

## **THE REASONS OF LOW ORGAN DONATION RATES AND REMEDY SUGGESTIONS: A FIELD SURVEY**

### **TÜRKİYE'DE ORGAN BAĞIŞI ORANLARININ DÜŞÜK OLMA SEBEPLERİ VE ÇÖZÜM ÖNERİLERİ: BİR SAHA ÇALIŞMASI**

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#### **Özet**

Türkiye'de organ bağış oranları diğere Avrupa ülkeleri ile kıyaslandığında çok yetersiz kalmaktadır. Organ bağış konusunda toplumda yerleşmiş olan algıyı incelemek amacıyla 2013 yılında bir bölgeyi temsil eden 420 kişilik örneklem dahilinde yüz yüze anket çalışması yürütülmüştür. Bu araştırmada, ülkemizde organ bağış konusunda yaşanan yetersiz durum analiz edilmeye çalışılmış ve organ bağış oranlarının düşük olma nedenleri ortaya çıkarılarak konuyla ilgili çözüm önerileri üretilmeye çalışılmıştır. Ankete katılanların %60'ı organ bağışlamaya olumlu bakarken sadece %4'ü organlarını bağışlamış ve %74'ü organ bağışlamanın insanların hayatını kurtarabileceğine inandığını söylemiştir. Araştırmada, bu konudaki eğitimsizliğin ve bundan dolayı duyulan korkunun organ bağış oranlarının yetersiz kalmasına yol açtığı, potansiyel bağışçılara ulaşmada en etkili yolun medya olduğu ve bilinçlendirme kampanyalarına ivedilikle ihtiyaç duyulduğu ortaya çıkmıştır. Organ nakli sadece sağlıkçıları ilgilendirirken organ bağış toplumun bütün katmanlarını ilgilendirdiğinden devletin ilgili sağlık kurumlarının yanında, sivil toplum örgütleri, belediyeler, adliye, silahlı kuvvetler, hava yolları, medya ve hatta tek tek bütün fertler organ bağış kavramı ile iç içe olmak zorundadırlar. İspanya modelinde olduğu gibi özel eğitimli organ nakil koordinatörleri sisteminin kurulması beyin ölümü gerçekleşen kişinin yakınlarının organ bağışını red etme oranını tersine çevirecek ve sosyal amaçlı bilinçlendirme kampanyalarının da yardımıyla soruna çare bulunabilecektir.

**Anahtar Kelimeler:** Organ Bağış, Farkındalık Kampanyaları, Donör, Bağış Kararı, Yetersiz Bağış

#### **Abstract**

Organ donation rates in Turkey when compared with other European countries are very insufficient. To better document public perception on organ donation, a personal interview survey of a locally representative sample of 420 respondents has been conducted in spring 2013. This paper tries to explore the reasons of low organ donation rates while analyzing the current insufficient organ donation condition of our country and tries to find remedy solutions. In this survey, while only 4% of the respondents are donated their organs, 60% of them have a positive opinion to organ donation and 74% of them believe that organ donation can save people's lives. This survey reveals that illiteracy and fear leads to insufficient organ donation rates and the most effective way to reach the potential donors is media with a strong need for awareness campaigns. There

is also need for support by the whole public, namely; health institutions, non-governmental as well as governmental organisations, doctors, educators, media, public employees, municipalities, religious men, each and every member of the public. Here, national public relations and social awareness campaigns play a vital role. It seems that remedy is in the social awareness campaigns and in transplant coordinators as in the case of Spain.

**Key Words:** Organ Donation, Awareness Campaigns, Donor, Donation Decision, Insufficien

## INTRODUCTION

Organ donation is the donation of biological tissue or an organ of the human body, from a living or dead person to a living recipient in need of a transplantation. Organ donation takes healthy organs and tissues from one person for transplantation into another. Experts say that the organs from one donor can save many lives or, in most cases, improve the quality of life (Dupuis et al., 2014; 346-359). Most organ and tissue donations occur after the donor has died. But some organs and tissues can be donated while the donor is alive (Manara, Murphy & O'Calaghan, 2012; 108-121). Organ donation rates in Turkey when compared with other European countries are very insufficient. According to "Organ Transplantation and Turkey Truth" report, while 20.000 people were waiting for organ transplants only 302 organ donations were made and the annual cost of non-donating organs were calculated as \$3 billion in 2011 (Arikan, 2012).

