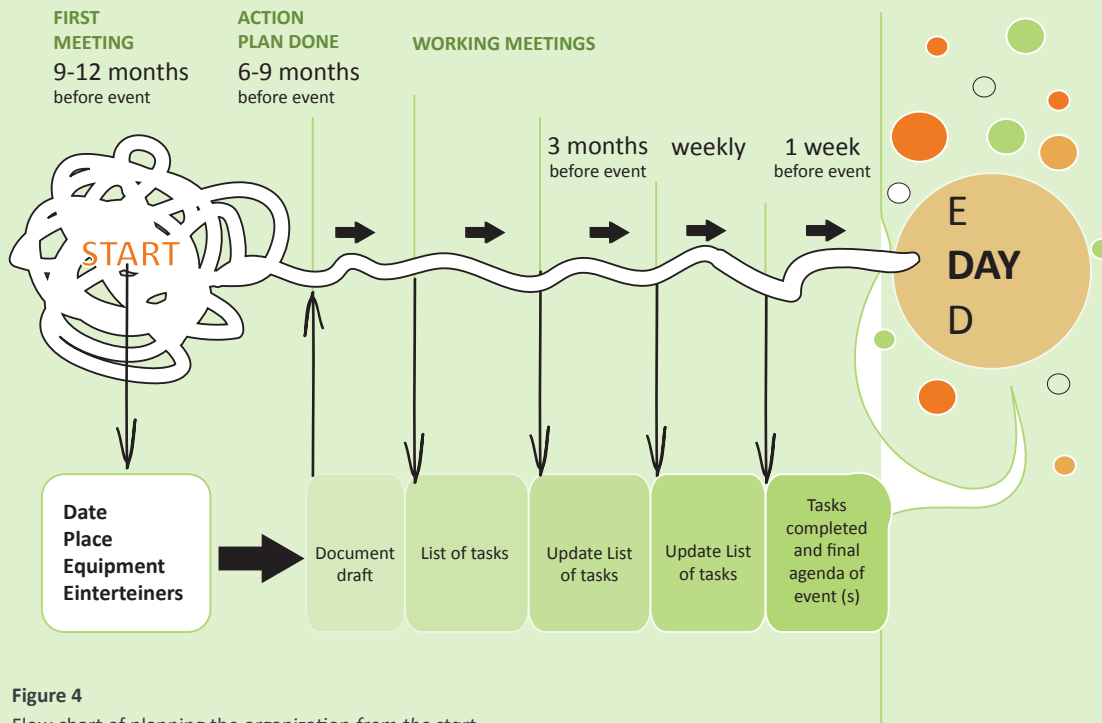


Figure 4
Flow chart of planning the organization *from the start*

3.5 FINANCING THE EDD CELEBRATION

You need to think about the budget from the start. The EDD event does not need to be a costly event; however, depending on your budget you can decide how to organize the event. Although the organization of the celebration should be a low budget project, this should not influence the quality of the event. You might think how to make it a collaborative event within your community. To avoid high costs, you can invite NGOs, volunteers, performers and other organizations to help you at the celebration with their skills, knowledge, acquaintances or resources, for a good cause.

The organization of the EDD celebration is a non-profit activity.

FINANCIAL PLAN

You should develop a realistic financial plan. Only with a good plan can you complete the organization of the event without ending in red numbers. You can invite members of the organizing committee into the process of budget planning, since they can facilitate the development with brainstorming and their experiences.

Your financial plan will help you identify:

- The unit costs for the labour
- Equipment and materials
- Amount of contingency needed
- Types of labour cost to be incurred during the project

Do not forget to include the costs for renting a hall (for the symposium) and a place for the public event, permit fee, staff and administration, catering, organization of sports or other accompanying activity, materials for the workshop, promotion and promotional material, renting technical equipment, moderator, photographer (and/or video documentation), transmission of the event, renting other equipment (tent, stalls, sound system, etc.), performers (in case they ask for payment; they may be willing to perform for free), and miscellaneous.

HOW TO MOBILIZE RESOURCES

Governmental sources of funding can contribute to the organization (mainly the Ministry of Health, the national organization responsible for organ and tissue donation and transplantation, and city resources in which the celebration will take place). A grant from the Council of Europe is allocated yearly to the main host country. You might also try approaching the National Lottery Fund, which every country owns and is often a major source of funding.

SPONSORS AND DONORS

Try to look for responsible corporate sponsorship.

If you receive government funding, check the regulations regarding private funds.

In addition, you will need to look for financial or material donors and sponsors. Find and identify possible donors and sponsors, and prepare a letter and proposal. The letter should include a description of the event and what you can offer them. The proposal must justify each item in the list of things you want, so that donors/sponsors can decide if they want to provide a donation. If you have cooperated with some donors/sponsors in the past, re-establish contact with them. It will help you if you prepare a plan of the event, and invite all potential sponsors to the presentation. In looking for donors/sponsors, take into account several factors that may affect the funding:

- The season: the end of the year is not an appropriate time, since all funds are already spent.
- Holidays: because of the absence of staff.

PHARMACEUTICAL INDUSTRY AND SPONSORSHIP

The EDD event should be an independent event and not a promotional event for a pharmaceutical company. However, if your financial needs can only be met by the pharmaceutical industry, we suggest you include more than one company in order to prevent a conflict of interest and to avoid monopolization of the event.

There are also few options for collecting donations at the event:

- *Voluntary contributions:* you can put out a box for voluntary contributions somewhere in a visible position.
- *Sms donation:* you can arrange with mobile phone operators the possibility for the public to donate money by sending short messages from their mobile phones.
- *Hold a raffle:* organizations and businesses can donate items you can use in the raffle.
- *Promotional material:* you can prepare some promotional material to sell (for example, special T-shirts, bracelets, bags, etc.).

