

## **Organ Donation Promotion Campaign**

### **Invitation to Sign the Organ Donation Promotion Charter**

For patients suffering from end-stage organ failure, organ transplant is their hope for gaining a new life. Organ donation and transplant, and eventually whether patients can be saved, depend on a number of factors. However, one of the most important factors is the attitude of the general public towards organ donation. In Hong Kong, there are on average less than 200 deceased persons every year whose clinical conditions are fit for organ donation, inter alia, half of their family members would refuse to donate the organ(s) of the deceased due to various reasons, including being uncertain about the wish of the deceased. Therefore, the Government has been working to inculcate a culture of organ donation in the community, aiming to reduce individuals' and family members' resistance and hesitation to organ donation.

The Department of Health (DH) launched the Centralised Organ Donation Register (CODR) ([www.codr.gov.hk](http://www.codr.gov.hk)) in 2008, providing a platform for the public to register their wish to donate organs. As at May 2016, there are some 200 000 citizens registered in the CODR.

The Government has set up the Committee on Promotion of Organ Donation ("the Committee") in April 2016 to further promote organ donation to co-ordinate and integrate the work by different government departments and organisations on organ donation, so as to amplify the promotional effect. The Committee, chaired by the Under Secretary for Food and Health, is responsible for implementing the Organ Donation Promotion Campaign, which includes formulation of organ donation promotion strategy and direction, coordination and collaboration with other partners in conducting organ donation promotional activities and programmes and conducting public education.

The Committee are now inviting organisations/companies to join us as partners in the Organ Donation Promotion Campaign by signing the Organ Donation Promotion Charter at the (**Annex 1**) to this letter and signify your support towards the promotional activities on organ donation. The Committee would also like to invite you to share with them your implementation plan (**Annex 2**). Your effort and contribution will be publicised in the Organ Donation website of the DH.

Should you have any enquiries, please contact the Ms Katherine LUM at 2835 1823 (email: [organdonation@dh.gov.hk](mailto:organdonation@dh.gov.hk)) or Ms Bonnie Yim, Secretary to the Committee on Promotion of Organ Donation at 3509 8961.

**Food and Health Bureau  
Department of Health  
Hospital Authority  
Secretariat for the Committee on Promotion of Organ Donation**

## Organ Donation Promotion Charter

### Statement

We understand and agree -

- To assist in public education to facilitate the public understanding of the significance and importance of organ donation.
- Organ donation must be voluntary and altruistic.
- To encourage the public to register their wish at the Centralised Organ Donation Register (CODR) of the Department of Health ([www.codr.gov.hk](http://www.codr.gov.hk)) and share their wish with their family.
- To assist in continuous promotional work to inculcate a culture that honours organ donation.

### Assistance

To inculcate a culture that honours organ donation, we are committed to -

- Promoting organ donation to allow members/staff to understand and be receptive of the idea of organ donation;
- Encouraging members / staff to register at the CODR ([www.codr.gov.hk](http://www.codr.gov.hk)) of the Department of Health;
- Encouraging members / staff to share their wish of donating organs as well as inviting their family members to support organ donation;
- Encouraging the public to express their wish for organ donation through different channels; and
- Participating in promotional activities or arrange programmes to promote organ donation.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Post Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Date: \_\_\_\_\_

### Contact Information

Please provide the information of the contact person:	
Name of Organisation / Company:	(Chinese)
	(English)
Nature of Organisation / Company:	<input type="radio"/> Company <input type="radio"/> Organisation <input type="radio"/> School
Name of Contact Person:	(Surname)
	(Given Name)
Title:	(Please provide the English title)
Address:	(Please provide the English address)
Telephone. No. :	
Fax No. :	
Email Address :	

**Personal Information Collection Statement 《收集個人資料聲明》：**

Please be advised that it is voluntary for you to supply to the Department of Health your personal data. All personal data submitted will only be used for purposes which are directly related to this application.

請注意，你可自願向衛生署提供你的個人資料。你提供的所有個人資料只會用於與是次申請直接有關的用途。

The personal data you provide are mainly for use within the Department of Health but they may also be disclosed to other Government bureaux/departments or relevant parties for the purposes mentioned in the preceding paragraph, if required. Apart from this, the data may only be disclosed to parties where you have given consent to such disclosure or where such disclosure is allowed under the Personal Data (Privacy) Ordinance.

你所提供的個人資料，主要供本署內部使用，但如有需要，也可能為前段所述目的，向其他政府決策局／部門或有關各方披露。此外，只有在你同意作出該項披露或該項披露是《個人資料〔私隱〕條例》所允許的情況下，本署才會向有關方面披露有關資料。

You have the right to request access to and correction of your personal data held by the Department of Health. Request for access or correction of personal data should be made in writing to Senior Executive Officer (Health Promotion), Central Health Education Unit, Department of Health, 7/F, Southorn Centre, 130 Hennessy Road, Wan Chai, Hong Kong.

你有權要求查閱及改正本署所持有你的個人資料。查閱或改正該等資料，可以書面形式向衛生署中央健康教育組高級行政主任〔健康促進〕提出，地址為香港灣仔軒尼詩道 130 號修頓中心 7 樓。

## Organ Donation Promotion Campaign

### Implementation Plan of the Organ Donation Promotion Charter

Name of the Organisation/Company: \_\_\_\_\_

Number of Staff in the Organisation/Company: \_\_\_\_\_

	<b>Future Plan / Existing Promotional Work</b>	<b>Implementation Plan, Goal and Schedule (First six months since signing of the Charter)</b>	<b>Progress and Effectiveness of the Plan (To be filled in six months after signing of the Charter)</b>
1.	Promote organ donation to allow members/staff to understand and be receptive of the idea of organ donation (e.g., distribute or disseminate through emails information on organ donation)		
2.	Encourage members / staff to register at the CODR of the Department of Health <sup>1</sup> ( <a href="http://www.codr.gov.hk">www.codr.gov.hk</a> ) (e.g, encourage members / staff to register at the CODR by email or assist in collecting the signed registration forms)		

<sup>1</sup> If you want to obtain leaflet with CODR registration form, poster or other relevant materials for promotion of organ donation, please complete the electronic request form at the Organ Donation website of the Department of Health ([www.organdonation.gov.hk/eng/resources.html](http://www.organdonation.gov.hk/eng/resources.html)).

	<b>Future Plan / Existing Promotional Work</b>	<b>Implementation Plan, Goal and Schedule (First six months since signing of the Charter)</b>	<b>Progress and Effectiveness of the Plan (To be filled in six months after signing of the Charter)</b>
3.	Encourage members / staff to share their wish of donating organs as well as inviting their family members to support organ donation (e.g., encourage members / staff to share and discuss on the information on organ donation with their families)		
4.	Encourage the public to express their wish for organ donation through different channels (e.g, distribute the “Support organ donation” leaflets at the booths of the organisation)		
5.	Participate in promotional activities or arrange programmes to promote organ donation. (e.g., encourage staff to register at the CODR at the organisation’s major gatherings or staff activities)		
6.	Other supporting actions		