

Press release

## **Swisstransplant wants 100,000 people to complete a donor card by European Organ Donation Day**

*Bern, 4 July 2017* – On 9 September 2017, Swisstransplant is holding a public celebration on the Bundesplatz in Bern to mark the «European Day for Organ Donation and Transplantation» EODD. At the celebration, with support from Swiss bands and numerous other attractions, Swisstransplant and the Swiss Federal Office of Public Health (FOPH) will inform the public about organ donation and transplantation. Since 1 June 2017, a live ticker on [www.eodd2017.ch](http://www.eodd2017.ch) is keeping count how many people have taken the decision so far and filled in a donor card. Swisstransplant hopes that, by the EODD, more than 100,000 people will decide whether they want to donate organs and tissues. Mini-documentaries have been made, profiling some of the people involved in the world of organ donation.

### **Swisstransplant says thank you**

The EODD is held in Switzerland again for the first time in more than 20 years. Swisstransplant marks the occasion with a big celebration on the Bundesplatz in Bern. «On 9 September 2017, we want to motivate people to think about organ donation. We want to answer their questions, challenge misunderstandings and prejudices, thank donors and their relatives, and show our appreciation to everyone who works hard in the area of organ donation in Switzerland – especially the medical professionals who care every day for donors, recipients and their families in Swiss hospitals,» says PD Dr med. Franz F. Immer, Director of Swisstransplant.

### **Your decision counts**

Since 1 June 2017, a live ticker on the website [www.eodd2017.ch](http://www.eodd2017.ch) has been recording how many people have obtained an organ donor card already, either by ordering one and printing it out or by downloading one to the Medical ID app. The motto of the national campaign is «Let's talk about organ donation!». It is important to express your wishes for or against organ and tissue donation, so that your next of kin do not have to make the decision for you. There is never a bad time to talk about this important issue. Because only if your next of kin know your decision they can be relieved of this burden.

### **Live acts and more**

Alec von Graffenried, Mayor of Bern, will give the opening address on the EODD and the well-known comedian and radio presenter Stefan Büsser will host the proceedings. There will be live performances from Lovebugs, the Take This Swiss allstars band with Damian Lynn, Leduc and Adrian Stern as well as a surprise guest. Other attractions include information, food trucks, a flight simulator and an ambulance.

### **Mini-documentaries – profiling the people involved in the world of organ donation**

We are running a social-media campaign in order to raise awareness of organ donation and to try and address any doubts that people may have about this issue. In short mini-documentaries, we profile some of the people involved in the world of organ donation: organ recipients, donors' relatives, donors and potential donors, the heads of the Swiss donation networks, intensive care physicians and a transplant surgeon. During the summer, the live acts performing at the EODD and members or employees of the Council of Europe will also be recording video statements to share their views on the topic.

### **The EODD – founded by the Council of Europe in 1998**

In 2017, Switzerland will play host to the EODD. This is the first time in more than 20 years that the EODD is being held in Switzerland: the first ever EODD took place in Geneva in 1996. Since 1998, the EODD has run under the auspices of the Council of Europe, which each year awards the hosting of the event to a different country. In this way, the Council of Europe, of which Switzerland has been a member since 1963, aims to inform the general public and medical professionals about organ donation and transplantation, and to encourage them to engage in discussions on the topic. Too few organs are currently being donated – not only in Switzerland, but throughout Europe. At the end of 2015, across the 47 member states of the Council of Europe, more than 143,000 patients were waiting for a new kidney, liver, heart, lung, pancreas or small bowel. On average, 18 people per day die waiting for an organ.\* Following the EODD, the European Committee on Organ Transplantation (CD-P-TO), Europe's steering committee for organ donation, meets in Bern. The Committee develops ethical guidelines as well as quality and safety standards in the area of organ and tissue donation, fights organ trafficking and works to prevent the commercialization of organ and tissue donation.

### **Further information**

- Detailed programme and downloads (mini-documentaries, video statements, logos, programme flyers): [www.eodd2017.ch](http://www.eodd2017.ch)
- Order free promotional materials (posters, programme flyers, dispensers): [www.eodd2017.ch/material](http://www.eodd2017.ch/material)
- We will gladly put you in touch with the people featured in the mini-documentaries.

### **Contact for media enquiries:**

Swisstransplant  
Tel.: +41 58 123 80 00  
[media@swisstransplant.org](mailto:media@swisstransplant.org)

### **Swisstransplant – the Swiss National Foundation for Organ Donation and Transplantation**

Swisstransplant organizes all organ allocation activities at a national level on behalf of the Swiss cantons and cooperates with similar organizations outside Switzerland. As the National Foundation for Organ Donation and Transplantation, it has been tasked by the Swiss government with the allocation of organs to recipients in accordance with the applicable law. Swisstransplant is also in charge of the waiting list of organ recipients. For more information visit [www.swisstransplant.org](http://www.swisstransplant.org).

\* Source of statistics: European Directorate for the Quality of Medicines (EDQM): *Newsletter Transplant*. 2016.