Besides financial contributions, you can request donations of specific items, such as food (bread, cake, biscuits, hot meals) and drinks (water, non-alcoholic drinks, tea, coffee). Donors may also help by providing equipment, materials needed, or a venue (you can approach city authorities for support). And don't forget media sponsors who can offer you (as a donation) free advertising of the EDD event.

THANK YOU LETTER

When the celebration is over, do not forget to send thank you letters to all who have contributed to the success of your event: volunteers, artists, athletes, sponsors and those who attended the professional symposium. It will be of great help if you prepare the general form of the letter in advance.

Notes notes notes notes notes notes notes notes notes notes



4. RECOMMENDED ACTIVITIES

RECOMMENDED ACTIVITIES

4 RECOMMENDED ACTIVITIES

Based on our own experience as well as that of other organizers, there are several ways to celebrate European Donation Day. The consultations and tests during the project showed that some activities are more applicable in some countries than others. We offer several suggestions on how to structure your EDD celebration. Some cases of good practices have been selected. Choose the activities that will be in accordance with your expectations and priorities.

Use your creativity and consider your financial and technical possibilities when forming the programme of the celebration. Be inclusive while you develop the programme and plan activities for people of all ages.

The programme of the celebration should be designed so as to disseminate positive and encouraging messages about organ and tissue donation and transplantation.

Remember that the activities are your opportunity to address the issue of organ and tissue donation and transplantation to the public: open the debate and encourage people to reflect on this specific medical intervention. Try to be respectful of different opinions and respond to both positive and negative comments.

As the main purpose of the EDD celebration is to sensitize the general public and raise awareness about organ donation, the key events of the celebration should be organized for the general public. However, health care professionals are also extremely important members in the chain and can help increase the donor rate. We strongly suggest including a professional symposium on the programme (for more, see the section *4.2 Activities for professionals*).

RECRUITMENT OF NEW DONORS

The EDD celebration should not include an open campaign for organ donation registration. However, access to information should be well prepared and possibilities to register open.

4.1 RECOMMENDED ACTIVITIES FOR THE PUBLIC

Besides radio and TV shows/programmes, films (which are connected with the theme of organ and tissue donation) in schools and universities, and newspaper and magazines articles you can prepare in advance, you can shape your EDD celebration out of the activities we suggest below:

A SPORTS EVENT

A run, a walk, a marathon or half-marathon, a football, hockey or basketball match (e.g. between famous artists, sportsman, opinion makers and politicians or other prominent members of the community), a street march.

Choose a very popular sport of your community. It is useful to concentrate on emphasizing the sporting activities and achievements of the transplant patients. They can be seen as a demonstration of the success of transplantation medicine for the public. The stories of people with real experiences usually touch the emotions of the public.



Example

A very popular sports activity “Run for life and joy” is one of the main public events at the EDD celebration in Slovenia, and has become a traditional part of the event. There is no fee to participate. Participants can choose whether to compete or just run for fun. However, timing is done for those interested in their achievements.

It takes place in the prominent venues of Ljubljana’s Tivoli Park. Several famous athletes are always invited to attend the run and they are always happy to cooperate.



Picture 6, 7, 8

Start. Slovenian Prime Minister Borut Pahor (in the centre) expressed his commitment and support to organ donation by participating in the event. Energy of the runners.

AN ENTERTAINMENT EVENT

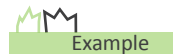
(Open air) concert, sports, dance performance.

Top performers will attract greater public attention. The public likes to attend a good programme for free.



Picture 9

Open air concert in Martin (Slovakia) 2010



EVENTS/FACILITIES FOR THE CHILDREN

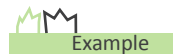
Art and other creative workshops, puppet theatre, trampoline at the venue.

When you organize an art competition, you can use a certain theme (e.g. "I am a donor") and engage school and kindergarten representatives in participating. Provide some prizes for the winners. Keep in mind that you need to start an art competition several months before the event.



Picture 10, 11, 12

The product of children's workshop at the celebration in Ljubljana 2008





Example

At the EDD celebration in Martin (Slovakia) 2010, the performances of rescue dogs gained a lot of attention among the public; dogs “in action” attracted especially children and the younger generation.



Picture 13

Rescue dog in action

STREET PERFORMANCE

Flash mob (a form of performance act when suddenly a large group of people appears in a public space, performs some act for a brief time and then disappears) or street performances.

In Zagreb (Croatia) medical students formed the simulation of a beating heart at the main city square; in Tbilisi (Georgia) similar flash mobs took place. Street activities are highly recommended because of low cost and short duration which have a big effect on the public and interest of the media.



Example



Picture 14, 15

At the EDD celebration in Zagreb (Croatia) 2010 the organizers collaborated with the medical student association CROMSIC (Croatian Medical Students International Committee). Students formed an attractive street performance or a “flash mob”: they used bodies to shape a unique formation/simulation of a beating heart in the main city square Bana Jelačića. The performance gained a lot of media and public attention and was a great success for the celebration.

A FORM OF INTER-RELIGIOUS SERVICE

You should invite all registered communities in the country and give them a chance to participate.

With a form of inter-religious service you express acknowledgement to organ donors, their families and all who are connected with the transplant process. We recommend that you schedule the religious service at the end of your programme (on the Saturday afternoon).

In Prague (Czech Republic) 2010 not only a holy mass, but also a gala concert of classical music was held in the Church of St. Simon and St. Jude for patients on the waiting list.



Picture 16

Gala concert in the Church of St. Simon and St. Jude

ACCOMPANYING ACTIVITIES

A raffle, a photo exhibition, planting of a tree, presentations by transplanted patients and their stories, speeches by national experts, public discussion, round table etc.



Example

In Vienna 2010 (Austria), the public was able to experience and explore “walkable organs”. These gigantic anatomical imitations of the heart, lungs, kidney and other organs that can be explored from the inside or outside are a way to gain attention and educate the public.



