

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.

Harry Burton

### **Question 30**

I am writing as a member of the public with a few ideas for a campaign to increase public awareness of the organ donor scheme. One barrier to donor participation is, I believe, a revulsion to the idea of one's body being "cut up", "messed about with" etc. after death and it would help to reduce references to emotive words like "body parts" and even "organs". To assist this end I suggest a campaign based around the concept "CIRCLE OF LIFE". The idea is to appeal to the spiritual beliefs which many profess to have in place of religion. They can join the campaign, agree to donate to whatever degree they wish and become members of the CIRCLE OF LIFE. To be a club member suggests a badge or emblem. This might be a badge, ring, bracelet or any piece of personal jewellery in the form of a CIRCLE. This then becomes a visible statement of the wearer's beliefs and commitment. This might help to get the necessary celebrity sponsors on board. We have a ready -made anthem for the campaign in the hit song "Circle of Life" from the film "Lion King", the words are quite apt to the campaign. Their use would of course require licence but the words "circle of life" appear to be free of any copyright as a Google search will confirm. As for funding, the concept would seem to be acceptable to all but a few extreme religious groups and should present no problem to prospective commercial sponsors. I might suggest that such support might be sought amongst the ranks of the city banks wishing to improve their tarnished image. This is my basic concept which I can expand on if required to. I write in the hope that it might provoke some ideas for discussion.