



Organ and Tissue Donation and Transplantation Public Dialogue Overview

Canadian Blood Services is committed to engaging the public in the design of a new nationally coordinated system for Organ and Tissue Donation and Transplantation (OTDT).

To that end, throughout the fall and winter of 2009-2010, we are undertaking a national stakeholder and public engagement initiative to educate, engage, and mobilize individual Canadians and organizations in relation to the development of a strategic plan. A key component of this engagement initiative is a series of day-long public dialogues to be held across Canada in six strategic locations: London, Vancouver, Edmonton, Halifax, Winnipeg and Montreal. A complementary online information and engagement component is also being planned to supplement and support the in-person dialogues.

Those dialogues will give concerned Canadians an opportunity to learn more about the state of OTDT in Canada today, and have their voices heard on what a new system should look like, and how it should operate. The outcomes of each public dialogue will be captured, and provided to the committees designing the new system.

The objectives of the public dialogues include:

- Help to inform and educate Canadians, raising public awareness about the urgency and benefits of developing a coordinated and effective national system for organ and tissue donation and transplants;
- Help to mobilize community champions and advocates to increase public awareness about the need for, and active support of, a national system of organ and tissue donations and transplants;
- Identify concrete ideas and input in relation to the design of a national OTDT system, in particular in relation to increasing registered donors and donation rates; and
- Generate substantial dialogue and online participant commitment to the need for an OTDT strategy

In essence, the public dialogues and online activities will provide meaningful opportunities for the public to advance their best thinking and advice on what a national system would look like and how it would best serve Canadians.

More information, and event registration, is available by visiting www.blood.ca/speakup