



Television Dramas as Catalysts for Organ Donation Registration: A Retrospective Analysis During the Pandemic Era

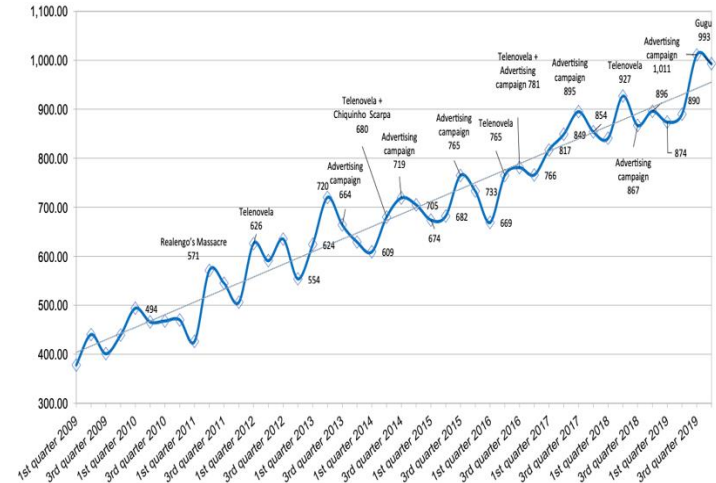
Geun Hong

Surgery, EWha Womans University Seoul Hospital, Seoul, Korea



Introduction

- Organ transplantation is a significant global health issue due to a shortage of available organs.
- Media, particularly television dramas, have shown effectiveness in increasing organ donation registrations. *Feldens et al. 2024 IJSE*
Khalil et al. 2014 Health Educ Res.
- This study examines the impact of a TV drama series on organ donation registrations during the COVID-19 pandemic.

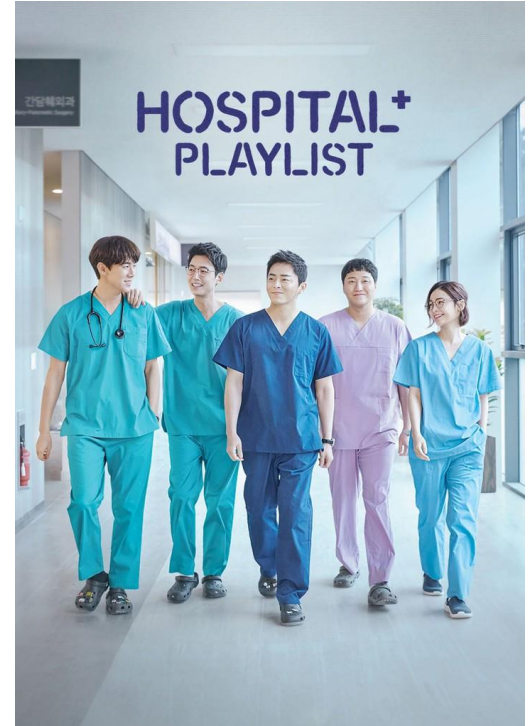


Feldens et al. 2024 IJSE

This study has no financial disclosures or conflicts of interest

Methodology

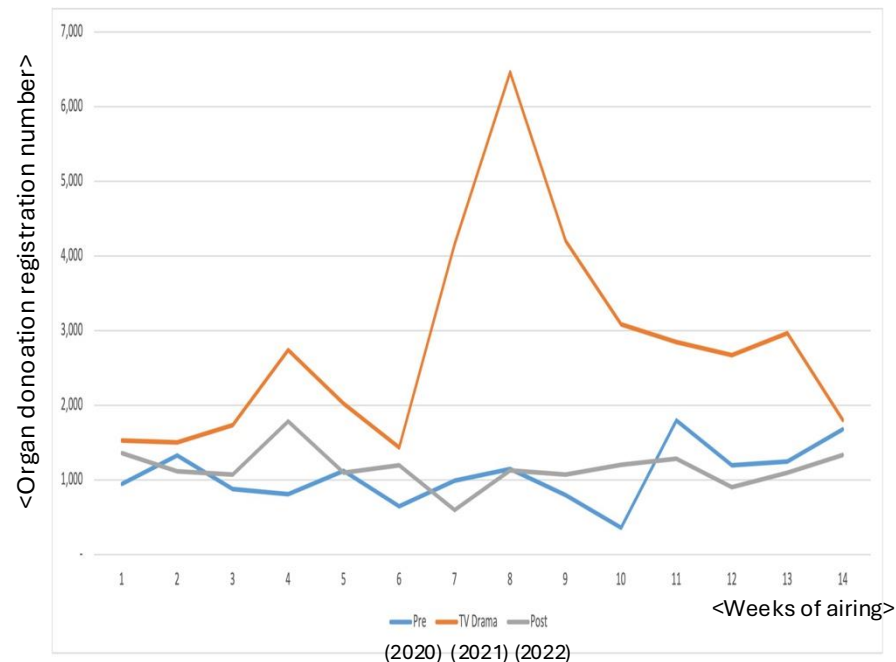
- Analysis of organ donation registration data from the Korean Network for Organ Sharing (KONOS) over same period of three years (2020-2022).
- Focus on a TV drama series (Hospital Playlist season 2) aired for 14 weeks in 2021, achieving a 16% viewer rating in the metropolitan area.
- Comparison of registration numbers during the drama's airing weeks across 2020, 2021, and 2022.



<From TVN, Netflix>

Results

- Significant increase in organ donation registrations during the drama's airing in 2021 (88,865 registrations) compared to 2020 (67,160) and 2022 (69,439).
- During the 14 weeks of airing in 2021, median registrations were notably higher than in 2020 and 2022.



Conclusions

- The analysis highlights the potential of television dramas in enhancing public health awareness and organ donation registration.
- Television dramas can effectively increase organ donation awareness and registrations, even during challenging times like a pandemic.
- Recommendations for leveraging media campaigns to boost organ donation awareness.