Picture 17

“Walkable” organs gained a lot of attention among the public in Vienna



Example

In Tbilisi (Georgia) at the EDD celebration 2010, participants of the professional meeting and public were invited to sign “the Tbilisi declaration”. This was a symbolic act expressing support to altruistic and non-commercial organ donation.



Picture 18, 19

The host of the EDD event Gia Tomatze after signing the declaration and inviting all the participants of the event to do the same. By the end of the day, the board was filled with signatures

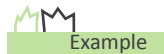
4.2 RECOMMENDED ACTIVITIES FOR PROFESSIONALS

Transplant medicine is a rapidly developing science and practice. A symposium/seminar/round table for health care professionals may add significance to your event. As already mentioned, health care professionals are proven to be one of the most important target groups of EDD since they are key opinion makers. Since intensive care unit doctors are also responsible for a potential donor's identification, the EDD celebration should also be a way to express acknowledgment of their work.

Professional meetings should focus on an actual theme in transplant activity of the country (legislation, ethical issues, improving organ donor rates, etc.). The topic of the event for experts should be in line with the leading theme/slogan of the celebration. You can organize either an international or national event for professionals.

Based on our experience, we suggest you put the expert meeting on the schedule on the Saturday morning. Try to obtain the patronage of the national Ministry of Health. Think about the location of the meeting, which needs to be close to other public outdoor activities.

How to combine the activity for health professionals, politicians, patients' organizations and interested public: in Prague (Czech Republic) 2010 the organizers held a "parliamentary seminar" in the Plenary Hall of the Parliament building. Well-known Czech representatives in the European Parliament and authorities in the field of transplantation medicine in the country talked about the newly adopted Directive on Safety and Quality of Organ Transplantations and its anticipated impact on Czech legislation and transplantation practice.



Picture 20
Speech by a politician at the expert meeting in the Czech Parliament

SCHEDULE OF THE EVENT IN SLOVENIA 2010

1.

EXPERT MEETING

Venue:
Congress centre
Patronage:
Minister of health
Speakers:
International
National

From 8.30 to 10.30
SYMPOSIUM FOR PROFESSIONALS

3.

INTER-RELIGIOUS SERVICE

Venue:
St. Nicholas
Patronage:
Auxiliary Bishop
Purpose:
To remember all
deceased donors, their
families and experts who
work in donation and
transplant medicine.

From 17.00

SOCIAL EVENT sports and cultural event

2.

Venue:
Central park Tivoli
Patronage:
Premier of the government

Sports programme
Cultural programme
Art workshop
Interviews
Tree of life

From 11.00 to 16.00
PROGRAMME FOR THE PUBLIC

- “Run for life and joy” (8 km)
- “Walk for life and joy” (2 km)
- Planting the tree of life
(under the patronage of the Mayor
of Ljubljana and with the cooperation
of patients’ associations)
- Music programme
- Workshops for children
(theme: life and joy)
- Interviews with recipients of
transplanted organs and tissues
- Presentation of patients’ associations
- Awards for winners of medals from the
World sports games for transplanted
patients
- Awards for the winners of “Run for joy
and life”
- Goulash and cake for all

Notes notes notes notes notes notes notes notes notes notes



5. PROMOTION OF THE EVENT

2. PROMOTION OF THE EVENT

5 PROMOTION OF THE EVENT

Effective promotion of the event is extremely important. The success of the celebration depends on a good promotional strategy. Your promotional strategy should be a multilevel action addressing all target groups from the start. Note that together with the promotion of the event itself you are promoting donation of organs and other human body parts for treatment.

There are many ways of using available communication channels. For example, for the distribution of information to the public you can decide to use leaflets, posters, “under” and “below the line” activities, guerilla marketing etc. “Under the line” is an advertising technique by which we attract the mass media: this approach includes TV and radio advertising, print advertising and internet banner ads. If you want to focus on direct means of communication (e.g. mail, email using a targeted list of names), you will use “below-the-line” advertising. Guerilla marketing is about using unconventional means to achieve conventional goals. It is about using creativity, innovation, community and relationship instead of big budgets.

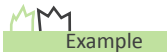
Promotion of the European Donation Day event should stress the fundamental principles of organ donation and transplantation: solidarity, non-profit orientation, social awareness, gratitude and compassion.

If your budget allows you, choose a PR agency for the promotion of the event. If your budget is limited, here are some suggestions you could follow.

For a start, decide who is going to be the contact person for public relations. The spokesperson should be a competent public speaker, well-informed and always available for interviews. Mention the contact of the spokesperson at a visible place in your promotional material, letters to sponsors and website.

5.1 LOGO AND SLOGAN

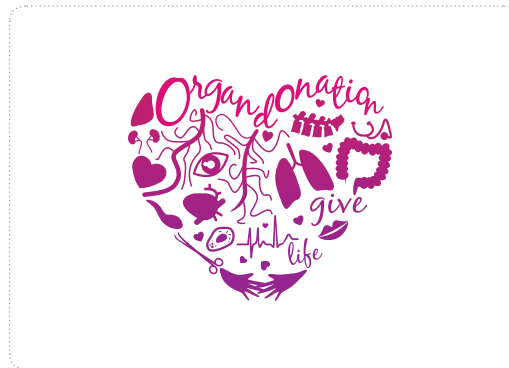
For the promotion of your event you need a logo and a slogan. The Council of Europe offers a common logo for the next celebrations of the EDD. Use the proposed logo; if there are country specifics, add the communal logo to the local one (use both). With a communal logo we graphically demonstrate a sign of European solidarity. Logos have to be visible on all printed and web documents, promotional and press materials.



SLOGANS ORGANIZERS HAVE USED AT THEIR CELEBRATION

<i>Austria:</i>	Give so others may live.
<i>Slovenia:</i>	Give life a chance.
<i>Georgia:</i>	Donated organs - Saved lives; Become a donor, save life.
<i>Croatia:</i>	Organ donation - new gift of life.
<i>Montenegro:</i>	Gift of LIFE as a gift.
<i>Germany:</i>	You have the power to donate life - be an organ donor.