While a large portion of organ donation is obtained from cadaver in the world, the most important reason of obtaining organs from living donor is the lack of knowledge in brain death in Turkey. It obviously should be explained properly to health professionals and to public (Kizilhan, 2103). What is truly distinctive about transplantation is not technology or cost, but ethics. Transplantation is the only area in all of health care, which cannot exist without the participation of the public (Abouna, Sabawi, Kumar & Samhan, 1991). While organ transplantation concerns only health care professionals, organ donation concerns all the segments of public, namely; health institutions, non-governmental as well as governmental organisations, doctors, educators, media, public employees, municipalities, religious men, each and every member of the public (Tokat, 2013). For this reason, there is a strong need for organ donation support by the whole public.

Through a non-probability quota sampling survey method, this paper explores the reasons of low organ donation rates while analyzing the current insufficient organ donation condition of Turkey and tries to find remedy solutions. It also examines the effectiveness of organ donation awareness campaigns and the factors, which affect the organ donation decision. Organ transplantation has been the subject of much attention; unfortunately, relatively little has been published about public attitudes toward organ donation. To better document public perceptions on organ donation, a personal interview survey of a locally representative sample of 420 respondents has been conducted in spring 2013. The quota of the survey is based on genders as 50% shares for each sexes and education using face-to face interviewing method.

In the literature review part of this paper statistical facts, problems and definitons about organ donation has been studied. The social responsible awareness campaigns and activities for encouraging organ donation were also investigated in this part. In the second part of this paper, the sample and the methodology of the survey has been explained. In the final parts, research questions have been answered with the survey results and the remedy suugestions have been produced.

## **Literature Review**

### *Definitions and Statistical Facts*

Organ donation is the act of giving one or more organs (or parts thereof), without compensation, for transplantation into someone else. Organ donation is a very personal yet complex decision intertwined with medical, legal, religious, cultural, and ethical issues (Gruessner, 2103). Organ donation is the donation of biological tissue or an organ of the human body, from a living or a dead person to a living recipient in need of transplantation. Organ donation takes healthy organs and tissues from one person for transplantation into another. Experts say that the organs from one donor can save many lives or, in most cases, improve the quality of life (Dupuis et al., 2014; 346-359). Most organ and tissue donations occur after the donor has died. But some organs and tissues can be donated while the donor is alive (Manara, Murphy & O'Calaghan, 2012; 108-121). Living donors are capable of donating a kidney, part of the intestine, part of the liver, part of a lung, or part of the pancreas. Committee on Increasing Rates of Organ Donation recommended using deceased donor instead of cadaver donor, circulatory determination of death instead of cardiac death and neurologic determination of death instead of brain death (Childress & Livermann, 2006). The deceased donor rule, which simply states that patients must be declared dead before the removal of any vital organs for transplantation (Truog&Miller, 2008; 674-675). Deceased donors are classified according to donation after brain death or donation after cardiac death. Brain death is defined as the total cessation of brain function; it is impossible to return to life after brain death. However, the awareness of organ donation from a deceased one is not completely established, the low rates of donation continues to be one of the most important health problems in our country (Süren 2007).

Organ donation rate is evaluated according to the number of deceased donors per each one million people. While the donation rate of deceased donor was 20-30 per one million people in developed countries, this rate was only 0.9 in Turkey in 2001. The organ donation rates in the other countries was as follows: 33.6 in Spain, 25.2 in Belgium, 14.1 in Canada, 16.2 in France and 4.5 in Grece (Ozdag, 2001; 46-55). By the year 2013, despite the increase in the rate of 2.4 per million people in Turkey, it is still very insufficient compared to western countries. Only 20 percent of families of patients, who had neurologic determination of death, were made organ donation decision (Seymen 2013).

Most of organ transplants are obtained from living donors, especially from close relatives in Turkey. For example, while 85 percent of kidney transplants are obtained from living donors, only 15 percent of them are obtained from deceased donors. However, the opposite case is valid in developed countries (Yeter&Demirtas, 2009). According to the Ministry of Health data, only 3 thousand 965 organ transplants were carried out, including the lungs, kidney, liver and heart in 2012.

