

Project:
**The Celebration of
10th European Donation Day**

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Danica AVSEC, Ljubljana 2008

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Background

- Public awareness plays an important role in increasing organ donation
- Communication in families through young adults should be stimulated
- “Run for life and joy” and other activities are used as a communication strategy that enables active participation of young people
- “Run for life and joy” could become a traditional event in celebrating every European Donation day in main and satellite countries

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Purposes

- To check the increasing public awareness on organ donation through the celebration of 10th EDD
- Which way is the best for increasing public awareness
- Measure short and long term effect of the celebration of 10th EDD on public awareness
- Setting the guidelines of organization and communication strategy when celebrating the next EDD for satellite countries in South Europe

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Events

- Solemn Academy with the president of RS
- Run for life and joy (students, young people, citizens, many colleagues,)
- Scientific Programme(for refreshing topical issues)
- Press conference and other interviews with journalists
- Reception at mayor and presence of mayor at the run start
- Thanksgiving mass in the cathedral

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The background of the slide features a light blue gradient with a faint, semi-transparent image of classical architectural columns on the left side. The columns are white with detailed capitals and are set against a darker blue background. The entire slide is framed by a thin brown border.

Other activities

- A public stand for giving material and information
- Papers and other materials for promotion, presentation
- The organisation of satellite celebrations next year in SLO and in other countries

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The questionnaire

- RECOGNITION OF ORGANISATION
- EUROPEAN DONATION DAY
- SOURCES OF INFORMATION
- ACTUAL SOURCES
- PREFERRED SOURCES
- INFORMATION (KNOWLEDGE)
- ORGAN DONATION DECLARATION
- REASONS FOR OR CON
- FAMILY DISCUSSION
- FUTURE INTENTION

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Partners

- Associated partners:
 - **Austria:** Austria Transplant
 - **Croatia:** Donor Coordination Croatia
 - **Czech Republic:** National Coordinating Centre
 - **Slovakia:** Martin Faculty Hospital Dept of Transplant and Vascular Surgery
 - **Georgia:** General Surgery Clinic
 - **Bosnia and Herc.:** Ministarstvo Zdravlja i socialne zaštite Republike Srbske

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Partners

- Collaborating partners:
 - Council of Europe (France)
 - Society of Kidney patients (Slo)
 - Slovene Society “Transplant “ (Slo)
 - United Kidney Patients Assosiation (Slo)
 - Stutents of Medicine Society (Slo)
 - Stutents of Pharmacology Society (Slo)

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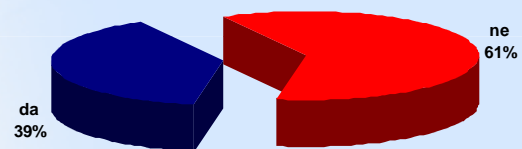
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Have you ever searched for or received any information on organ donation and transplantation?

Sept 2008, Logar, Avsec



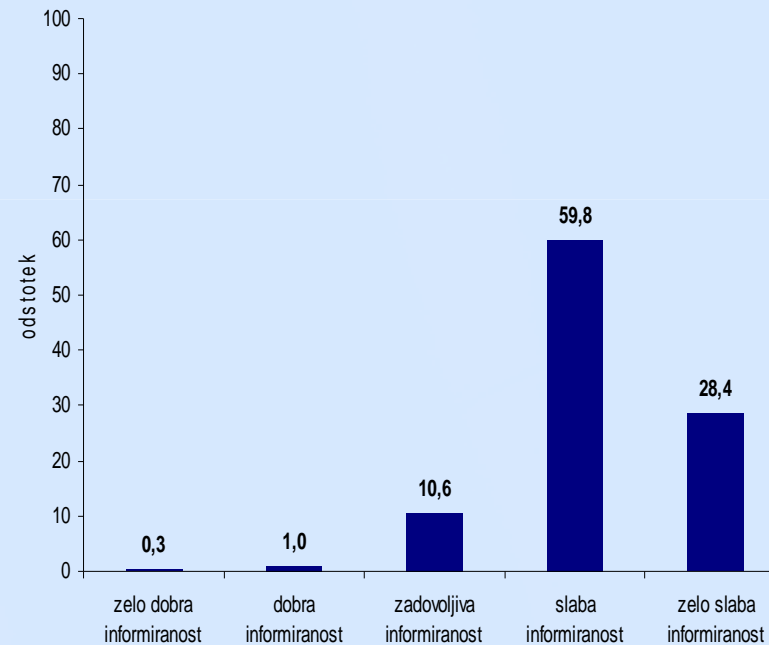
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How would you rate knowledge of Slovenia citizens on organ donation and transplantation in general? (Logar, Avsec, sept 08)