The Council of Europe public awareness campaign will include a focus on a certain theme. Each year a different main theme will be chosen, and the slogan will derive from the idea. All countries must follow the campaign premise. However, there is always room to include key messages adapted to the local audience and languages.



Picture 21
Logo for organ and tissue donation
of the Council of Europe, EDQM

5.2 WEBSITE

You need a good, interactive website providing basic information about the EDD celebration and contact: mention the phone number, postal and e-mail address. You can establish a website within your institutional page or create a special page; either way do not forget to post a link to the Council of Europe and social media networks you will use in your promotional strategy.

Note that web publishing is a cost-free and efficient way of spreading information; therefore, try to use your website as much as possible. Be creative at sharing the messages, motivating and informing the public. It might be helpful to highlight success stories and some patients' statements.



Picture 22

www.europeandonationday.org

One of the referential sites for your event should be www.europeandonationday.org. Use the available information and material.

On the day of the celebration, you can make a website a live and interactive place of communication. Share photos and videos from the event (live streaming).

If you have a professional symposium or roundtable on the schedule of the celebration, make sure that afterwards you publish the lectures on the website. In this way you make them accessible for those who could not attend or prefer staying at home in front of a computer. It is possible to organize a webinar (website seminar) as well.

It is important to share the ideas and lectures among the professional and broader public, as this can support progress in transplantation medicine.

DO NOT FORGET

- Text on a website has to be clear and concise
- Be creative
- Follow the traffic counter
- Information on the site has to be easily accessible
- Refer to the website on all promotional materials (flyers, posters, etc.)
- Engage the public

5.3 NEW MEDIA TOOLS AND SOCIAL NETWORKS

Nowadays it is almost impossible to imagine organizing a public event without the use and support of new media tools. A number of open access social network channels enable online event promotion, public involvement, interaction and material sharing. Why not make your EDD celebration a virtual, interactive and global event? Since new media development is an extremely dynamic and rapidly developing field, try to use the latest and most popular social media tools. Currently the most popular online means are Facebook, Twitter, Flickr, RSS, My Space, You Tube, blogs, podcasts and SMS.



Picture 23
Currently the most popular online tools

Why use the social media services:

- Potential for reaching the public: by using social network sites it is possible to quickly promote and make an EDD a global event. You provide users with access to credible information when, where, and how users want it.
- Transparency: no cheat code involved, no black hat techniques allowed, members can choose to associate with you or opt out.
- Size: new media networks have more than a million users globally.
- Boost website traffic: social media is probably the fastest and easiest means of redirecting traffic to your website.
- Public participation: you can motivate people to participate at the event whether they prefer staying at home at their computers or they attend the actual celebration. Get people to participate in the discussions, posting pictures, spreading the news, sharing opinions, and so on.

SOCIAL MEDIA PROMOTIONAL STRATEGY

Before you start using social media tools you will have to prepare a good long-term strategy. Social media needs to be integrated into overall communication planning, activities and evaluation. Strategy is a tool which will help you achieve successful promotion of the event and raise public participation and engagement at the celebration. You have to address the issue of how to raise public awareness, how to express acknowledgment to the people involved, and how to establish trust among the general public.

To raise public awareness you could, for example, use the YouTube channel: prepare short educational films about organ and tissue donation or document the life stories of transplanted patients and post them on the YouTube, your website, on Facebook and/or on other social media.

Another example is Facebook: you could invite your Facebook friends to put the EDD slogan or other statement related to organ donation on their walls and in their statuses. Additionally they could further encourage their own Facebook friends to do so in order to multiply the effect.

A different option to engage and attract more people to the celebration is to organize a competition on the social networks for the best picture or video of the celebration.



Example

Besides establishing and keeping an active local EDD Facebook profile, the organizers in Monte Negro invited people to participate and vote for the best photo. Photos were the creative response of the students from the Faculty of Visual Art to the initiative “Gift of LIFE as a gift”.

However, be flexible and adjust your strategy according to the development of the organization of the event. First do some background research on the field. It is very important to choose the most suitable media tools depending on the target group you would like to reach. It might be useful to use the same image (you could use the logo) and profile name on all social networks.

WHAT YOU NEED FOR YOUR STRATEGY

- A clear purpose
(for example: what would you like to achieve with your Facebook profile?
Perhaps a group of people who will provide feedback on the topic posted)
- A good strategy (promotion plan)
- Suitable media tools
- A confident (clear) message
- Multiple formats (because of different ways of interacting)

In the following section we explain why it might be useful to use Facebook, Twitter, Blog, Flickr and YouTube as a part of promotional strategy.

WHAT DO WE GET WITH FACEBOOK?

Facebook is one of the most popular media tools. It enables you to share photos of the event, post short notices, start a discussion or announce and invite people to the celebration. You will achieve greater success if you assign someone from your working group to follow it daily. You can create a personal profile (on behalf of your organization), a group or a fan page. You can also share your Twitter account. One way of making use of Facebook for promotion is to invite users to put the EDD logo as their profile picture, as an indication of their support for and awareness of organ donation.

If you will open a FB profile, maintain it active. Do not forget to link your FB page and website.

WHY USE TWITTER?

On Twitter you can post brief daily news items about the EDD event or about organ donation and transplantation and share photos. You can promote your Twitter account on other social networks.

Twitter will enable you to analyze followers and evaluate your effort.

WHY BLOGGING?

With blogging, which is a growing trend, you can easily reach a wide range of people. On blogs you can share a description of different activities you are preparing, you can write longer text, thoughts, interviews, etc., or you can use it as a diary of the EDD celebration. You might also use it as material for the media. Moreover, blogging allows you to use it as a forum, where you get feedback from followers.

WHY INCLUDE YOUTUBE?