In contrast to Europe, in which 75 percent of transplantations are obtained from deceased donors, 75 percent of transplantations are obtained from living donors in Turkey. Only 379 among 1.075 families (which makes 22 percent) of neurologically died patients gave the donation decision in 2013. The donation decision rate is about 80 percent level in Europe in comparison with 22 percent ratio in Turkey. Annually, more than 60.000 Turkish people need organ donation and hundreds of people are added to this list every year. However, only 5 to 10 percent transplantations including the donations from living donors are made to the patients waiting in the donation request list. In order to help to increase the public awareness toward organ donation and contribute to the increased acceptance of donation ratios, Organ Transplant Supporting Association (ORDES) has been established (Ordes, 2014). The ideal way to increase

social awareness for organ donation is to start educating public from primary schools. Besides, there is a need to identify the factors, which affect the donation decision negatively (Kara, Salman & Ongel, 2012; 34-39)

#### *Problems in Organ Donation*

According to organ donation coordinator Sezer Uguz, the primary problem arises from from the donors' families. When neurologic determination of death or brain death occurs, family of the donor may reject the donation decision even the donor has signed the donation documents before he/she passed away. However, according to European Community law, the donor's family has no right to reject the donation decision of the deceased person, who has signed the donation documents before. In Turkey this law works in different ways. Even if there are no relatives, any person, who brings the donor to the hospital, may refuse the consent of the donor. Studies show that half of the families who are asked to consider donation after a relative's death refuse consent. It should therefore come as no surprise that in addition to educating the public, an increase in the number of opportunities for people to record the decision to donate and the enhancement of donor registries to ensure full access to and sharing of donor registration data should be identified as primary objectives (Verhejde, Rady & McGregor, 2007)

While a large portion of organ donation is obtained from cadaver in the world, the most important reason of obtaining organs from living donor is the lack of knowledge in brain death in Turkey. It obviously should be explained properly to health professionals and to public (Kizilhan, 2103). Changing the growing negative perception in the community about organ donation is left to the institutions by the health system. Development a positive perception toward organ donation is expected from associations and health care organizations by organizing various training activities in the community. The annual cost of insufficient organ donation fact is approximately \$3 billion due to treatment costs, importing of medical equipments and supplies, nutrition and medication costs and finally inability to participate to work force (Arıkan, 2012). The pressure is getting worse because organ donation waiting lists are growing faster than the supply of organs. This brings another problem. The deaths are especially tragic since many might be prevented if more organs were available (Caplan, 2008). Most legal organ donations come from the deceased or a family member who matches the blood type of the patient. But there is a vast worldwide shortage of available donors for those desperately in need, who fall into the organ mafia network. Paid organ donation has a serious impact on many of the medical, moral and ethical values deeply connected with organ transplantation including the donor, recipient, the local transplant programs, the medical profession, society and the international community (Abouna et al. 1991).

#### *Promoting Activities For Encouraging Organ Donation*

Every year from November 3 to 9, it is celebrated as Organ Donation Week in collaboration with the Ministry of Health and it is tried to create awareness in public with mottos like 'Give Life to Life'. There is a strong need for awareness campaigns and need for support by the whole public, namely; health institutions, non-governmental as well as governmental organisations, doctors, educators, media, public employees, municipalities, religious men, each and every member of the public (Tokat 2013). In this context, to increase the public awareness and to increase the knowledge of all public segments, panels are conducted, stands are opened in shopping centers and banners are hanged in various places in the cities (Akkaya 2007).

Hospitals and Universities conduct various activities to draw attention to organ donation and create social awareness for organ donation. For example, awareness campaign

launched by Ankara University with 'Donating Life is in your Hands' slogan and 'Let's Hand in Hand for Organ Donation, Save the Life' social responsibility project launched by Memorial Health Group are intended to prevent the loss of lives of many people in the organ donation waiting list (Memorial 2006).

Organ Transplant Supporting Association (ORDES) and the Association of Organ Transplant Coordinators (ONKOD), which are founded in 2005 under the leadership of Akdeniz University, are conducting various activities for both educating scientists on on this issue, and creating social awareness (ONKOD). Turkish Kidney Foundation also organizes campaigns in this regard. For example, the foundation initiated a social responsibility project called 'Donate me!' to rehabilitate thousands of patients and it has got a national reach with the contribution of famous players in 2012.