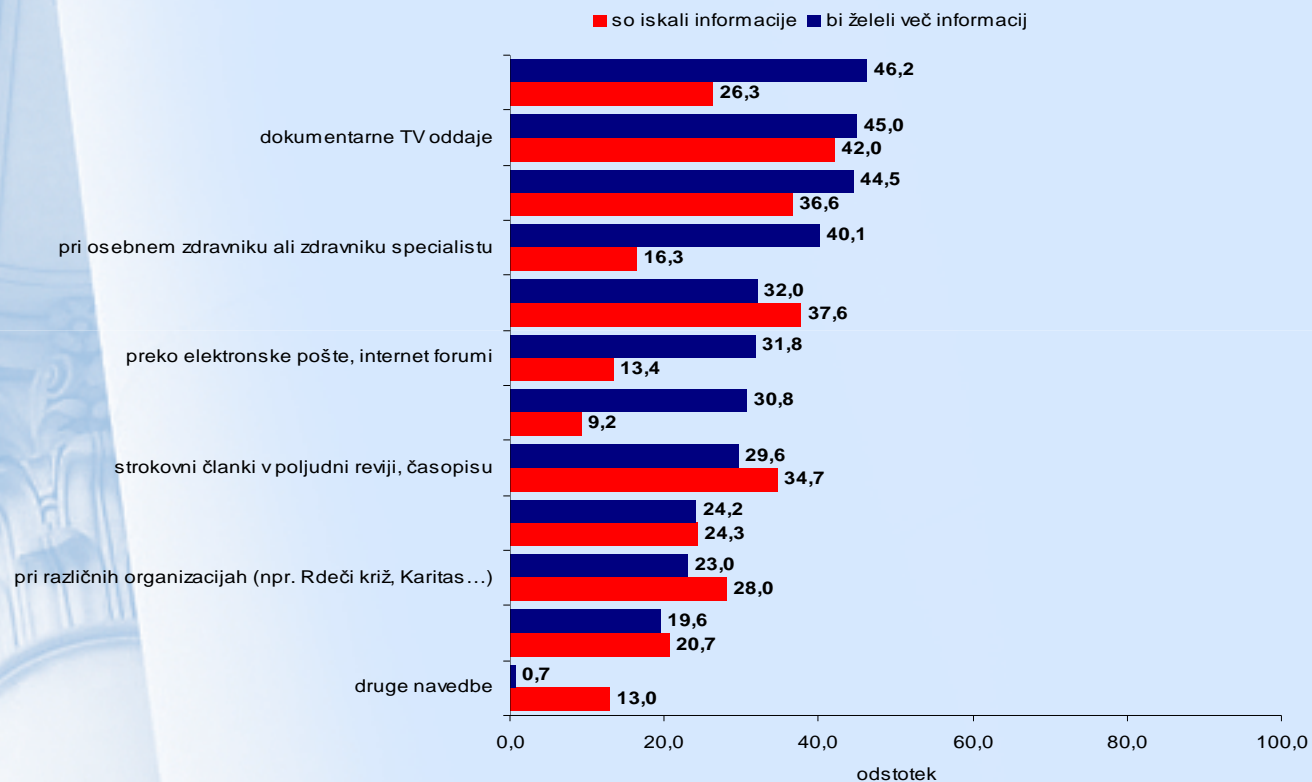
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Where (from which sources) would you like to get more information? (Logar, Avsec, sept. 2008, ST, Mediana)