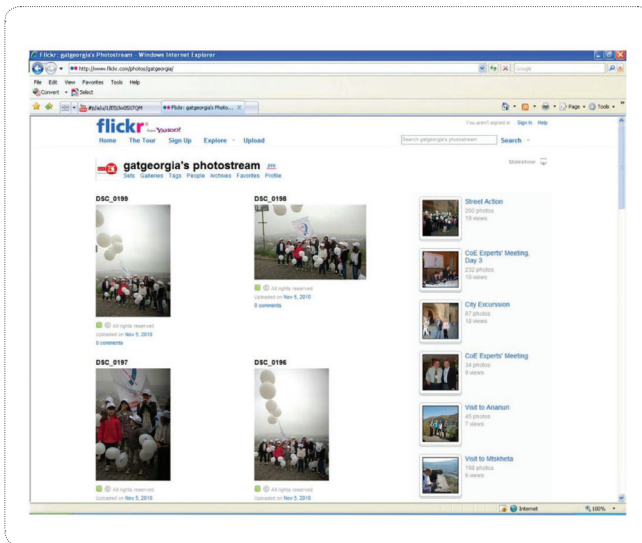
With YouTube you can create and optimize your videos. Videos are a good way of sharing live pictures. With videos you can give a good public presentation, engaging with the media or speaking at a conference. You can have open or limited access.

WHEN USING SOCIAL NETWORKS, TRY NOT TO FORGET TO

- promote your media tools on your web page, flyers, posters
- motivate followers and keep them engaged
- post short and simple texts
- post frequently

WHY USE FLICKR?

Flickr is a very popular photo-sharing and hosting service with advanced and powerful features. On Flickr you can create a virtual community where members can exchange or share photos. Flickr offers you a place where you can post and share the photos from your EDD events and make them available to the public. You can also tag the photos with names, the location or event description. Tagging and notating features is very useful since the public is able to find and make sense of your photos. Similar services are offered by Picassa.



Picture 24
*Photo stream from EDD celebration
in Tbilisi (Georgia) 2010 available
and shared on Flickr*

5.4 WORKING WITH THE MEDIA

You will have to work with the media to spread news about the event. Good communication is crucial for its success. As Hovland (2005) has pointed out, communication is a two-way process: when communication is done well, it benefits not only the “recipient”, but also the sender. That is why you should not overlook the feedback you will receive from your target audience: reflect on the message and knowledge you were able to disseminate (for more, see the section 6. *Evaluation*).

Try to make a connection with different types of media: e.g. TV stations, daily newspapers, radio stations. The TV channel Euronews could be your media partner as well. Live television broadcasting of the activities for the public (music concerts, sports competition) will add to the successful realization of your event.



Example

USE OF THE TV AS A PROMOTIONAL TOOL

- A** In Czech Republic a TV semi-documentary series “Narrow escape” (Život na vlasku). Starting in September the biggest private TV station NOVA TV broadcast every Wednesday an eight-part series during the prime time evening programme. The TV series was shown to have great potential for educating, raising awareness and questions among the public. Various studies have confirmed the power of TV drama to motivate TV viewers to change their health behaviour (see Movious et al. 2007).
- B** A second example of derives from Croatia, 2010 when a birthday cake for the press conference was prepared on the very popular cooking show (for more about the event, see the section bellow *Organization of the press conference*).

The results of the EDD survey 2010 show how important TV, radio and newspapers are. Questions regarding information on organ donation and transplantation showed that respondents (52% to 85% in different countries) would like to receive more information about organ donation and transplantation.

Respondents had the strongest interest in general subjects of organ donation (for example who can become an organ donor, who is a potential recipient, who gets the organs, etc.). Respondents also reported they would like to receive information through TV shows or in daily newspapers. The “traditional” media also have the ability to disseminate the information to a large audience efficiently.

Remember that the media is a crucial partner in the promotion of the event. Try to maintain a good and sustainable relationship with your media partner.

For your cooperation with the media you will need to make a list of relevant key media. Form a mailing list and update it regularly. Get in contact with potential media partners and try to arrange interviews for significant persons associated with the event (health professionals, patients with great stories and experiences, famous performers, etc).

Also prepare a short and interesting announcement mentioning the objectives of the upcoming EDD celebration. This concise notice should work in different contexts: from newspapers, websites, schools, health care centres (and other institutions) to social networks.

5.4.1 PRESS CONFERENCE

A press conference is an efficient way of communication with the media when you are announcing the event and releasing a new initiative. You should organize it one or two days before the EDD celebration. For a successful press conference consider the following suggestions.

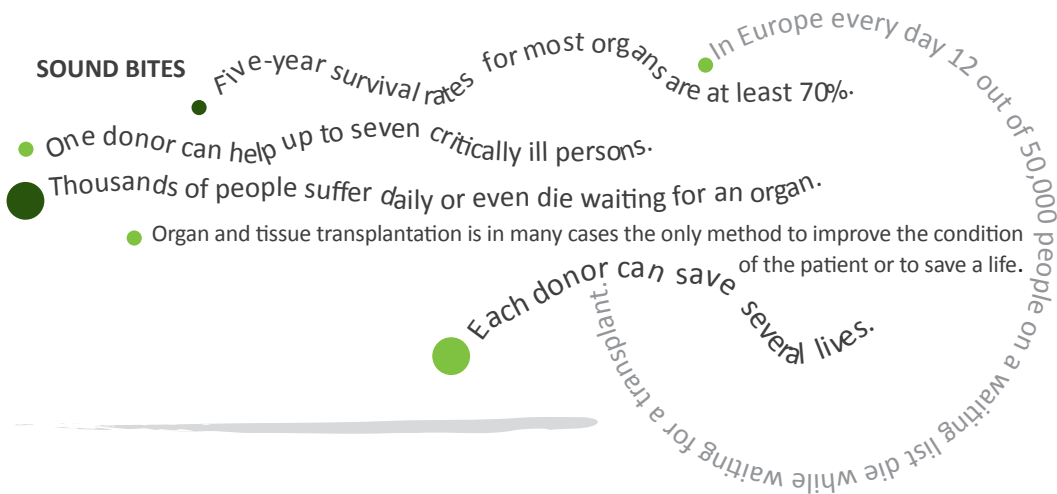
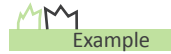
You cannot influence the questions of the journalists, but you can always control your answers.

