

# 1,000 ATTEND ORGAN DONATION CAMPAIGN

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About 1,000 visitors attended the state-level week-long organ donation campaign organised by Pahang Health Department and Universiti Malaysia Pahang (UMP)'s student health centre here on October 19, 2011.

The theme was, '1Malaysia 1Hope: Donate an Organ For The Sake of A Life'. The campaign was held in conjunction with the national-level annual event organised from October 16-24.

State Health Director, Dato' Dr Nooraini Baba said the objective of the programme was to highlight and create public awareness on the real meaning of organ and tissue donation.

She added that the need for organ donation in the country increased every year. However, the awareness on the matter was still low, she said.

"As such, the department would conduct promotional activities to encourage

more members of the public to become donors," Dato' Dr Nooraini said.

She added that the department up a committee donation and

"From the promotional efforts carried out, there has been an increase in the number of donors in Pahang which is 1,086 or 83.3% higher as compared to 708 donors last year.

"Donors are also encouraged to donate organs through cadaveric donation which is organ donation when someone is declared brain dead.

"An individual who is declared brain dead can donate all organs and tissues including kidneys, heart, lungs, liver, corneas, bones and skin," she said when officially

opened the campaign at Astaka Hall, UMP.

She also said a pledge made by a donor would be able to give hope to those in need of an organ transplant so they could continue living.

Assistant Vice-Chancellor (Corporate Development & Quality Management) Centre Associate Professor Zulkafli Hassan who represented the Vice-Chancellor said UMP realised its social corporate responsibility towards the local community.

"We support this programme and encourage volunteerism and being charitable which are noble virtues," he added.

He hoped similar cooperations could be extended to cover other fields since UMP had certain expertise that could benefit the locals as well.