### **Methodology and Sample**

Through a non-probability quota sampling survey method, this paper explores the reasons of low organ donation rates while analyzing the current insufficient organ donation condition of Turkey and tries to find remedy solutions. It also examines the effectiveness of organ donation awareness campaigns and the factors, which affect the organ donation decision. Organ transplantation has been the subject of much attention; unfortunately, relatively little has been published about public attitudes toward organ donation. To better document public perceptions on organ donation, a personal interview survey of a locally representative sample of 420 respondents has been conducted in spring 2013. The quota of the survey is based on genders as 50% shares for each sexes and education using face-to face interviewing method. The quota is 40% for primary, secondary and high school graduates, and 60% for university and higher education students and graduates. The age categories are between 18-85 years having 34 years of age mean with standard deviation +- 14,7. 63% of the respondents are in 20-35 age categories. 39% of them belong to 20-25 and 24% of them belong to 26-35 age categories. Additionally, 62% of the respondents live in families with 3-4 members.

Cronbach Alfa Coefficient analysis has been calculated to test the reliability of scaled questions used in the survey. Reliability indicates how consistently an indicator measures a concept. As a rule, An Alpha score of 0,70 or higher on an index of four or more indicates good reliability. Here, Cronbach Alfa Coefficient is 0,80 indicating a good reliability.

### **Findings and Research Questions (RQ)**

*RQ1. What is the ratio of people, who would consider organ donation and people, who have already made the donation decision?*

As shown in Table 1, while 40% of respondents would consider organ donation, 27,9 % of them would consider it in a future time. If, 17,6% of undecided respondents are added to the respondents, who would consider organ donation one may easily conclude that there is 85,5% potential people for organ donation. However, despite this positive atmosphere only 4,3% of respondents was already donated their organs. This fact supports that there is a strong need for promoting activities for encouraging the public.

Table 1. *Would you consider donating your organs?*

	Number of Respondents	Respondents %
Yes, I would like to consider organ donation.	168	40
I would like to consider the donation in a future time.	117	27,9
Undecided respondents	74	17,6
No, I wouldn't consider organ donation.	43	10,2
I have already donated my organs.	18	4,3
Total	420	100

*RQ2. What is the General Consideration Regarding the Importance of Organ Donation?*

This research question would be answered according to the answers of the following questions:

- What do you think about organ donation?
- Donating organs is the greatest assistance from one person to other people?
- May I learn your approach for donating organs of someone close to you in case of his/her death?
- Do you have an organ you do not want to donate?

The majority of the respondents, which is 73,6 % in Table 2, indicate that the organ donation saves people's lives. 22,2 of the respondents think that organ donation is necessary in some cases. One can state that there is a favorable consideration about organ donation according to the survey results.

Table 2. *What do you think about organ donation?*

	Number of Respondents	Respondents %
I think that organ donation saves lives.	309	73,6
I think that organ donation is necessary in some cases.	93	22,2
I think that organ donation is unnecessary.	11	2,6
Others	7	1,6
Total	420	100

The sum of 'completely agree' and 'agree' responses to the statement of 'Donating organs is the greatest assistance from one person to other people.' reaches 76% level in Table 3. Again, there is a favorable consensus toward organ donation in the community according to survey results.

Table 3. *Donating organs is the greatest assistance from one person to other people.*

	Number of Respondents	Respondents %
Completely disagree	11	2,6
Disagree	19	4,5
Neither agree nor disagree	71	16,9
Agree	167	39,8
Completely agree	152	36,2
Total	420	100

Only 8% of the respondents have a negative approach for donating organs of someone close to the respondent in case of his/her death according to table Table 4. It means that public have a positive approach for organ donation when they lose someone close to them.

Table 4. May I learn your approach for donating organs of someone close to you in case of his/her death?

	Number of Respondents	Respondents %
I have a positive approach to donate organs of someone close to me in case of his/her death.	250	59,5
I have a negative approach to donate organs of someone close to me in case of his/her death.	34	8,1
I am undecided.	136	32,4
Total	420	100

As shown in Table 5. 82,6% of the respondents declares that there isn't any organ they don't want to donate meaning that they would make organ donation decision in some future time. As a conclusion, one may easily state that there is a favorable consideration about organ donation in the community according to the survey results.