PRESS KIT

For the press conference you need to prepare a press kit in printed version and/or on Universal Serial Bus (USB) or CD. The press kit should include:

- Frequently Asked Questions for the media
- A short biography of the main speakers
- Use graphs to demonstrate facts
- Fact sheet (valuable statistics in transplantation medicine) with key messages you want to spread
- A short story/press release including background of the event and highlights

When working with media you should be prepared to answer questions very precisely with exact data.



ORGANIZATION OF THE PRESS CONFERENCE

- Provide an easily accessible location (with available parking), enough space for cameras and sufficient number of press kits.
- Do not have more than three speakers.
- Invitation letters to journalists should be sent out early enough. Do not forget to send journalists a reminder a day before the press conference.
- Invite the journalists you want to be present at the press conference personally (those who cover the field of health care in the most influential media).
- Prepare a detailed plan of leadership and clear division of roles of the invited speakers.
- The press conference should not take more than 30-45 minutes.
- Start on time.
- Start with the most important message, then move into details.
- Your message should be important, new, clear and short.
- Use sound bites when spreading the message.

- Speak clearly, do not read the speech.
- Avoid duplicating content with other speakers.
- Be prepared for the “questions and answers” at the end of the press conference.
- Although journalists will be interested in some other topics, try to keep their focus on the main subject (EDD celebration).
- After the press conference do not forget the distribution of additional information if promised. Be available for additional questions.



Example

Good practice from Croatia (2010): a successful and interesting press conference was called “*my second birthday*”. After the formal part of the press conference the highlight of the event was the testimony of a patient who recently received a heart transplant. The patient’s story was named “my second birthday” because the transplantation was performed exactly on the day of his 50th birthday. The emotional moment for everybody was when a birthday cake in the shape of a heart and adorned with two candles was presented to him by the hospital transplant coordinator. They both thanked the donor for the “gift of life”. After the press conference, guests and journalists were invited to taste the delicious birthday cake.

Adding value to the whole event was the idea that the cake was made on the very popular TV cooking show “At Ana’s” by Ana. The guest at that edition was the hospital coordinator.



Picture 25

The transplanted patient receives a birthday cake from the hospital transplant coordinator involved in the transplantation process

5.4.2 EDITORIALS

Editorial pages are a great place to express your opinion or share a view. You can invite and ask prominent opinion makers or professionals to write editorials for daily newspapers. Or you can yourself write an opinion letter to the editor and use op-ed pages in the newspapers to highlight the message of the event.

5.5 CELEBRITIES

Some people like to invite celebrities as spokespersons at events. You can invite a celebrity to support the idea and spread the pro-organ donation message. Be careful not to overcomplicate, and do not spend too much time in contacting persons and adapting to them. Do not think that you will fail if you do not have a celebrity present at the event.

5.6 LIGHTING IN GREEN

Green is the colour of organ and tissue donation. You might consider talking to the city authorities to light famous buildings (city hall, castle, parliament, etc.) already a week before the celebration in green as a sign of support of organ donation and transplantation.

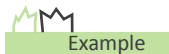
5.7 PROMOTIONAL MATERIALS

Think about the promotional materials you might want to use beforehand and distribute at the event. Usually national organizations for organ donation and transplantations already have some promotional materials they use for their promotion. In order to avoid additional costs you might combine old material with new (e.g. by adding a new slogan/logo).

You can consider having T-shirts (with printed logo and slogan), umbrellas (also helpful in case of bad weather), stickers, badges, balloons, bracelets, banners, large format graphics, leaflets, posters, and so on. All promotional material needs to be in line with the logo and slogan of the event.

You need to have the promotional materials ready well in advance! Be in line with the budget and check how much and what kind of promotional material you can afford. You can send the promotional materials to schools, libraries, universities, NGOs etc. with which you can forge a partnership.

For some examples of promotional materials, please visit the website www.europeandonationday.org/resources.



HOW TO AVOID BEING BEHIND SCHEDULE WITH PROMOTIONAL MATERIALS

Sometimes, due to organizational and other obstacles, it is impossible to have a definitive schedule of the programme ready months in advance. What you can do is to have the graphic layout of the posters and leaflets prepared in advance. When you have the programme you just fill it in.



Picture 26

Badges, leaflets and T-shirts and poster as part of the promotional materials at the EDD celebration in Slovenia 2009, 2010



Notes notes notes notes notes notes notes notes notes notes



6. EVALUATION

e. EVALUATION

6 EVALUATION

Throughout the event organization you should think about the evaluation of the event. The evaluation is important for several reasons, and the goals of the activity are to assess:

- whether the objectives of the event have been met,
- what worked and what did not,
- what can be improved in the future.

To conduct a proper evaluation, define the indicators already when planning the event. You have to decide what or which segment of the celebration you would like to evaluate. This will enable you to choose:

- the **evaluators** (professionals, staff, attendees of the event, etc.),
- an appropriate **method**.

Do not forget about the potential of all new media tools for the evaluation. Include the numbers you will get from social networks in the evaluation activity.

Using internet social networks and mobile phones could help you evaluate the success of the event. Based on numbers you can easily monitor, you will be able to rate the level of participation and involvement of the public. You are always able to see the number of people participating on Facebook, the number of followers on Twitter, the number of hits on a certain picture or a video, number of messages/comments sent, etc.

6.1 EXAMPLES OF THE EVALUATION

THE EVALUATION OF THE EVENT SHOULD BE

Useful: all findings must be useful for you and for the future organizers of EDD.

Independent: the results and conclusions of the evaluation must be bias-free.

