



FOEDUS - Facilitating exchange of organs donated in EU member states

Document type	Letter to Participants	Version	1
Title	Preliminary Notes to the 2 nd expert workshop 25.-26. November 2014 Munich, Germany		
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Dear FOEDUS WP7 partners,

We are looking forward to meet you at Second Expert Workshop in Munich on 25th and 26th of November 2014. The workshop will take place at *Hotel Alter Wirt* near Munich:



Alter Wirt
Marktplatz 1
82031 Grünwald

Tel. +49 89 64 19 34 0
Fax + 49 89 64 19 34 99
info@alterwirt.de
www.alterwirt.de

Hotel Alter Wirt is located in Grünwald, a suburb of Munich. Participants are invited to be accommodated at the same hotel for convenience. To make a reservation, please contact the hotel directly by referring to FOEDUS.

Transfer from airport:

- by public transport (70' -80' min) for approximately 12 €
- by taxi (45' -60' min) for approximately 100 € / one way directly to the hotel.

You can check all airport transfer options on the following link:

<http://www.munich-airport.de/en/consumer/anab/index.jsp>

Please note that travel and accommodation expenses will not be covered by work package leaders. Arising costs should be covered by E.2 Travel costs and subsistence allowances.

Objective

The organization of expert workshops is one substantial task of FOEDUS Work Package 7. Set as a milestone in the general agreement, the workshops are intended to ensure a close coordination with communication professionals as well as a professional implementation of all planned activities. There are two workshops foreseen within the duration of the FOEDUS project.

1st Expert Workshop

First workshop was already held in July 2013. Objective of first expert workshop of Work Package 7 was:

- to spread knowledge among PR and medical experts regarding communication strategies in the field of organ donation,
- to learn about the general principles of crisis communication, and
- to develop messages in order to raise public awareness in organ donation

The workshop was subdivided into a theoretical introduction and a practical working session. Within the theoretical introduction several key lectures were given on different aspects of communication in organ donation. The purpose was to bring participants of various professions (medical professionals, PR-experts, etc.) on a common level.

The theoretical introduction was followed by an interactive working session. Participants were assigned to one of four groups according different subject areas. Subjects treated within the working session were: general information - organizational issues, general information - medical issues, crisis communication, and cross-border organ exchange and legislation. Task of each group was to discuss the corresponding subject area and to outline all relevant issues. This approach should lead to the determination of relevant contents when communicating about organ donation. At the end of the workshop, each working group presented their results; relevant contents were defined and multiple messages drafted.

Altogether, the workshop's objectives were achieved, and the selected approach proved to be successful.

2nd Expert Workshop

Building upon the results of the first expert workshop, the objectives of second workshop of FOEDUS' work package 7 will be

- to finalize developed messages in close coordination with journalists and communication experts
- to develop a methodology in order to evaluate the effectiveness of developed messages, and
- to organize a test of effectiveness

This second expert workshop will have a clear practical focus. Aim is to prepare the upcoming test of effectiveness. As stated in agreement 20122101 FOEDUS JA, the test of effectiveness corresponds to another milestone of Work Package 7. It will be carried out in five countries, including Hungary and Croatia. In order to keep time and efforts involved to a minimum, it was decided that only those work package members should take part at the workshop, who will directly be involved in the test.

However, all work package members, whether directly involved or not, will be kept informed and included in any major decision making process.

Structure

The second expert workshop of FOEDUS Work Package 7 is subdivided into three parts:

Major task of **first part** will be the finalization of messages to be tested in subsequent milestone. Within first workshop numerous contents have already been specified. These contents will either have to be worded or draft messages be revised. Aim is to obtain clear and understandable statements that can be evaluated regarding their effectiveness. In order to provide such truthful and scientifically valid messages, all actions of this section will be done in close coordination with medical professionals and communication experts.

While the first section of the workshop is directed on test object, the **second part** will be focused on the testing method. Aim of this section is to develop a systematic approach in order to learn how addressees are affected by the messages. In this context, variables (e.g. attitude, knowledge) should be identified as well as precise parameters for determining these variables. Following this, an adequate interviewing technique and a methodology to analyse results has to be laid down.

This second section is considered to be a major part of the workshop. It will be done in a work session moderated by experts, such as communication experts and market researches.

Decisions on how the test will actually be carried out are the main task of **third part**. This section includes the settlement of all organizational aspects, such as the type and structure of the sample, the definition of test scenarios, and the specific scheduling.

Due to the short time horizon of the project, and to the fact that the test is supposed to be carried out in 5 countries, this task will be of great importance. At the end of the third part, all major elements of the upcoming test will be set.

Part I – Deliverable

- Finalization of messages to be tested

Part II – Deliverable

- Definition of parameters to be tested in order to evaluate the effectiveness
- Specification of an evaluation scale and target values
- Preparation of a questionnaire measuring determined parameters
- Determination of an analysis method

Part III – Deliverable

- Definition of the structure of the sample
- Conclusions on general proceedings (time frame, locations)

Agenda

Day 1	
9:00 – 9:10	Welcome Words
9:10 – 9:30	Short introduction of participants
9:30 – 9:45	Summary of 1 st Expert Workshop: Structure and Findings
9:45 – 10:30	Selection of contents / Finalization of messages Subject area: general information - organizational aspects
10:30 – 10:45	<i>Coffee Break</i>
10:45 – 11:30	Selection of contents / Finalization of messages Subject area: Cross-border organ exchange and legislation
11:30 – 13:00	Selection of contents / Finalization of messages Subject area: general information - medical aspects
13:00 – 14:30	<i>Lunch</i>
14:45 – 15:00	Experience with testing Danica Avsec, Bernarda Logar
15:00 – 15:15	Options for testing Thomas Breidenbach, Marie Lingemann
15:15 – 15:30	Presentation of the agency Agency Representative
15:30– 15:45	<i>Coffee Break</i>
15:45 – 18:00 incl. break	Work Session <ul style="list-style-type: none"> – Definition of parameters to be tested – Preparation of questionnaire – Determination of analysis method
18:00-18:15	Closing remarks
19:00	<i>Dinner</i>

Day 2	
9:00 – 9:15	Introduction
9:15 – 11:00	Continuation of Work Session
11:00 – 11:15	<i>Coffee Break</i>
11:15 – 13:00	Discussion on further proceedings (scheduling, sampling, etc.)
13:00 – 13:30	Closing remarks
13:30	<i>Lunch</i>