Table 5 Do you have an organ you do not want to donate?

	Number of Respondents	Respondents %
Yes, there is.	72	17,4
No, there isn't.	342	82,6
Total	414	100

RQ3. What are reasons of insufficient organ donation rates in Turkey?

This research question would be answered according to the answers of the following questions:

- Can you tell me the reason if you have a negative look to the idea of organ donation?
- 'One of the most important reasons of insufficient organ donation rates is the lack of education in our country.'
- 'One of the most important reasons of insufficient organ donation rates is fear in our country.'

Early medical intervention held before the right time is the first reason to have a negative look to the idea of organ donation. Fear and lack of enough information about organ donation are the other important reasons. Religious reasons come after the fear and education need for organ donation. The false beliefs of the participants can only be changed with education programs about organ donation. The survey results of Tonguc Utku Yilmaz have supported this fact and he published the results in his work called 'Importance of education in organ donation' in 2011.

Table 6. Can you tell me the reason if you have a negative look to the idea of organ donation?

	Number of Respondents	Respondents %
Early medical intervention held before the right time	72	17,1
Fear	58	13,8
I don't have enough information about the donation	56	13,3
Religious reasons	33	7,9
Other	18	4,3
No response	183	43,6
Total	420	100

The data in Table 7 and 8 strengthen the most important reasons for insufficient organ donation rates. Totally, 66,4% of the respondents either agrees or completely agrees on the lack of education reason for insufficient donation. Neither agree nor disagree figure in Table 7, as 22,9% shouldn't be underestimated also.

Table 7. 'One of the most important reasons of insufficient organ donation rate is the lack of education in our country.'

	Number of Respondents	Respondents %
Completely disagree	9	2,1
Disagree	36	8,6
Neither agree nor disagree	96	22,9
Agree	159	37,9
Completely agree	120	28,5
Total	420	100

The sum of 'completely agree' and 'agree' responses to the statement of 'One of the most important reasons of insufficient organ donation rates is fear in our country.' reaches 59,2% level in Table 8. Neither agree nor disagree figure in Table 7, as 26,5% shouldn't be underestimated too. Only 14,3% of the respondents either disagrees or completely disagrees with that statement. As a conclusion, one may easily state that fear and lack of enough information about organ donation are the most important reasons for insufficient organ donation rates according to the survey results.

Table 8. 'One of the most important reasons of insufficient organ donation rates is fear in our country.'

	Number of Respondents	Respondents %
Completely disagree	15	3,6
Disagree	45	10,7
Neither agree nor disagree	111	26,5
Agree	175	41,7
Completely agree	74	17,5
Total	420	100

*RQ4. Is there any need for organ donation awareness campaigns?*

This research question would be answered according to the answers of the following question and statement:

- Do you remember a public spotlight or an organ donation awareness campaign, which you have seen recently?
- 'There is a need for organ donation awareness campaigns in our country.'

As shown in Table 9, only 24,8% of the respondents remembers a public spot or an organ donation awareness campaign, which were aired recently. On the contrary, 73,1% of the survey participants doesn't remember any promotional activities about organ donation. These figures support that there must be more social awareness campaigns to educate people about organ donation.



Table 9. Do you remember a public spot or an organ donation awareness campaign, which you have seen recently?

	Number of Respondents	Respondents %
Yes, there is.	104	24,8
No, there isn't.	307	73,1
No response	9	2,1
Toplam	420	100

The sum of 'completely agree' and 'agree' responses to the statement of 'There is a need for organ donation awareness campaigns in our country.' reaches 78,8% level in Table 10. Only 6,7% of the respondents either disagrees or completely disagrees with that statement. As a conclusion, answer of the RQ4 is that: yes there is a strong need for organ donation awareness campaigns.

Table 10. 'There is a need for organ donation awareness campaigns in our country.'

	Number of Respondents	Respondents %
Completely disagree	5	1,2
Disagree	23	5,5
Neither agree nor disagree	61	14,5
Agree	180	42,9
Completely agree	151	35,9
Total	420	100

RQ5. How effective are Organ Donation Awareness Campaigns?