Credible: the evaluations must be objective, rigorous and impartial.

Transparent: the findings of the surveys should be available to all stakeholders.



Example

Bellow are two examples which you may find helpful when evaluating the event. The subjects of the evaluation depend on the two main goals of the EDD event: to raise public awareness about organ donation, and to express acknowledgment to the people involved in the process of transplantation.

A TO RAISE PUBLIC AWARENESS

- Analyze media coverage of the event, where possible indicators can be (media clipping):
 - number of journalists attending the press conference
 - number of published articles
 - number of other types of media coverage (TV interviews, radio shows, etc.)
 - number of hits on the official web page of the event, etc.
- Analyze the participants at the event to check their awareness of organ donation with a short survey. When constructing the questions, do not forget you need to get information about their awareness of organ donation (see tips below).
- A short survey of the general public before/after the event can be done.
Tips:
 - Contact research experts to advise you on methodology and representative sampling,
 - Plan proper variables that will measure awareness-raising potential (information and knowledge about organ donation),
 - Ask brief and clear questions that are closely related to the information you spread at the event,

- Think about the cheaper but still reliable options of interviewing such as web (computer) based interviewing,
- Compare the results before and after the event.

TO EXPRESS ACKNOWLEDGMENT TO ALL THE PEOPLE INVOLVED in the transplant process (transplant patients and their families, organ donor families, health care professionals). **B**

Possible indicators can be:

- the number of invited guests: transplant patients, donor families, health care professionals
 - the number of actual participants
 - the number of published articles or other forms of media coverage etc.
-

6.2 EDD SURVEY 2010

The “EDD survey 2010” has been mentioned several times already. The survey’s statistical results confirmed the purpose of having the EDD celebration. The conducted survey could be used as a baseline for future evaluation of the impact of the EDD events.

Below is a description of the survey. For more detailed information, please visit the website www.europeandonationday.org. A sample of the questionnaire you might want to use for the evaluation of the event is available on the website as well.

Note that you should not expect a big impact on the public after only one event. To become a donor is not a small change in the behaviour of a person. A number of different actions and situations contribute to one’s decision to sign a donor card.

In 2010 an evaluation survey of the European Donation Day celebration was done in Slovenia, Austria, Croatia, Czech Republic and Slovakia. The aim of the research was to measure the awareness-raising potential of the EDD celebration among the general public. Web interviewing (CAWI) was performed in two waves: A month before the event and again right after the event. Questions about the public’s information, knowledge, and opinions on organ donation and awareness of the EDD celebration were asked. In each country a sample of 700 respondents, representative according to gender, age and region, was used. A comparison of the results before and after the celebration showed an impact of the EDD celebration on the variables measured.

The major findings of the survey show that after the EDD event in 2010:

- The public received more information on organ donation.
- Information on some particular subjects regarding organ donation was better disseminated.
- Awareness of the EDD celebration among the general public was higher.
- A part of the general public obtained new and interesting information about organ donation. new information influenced their opinions, feelings and decision making in a positive way.

THE MOST INTERESTING RESULTS OF THE SURVEY IN GRAPHICAL REPRESENTATION

1. Information about organ donation and transplantation

...**how much information** on this topic have you received in the last year? (base=all respondents)

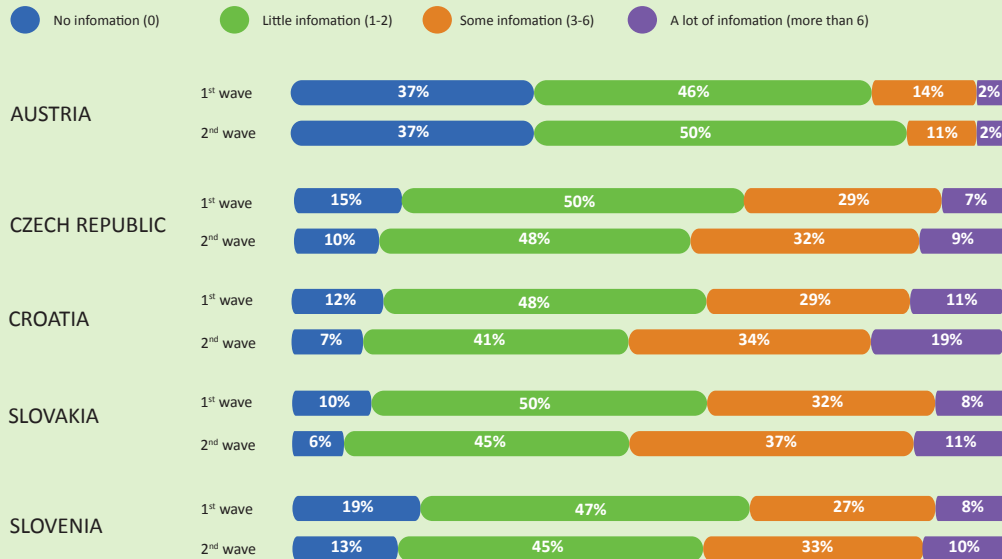
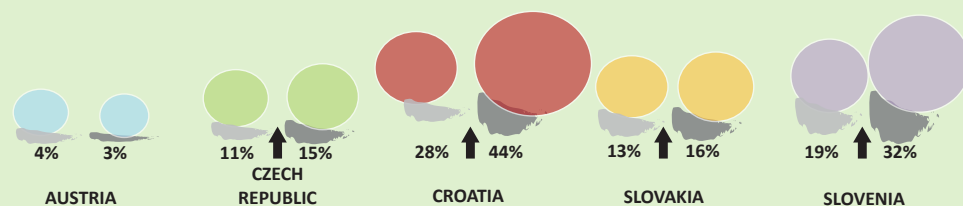


Figure 5

The amount of information received on organ donation and transplantation in the last year: comparison of the results (before-1st wave/after-2nd wave) in all participating countries

2. European Donation Day

...Have you heard that we **celebrate European Donation Day** in Europe? (base=all respondents)