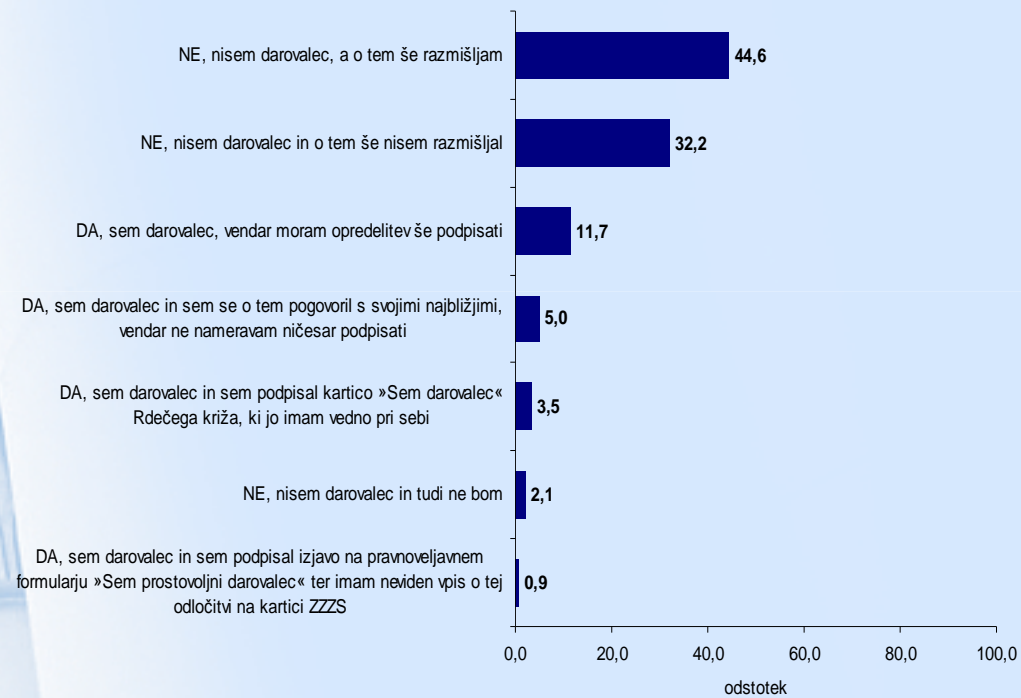
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Have you ever thought about becoming an organ donor? (Logar, Avsec, sept. 2008, ST, Mediana)



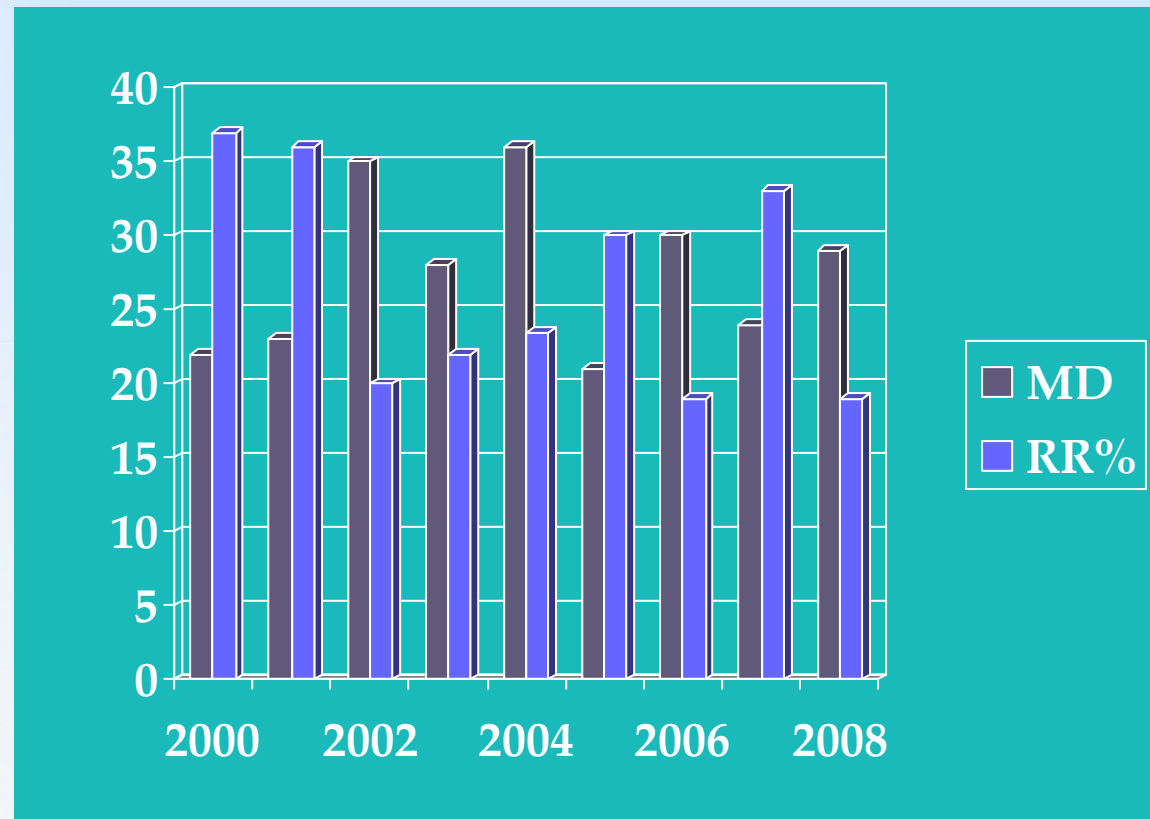
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Family refusal rate



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