This research question would be answered according to the answers of the following statements:

- 'Public spots about organ donation affect me.'
- Social awareness campaigns about organ donation affect me.'
- Billboards and posters about organ donation affect me.'

The sum of 'completely agree' and 'agree' responses to the statement of 'Public spots about organ donation affect me' is 78,8% according in Table 11. 17,6% of the participants isn't affected from public spots in giving organ donation decision.

Table 11. 'Public spots about organ donation affect me.'

	Number of Respondents	Respondents %
Completely disagree	15	3,6
Disagree	59	14
Neither agree nor disagree	84	20
Agree	201	47,9
Completely agree	61	14,5
Total	420	100

According to Table 12, the sum of 'completely agree' and 'agree' responses to the statement of 'Social awareness campaigns about organ donation affect me' is 62,9%, which is a very rate. 12,9% of the participants isn't affected from social awareness campaigns in giving organ donation decision.

Table 12. Social awareness campaigns about organ donation affect me.'

	Number of Respondents	Respondents %
Completely disagree	13	3,1
Disagree	41	9,8
Neither agree nor disagree	102	24,3
Agree	201	47,9
Completely agree	63	15
Total	420	100

According to Table 13, the sum of 'completely agree' and 'agree' responses to the statement of 'Billboards and posters about organ donation affect me' is 61,7. 16,9% of the participants isn't affected from announcements and posters in giving organ donation decision. Additionally, average campaign visibility frequency of these campaigns is 2 which tells us a dramatically low public reach.

Table 13. Announcements and posters about organ donation affect me.'

	Number of Respondents	Respondents %
Completely disagree	14	3,3
Disagree	57	13,6
Neither agree nor disagree	90	21,4
Agree	186	44,3
Completely agree	73	17,4
Total	420	100

#### RQ6. Which vehicles or intermediaries affect organ donation decision?

This research question would be answered according to the answers of the following questions:

- Can you tell me what/who might be effective to make the decision to donate your organs?
- When is the first time you hear organ donation?

The data in Table 14 show that the most effective factors are the newspaper news with 33,5% responses, television news with 19,2% responses and social awareness campaigns with 15,4% responses to make the decision for donating your organs. There is no statistical correlation between education and organ donation according to the data of the survey.

Table 14. Can you tell me what/who might be effective to make the decision to donate your organs?

	Number of Respondents	Respondents %
Newspapers	61	33,5
Television news	35	19,2
Social Awareness campaigns	28	15,4
Someone, who needs organ donation around me	17	9,3
My friends	2	1,1
Movies	2	1,1
Other	9	4,9
All	28	15,4
Total	182	100

Participants of the survey declare that the television and newspapers are the mediums, which deliver the organ donation campaigns for the first time to them. Someone, who needs organ donation around the respondents, posters, brochures and movies are the other vehicles to carry the social awareness campaigns for organ donation. To conclude, the answer of the RQ6 is that: television and newspapers are the most effective vehicles in organ donation decision.

Table 15. When is the first time you hear organ donation?

	Number of Respondents	Respondents %
From television	140	33,3
From newspapers	120	28,6
From social awareness campaigns	37	8,8
From movies	14	3,3
From posters, brochures, etc.	11	2,6
Someone, who needs organ donation around me	22	5,2
Oter	6	1,5
All the above	70	16,7
Total	420	100

### Remedy Suggestions

While a large portion of organ donation is obtained from cadaver in the world, the most important reason of obtaining organs from living donor is the lack of knowledge in brain death in Turkey. It obviously should be explained properly to health professionals and to public. National public relations campaigns must be conducted in order to increase public awareness and to decrease misperceptions and prejudices. Spain is a role model country for the world. Organ donation rate was 85% in 2011. Only about 15 percent of families approached refuse consent for organ donation, a huge drop from 40 percent who refused in the 1980s and at a handful of hospitals the refusal rate is nearly zero percent (Kizilhan, 2013). This fact deserves a careful examination.