...Do you approximately know **in which month**? (base=all respondents)

• % of respondents who noticed "October" (or "September" in CZ)

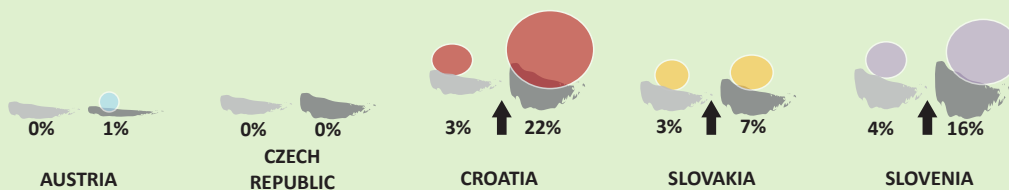


Figure 6

Information about the EDD celebration: comparison of the results (before-1st wave/after-2nd wave) in all participating countries



Notes notes notes notes notes notes notes notes notes notes



7. REFERENCES

Σ ΒΕΒΕΒΕΝΣΕΣ

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OTHER

Internal partners' conversations, meeting reports, documents produced and photos taken during the project "Developing Guidelines for the Organization of a European Donation Day", 2009-2011. For more about the project, please see www.europeandonationday.org.

Notes notes notes notes notes notes notes notes notes notes



8. ADDITIONAL RESOURCES

8. ADDITIONAL RESOURCES

8.1 CHECKLIST

DO NOT FORGET TO DOCUMENT THE ENTIRE PROCESS

ACTION	DESCRIPTION	CHECK
COLLECT INFORMATION	Get informed, check relevant and important sources	<input type="checkbox"/>
FORM THE EDD COMMITTEE	Mobilize the community; invite people of various backgrounds to join the organizing committee or advisory board; form a working group. Distribute the roles and tasks.	<input type="checkbox"/>
DESIGN A WEBSITE	You will need a good website with listed contacts, information and description of the event.	<input type="checkbox"/>
SELECT A LOCATION	Select an appropriate location for the celebration and enquire about the necessary permits.	<input type="checkbox"/>
SECURE FINANCING OF THE EVENT	Check what your budget allows you; mobilize the funds and seek sponsorship and donations.	<input type="checkbox"/>
USE SOCIAL NETWORKS	Open profiles and form groups on the available social networks. Be active, respond to comments and update the profiles regularly.	<input type="checkbox"/>
DRAW UP THE PROGRAMME	Out of the recommended activities draw up a programme that suits your needs and possibilities. Contact potential guests and performers. Do not forget about a moderator for the event.	<input type="checkbox"/>
DEVELOP PROMOTIONAL MATERIALS	Decide which promotional materials you are going to use and have them developed.	<input type="checkbox"/>
PROMOTE THE EVENT	Either outsource the promotion of the event or follow our suggestions for successful promotional activities.	<input type="checkbox"/>
WORK WITH THE MEDIA	Use all available communication channels.	<input type="checkbox"/>
ORGANIZE A PRESS CONFERENCE	Two day before the event prepare a press conference.	<input type="checkbox"/>
CONFIRM GUESTS AND TECHNICAL EQUIPMENT	Confirm that your invited speakers and guests are coming, and that technical equipment at the venue is adequate.	<input type="checkbox"/>
DOCUMENT THE EVENT	Do not forget about video and photo documentation of the event.	<input type="checkbox"/>
EVALUATE THE EVENT	Evaluate the success of your activities and event.	<input type="checkbox"/>
THANK EVERYBODY	Send thank you letter to sponsors/donors and everybody involved.	<input type="checkbox"/>

8.2 USEFUL WEBSITES

DESCRIPTION

HTML ADDRESS

EUROTRANSPLANT INTERNATIONAL
FOUNDATION

<http://eurotransplant.org>

EUROPEAN DIRECTORATE FOR THE QUALITY
OF MEDICINES AND HEALTHCARE

<http://www.edqm.eu>

ESOT: EUROPEAN SOCIETY FOR ORGAN DONATION

<http://www.esot.org>

FAIRTRANSPLANT FOUNDATION

<http://www.fairtransplant.org>

NEWSLETTER TRANSPLANT

<http://www.edqm.eu/en/News-and-General-Information-44.html>

THE TRANSPLANTATION SOCIETY

<http://www.tts.org>

EUROPEAN KIDNEY PATIENTS' FEDERATION

<http://www.ceapir.org/wb>

WORLD TRANSPLANT GAMES

<http://www.wwtgsaintefoy2010.org>

ETCO: EUROPEAN TRANSPLANT
COORDINATORS ORGANIZATION

<http://www.etco.org>

INTERNATIONAL LIVER TRANSPLANTATION SOCIETY

<http://www.ilts.org>

EUROPEAN ASSOCIATION OF TISSUE BANKS

<http://www.eatb.org>

COUNCIL OF EUROPE

<http://www.coe.int>

TRANSPLANT LIVING: ORGAN DONATION AND
TRANSPLANTATION INFORMATION FOR PATIENTS

<http://www.transplantliving.org>

EUROPE FOR PATIENTS

http://ec.europa.eu/health-eu/europe_for_patients/index_en.htm



8.3 EXAMPLES OF PRESS KIT, POSTERS, LEAFLETS, PROMOTIONAL MATERIALS

This brochure is environmentally friendly.

Please visit www.europeandonationday.org/resources to have a look at the examples of promotional and practical materials developed during the EDD events in 2010.



ANY QUERIES REGARDING THE TOOLKIT SHOULD BE ADDRESSED TO

slovenija



transplant

Slovenia Transplant

Zaloška 7

1000 Ljubljana

Slovenia

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“DEVELOPING GUIDELINES FOR THE ORGANIZATION OF A EUROPEAN DONATION DAY”

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EUROPEAN
DONATION
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TISSUE

ISBN 978-961-91156-1-9



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