

Review of: "Design of an Educational Campaign Based on the Theory of Planned Behavior to Encourage People to Donate Organs: A Study Protocol"

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Potential competing interests: No potential competing interests to declare.

Thank you for the opportunity to review this proposal of study protocol.

Educational campaigns are a significant activity in increasing the organ donation pool.

Below are my comments to improve this protocol.

In the introduction section, please justify the study about your country.

According to the WHO GUIDING PRINCIPLES

ON HUMAN CELL, TISSUE, AND ORGAN TRANSPLANTATION Promotion of altruistic donation of human cells, tissues, or organs by means of advertisement or public

appeal may be undertaken by domestic regulation. Please refer to this principle.

Please verify the research hypotheses - in the social campaign, the real effect is postponed.

What kind of intervention do you plan to verify the Theory of

Planned Behavior. Is it only the campaign? Also, there is a specific *questionnaire to measure behavior* (Ajzen, I. (1991)

The Theory of planned behavior. Organizational Behavior and Human Decision Processes, 50, 179–211)