

This response was submitted to the consultation held by the Nuffield Council on Bioethics on Give and take? Human bodies in medicine and research between April 2010 and July 2010. The views expressed are solely those of the respondent(s) and not those of the Council.

Anne Oberon

QUESTIONS ANSWERED:

Question 30

I have a suggestion to increase the number of people registering on the donors register. It's called the 'ROUND TUIT CLUB. Based on the idea of nudge theory. It could alternatively be called the Nudge Club Many people believe it is a good idea to register for organ donation, and intend to do so at some time. They just haven't got 'round tuit yet. In this scheme individuals ask their friends and family members if they are thinking of registering and if they say yes they ask their permission to support them. By agreement this could be to remind/reward/nag/contract or whatever will nudge them into signing the register. They could arrange a 'Round Tuit party or work event where everyone registers en mass. The support person is then able to join the 'round tuit club - at various levels of membership, silver, gold, platinum etc. according to how many people they help to register. The support people may need some training in how to 'support' in a non invasive way. The 'trainers' could be volunteers drawn from the platinum members of the club who are themselves trained. Some people are not suitable as donors. They may even be people needing an organ transplant themselves. But they could still support others and become proud members of the exclusive 'round tuit club. I hope you find this idea useful. Anne Oberon