# Table of Contents

Page

**Introduction**
*Gurch Randhawa & Silke Schicktanz* . . . . . 7

**1 Constructing and studying the Public**

1.1 Constructing "the public" attitudes toward financial incentives for organ donation: methodological and ethical implications
*Silke Schicktanz & Klaus Hoeyer* . . . . . 10

1.2 Why the altruism/self-interest dichotomy does not hold and should be avoided also in public perception studies related to 'donation'
*Kristin Zeiler* . . . . . 18

1.3 To share or not to share your donor status on Facebook: public benefits, private risks
*Mihaela Frunza, Eniko Demeny, Judit Sandor & Beatrice Ioan* . . . . . 27

**2 Donation practice as a public policy issue**

2.1 Enhancing public engagement in organ donation through the law: A comparison between Belgium and the United States of America
*Anne-Cécile Squifflet* . . . . . 36

2.2 Professional and personal attitudes towards organ and tissue donation and registration in the Donor Register – Lessons from the Netherlands
*Nichon E. Jansen, Jeantine Reiger & Bernadette J. J. M. Haase-Kromwijk* . . . . . 43

2.3 Evaluation of donation practices in Greece
*Georgios Tsoulfas & Vasilios Papanikolaou* . . . . . 52

2.4 Consensus – a threat to active public engagement in organ donation
*Anne Hambro Alnæs* . . . . . 59

**3 Public and social acceptance**

3.1 The social acceptability of implementing morally challenging strategies to increase donor rates
*David Rodríguez-Arias* . . . . . 70

Page

3.2 Taking a deceased organ donation decisions at the crossroad of affective and public health issues
*Francesca Bosisio, Marie Santiago-Delefosse & Lazare Benaroyo* . . . . . 80

3.3 The role of faith/belief leaders in public engagement and organ donation
*Kulwinder Kaur-Bola & Gurch Randhawa* . . . . . 91

3.4 A lesson about organ donation in primary school: a teachers' perspective
*Marion J. Siebelink, Petrie F. Roodbol, Marcel J. I. J. Albers & Harry B. M. van de Wiel* . . 100

3.5 Knowledge and attitudes towards organ donation among immigrant Kenyans: a perspective from the UK
*Esther Kamau & Gurch Randhawa* . . . . . 107

3.6 Donor programmes and public support for organ donation in Slovenia: reflections of Slovenija Transplant
*Danica Avsec & Jana Šimenc* . . . . . 114

3.7 Public engagement in organ donation and transplantation in Bulgaria: a comprehensive analysis
*Assya Pascalev, Yordanka Krastev & Adelina Ilieva* . . . . . 124

**4 Cultural and social issues of interventions and concrete decision-making**

4.1 Let's talk about living donor kidney transplantation: Breaking the passive deadlock on living donation
*Sohal Y. Ismail, Annemarie E. Luchtenburg, Willij C. Zuidema, Willem Weimar, Jan J. van Busschbach & Emma K. Massey* . . . . . 136

4.2 The morality of giving and receiving living kidneys: Empirical findings on opinions of affected patients
*Sabine Wöhlke* . . . . . 144

4.3 Examining the relationship between deceased organ donation and religion: A case study of the Polish community in Luton and Dunstable
*Chloe Sharp & Gurch Randhawa* . . . . . 153

4.4 Elements of the European jigsaw: the timing of the approach to bereaved families for consent to DBD or DCD donation and the implications for effective donation campaigns
*Nichon E. Jansen, Bernadette J. J. M. Haase-Kromwijk, Magi Sque & Maryon McDonald* . . . . . 161

**List of contributors** . . . . . 170