The key to the system's success is the sensitive way the coordinators approach the bereaved families. Transplant coordinators may spend hours listening to the relatives and ask them to consider organ donation in a private room away from the hospital wards. For this reason, there is a strong need for trained experts for organ-procurement (Sheehy et al., 2003). A standard practice for transplant coordinators is to ask families what they think their relative would have wanted to happen. The National Organisation of Transplants wants to bring the overall refusal rate in Spain down to 10 percent (Silva, 2010).

Mentally competent people aged 18 and over can donate organs to any person on declaring in writing that they will donate voluntarily. In order to remove organs from a person diagnosed as brain dead, written permission has to be received from relatives. The organ donation cannot be made without the permission of the relatives in Turkey. For this reason, communication within the family about organ donation is extremely important. We have to understand the contribution of educating intensive care specialists about organ donation, increasing the number of transplantation centers, applying the compulsory neurologic determination of death (brain death), increasing transplant allowances to organ donation system. There is an increased acceptance that organ and tissue donation should be considered a routine part of end-of-life care in both intensive care unit and emergency department (Manara, Murphy&O'Callaghan, 2012).

Increment of favorable visibility of organ donation fact in media will have a positive impact on that problem (Cenkoglu, 2102). Contrary to popular belief, organ donation rate is low among the intellectuals. Donors are mostly among the people with low-income level, especially with income below 500\$ dollars. Attitudes toward organ donation were clearly related with illiteracy about the donation and consequently fear and religious reasons. One may conclude that while the public is supportive of organ transplantation, it is not overly enthusiastic about organ donation. Awareness of this paradox on behalf of the public may actually facilitate organ donation (Manninen & Evans, 1985). For this reason, there is a strong need for awareness campaigns and need for support by the whole public, namely; health institutions, non-governmental as well as governmental organisations, doctors, educators, media, public employees, municipalities, religious men, each and every member of the public.

### CONCLUSION

Organ transplantation has been the subject of much attention; unfortunately, relatively little has been published about public attitudes toward organ donation. To better document public perceptions on organ donation, a personal interview survey of a locally representative sample of 420 respondents has been conducted in spring 2013. Survey reveals that 73,6% of the respondents believe that organ donation can save people's lives, 82,6% of the respondents state that they don't have any organs for which they don't want to donate, 76% of them believe that the most valuable help from one person to the other is the organ donation and finally we have 85,5% potential public to be encouraged for organ donation. However, in spite of these supportive figures, only 4,3% of the respondents are donated their organs. According to the survey results, the most important reasons for having the negative views on organ donation are doctor intervention before patient dies, fear, illiteracy about organ donation and finally religious reasons.

This survey shows us only 25% of the respondents remember public spots or awareness campaigns about organ donation recently and 78,8% believe that there is a strong need for awareness campaigns. More than 60% of the respondents are affected by public spots, announcements and posters, and social awareness campaigns about organ donation. Additionally, average campaign visibility frequency of these campaigns is 2 which tells us a dramatically low public reach. According to the survey results, organ donation decision is affected mostly by newspapers news, television news, social awareness campaigns, the patients who needs organ donations, friends and movies. Finally, there is no statistical correlation between education and organ donation. Survey data indicates also the most effective way for reaching the donors is media. National awareness oriented public relations campaigns must be conducted to have an increasing donation rate.

According to the survey results, the most effective way to reach the potential donors is media. Here, national public relations and social awareness campaigns play a vital role. Increment of favorable visibility of organ donation fact in media will have a positive impact on that problem (Cenkoglu, 2102). There is a strong need for awareness campaigns and need for support by the whole public, namely; health institutions, non-governmental as well as governmental organisations, doctors, educators, media, public employees, municipalities, religious men, each and every member of the public (Tokat 2013). In this context, to increase the public awareness and to increase the knowledge of all public segments, panels are conducted, stands are opened in shopping centers and banners are hanged in various places in the cities (Akkaya 2007).

The organ donation cannot be made without the permission of the relatives in Turkey. For this reason, communication within the family about organ donation is extremely important. We have to understand the contribution of educating intensive care specialists about organ donation, increasing the number of transplantation centers, applying the compulsory neurologic determination of death (brain death), increasing transplant allowances to organ donation system. The key to the system's success is the sensitive way the transplant coordinators approach the bereaved families as in Spain model. Spend hours listening to the relatives and asking them to consider organ donation in a private room away from the hospital wards will reverse the rate of rejection in organ donation.

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