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Tale of Candyman: Organ Harvesting Prevention Kit

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ABSTRACT

Organ harvesting is a serious and growing issue that affects many people around the world, including children. Organ trafficking and illegal harvesting of organs can lead to significant health risks and even death. Many children are not aware of the dangers of organ harvesting which make them vulnerable to organ harvesting. The Tale of Candyman: Organ Harvesting Prevention Kit is designed to raise awareness about the dangers of organ harvesting particularly among children. The word 'candy' is used because it is a common and alluring method used by traffickers towards children to start organ trafficking. The kit includes educational materials, such as infographics, flashcards, posters, a jar of organs, and an awareness pin. These materials cover a range of topics related to organ donation, the human body, and the dangers of organ trafficking. The kit uses fun and engaging activities to create awareness among children and encourage them to take steps to prevent organ harvesting. It is developed specifically for kids to inform them about the risks associated with child organ harvesting based on the materials provided. The Tale of Candyman was first launched on March 11, 2023, at the Contemporary Global and Legal Issues Exhibition 2023 (CoGLIEEx), targeting pre-university students at Universiti Teknologi Mara, Kampus Dengkil. The kit has significant commercial potential and can be marketed to parents, educators, and organizations that work with children, such as schools. Therefore, the Tale of Candyman: Organ Harvesting Prevention Kit is an innovative and engaging educational tool that can help raise awareness and highlight the dangers of organ harvesting. It has the potential to make a positive impact on children's lives by educating them about the risks associated with organ trafficking and encouraging them to take action to prevent it.

Keywords: Tale of Candyman; organ harvesting prevention kit; child organ harvesting; awareness

INTRODUCTION

The demand for human organs has increased far more rapidly than the supply of organs in the field of organ transplantation [1]. This has led to an increase in the trade of illegally obtained organs, including those from children [1]. Moreover, children are seen as easy targets for organ trafficking as they are naive and can fall into the trap effortlessly. Organ trafficking is defined as "the recruitment, transportation, transfer, harboring, or receipt of living or deceased persons or their organs by threat or use of force or other forms of coercion, by abduction, by fraud, by deception, by abuse of power or a position of vulnerability, or by the giving to, or the receiving by, a third party of payments or benefits to achieve the transfer of control over the potential donor, for the purpose of exploitation" [2]. Other than that, organ trafficking can be viewed as

a component of a larger market that also deals in tissues, cells, and other items derived from human body parts. The sector is also referred to as the "red market" [3]. Organ harvesting, or organ procurement, refers to the surgical procedure that removes an organ from an individual, typically for transplantation. In some cases, the procedure may be forced or coerced [3]. Organ harvesting is a ferocious action that should not be normalized or allowed in our society as it goes against human rights as everyone should be able to live without fear of being part of organ harvesting.

Furthermore, regarding the issue of trafficking in children for organ removal, the subsequent United Nations Secretary-General Report on Preventing Combating and Punishing Trafficking in Human Organs (2006) stated that "while there is no conclusive evidence regarding such trafficking, it is noted that many abducted or missing children have subsequently been found dead with certain organs removed" [4]. Children are the most targeted group for organ harvesting as they are vulnerable and weak to defend themselves. It highlights the fact that children are the most targeted group for organ harvesting as they are vulnerable and weak to defend themselves. Therefore, everyone must spread awareness not only among adults but, most importantly, among children. Children should be made aware of how dangerous this issue is and take precautions for their safety.

To address this problem, The Tale of Candyman: Organ Harvesting Prevention Kit was developed as an engaging and educational tool to address organ trafficking among children. The project aims to create awareness among children and encourage them to take action to prevent organ harvesting. By using fun and engaging activities, this project provides an opportunity for adults to have a heart-to-heart talk with children about this issue, fostering trust and a sense of safety. The objective of the project is to provide a preventive measure against organ trafficking and to empower children to be aware and vigilant about their safety. The motivation for this innovation is the growing problem of organ harvesting, particularly among children. The authors recognized the need for an educational tool that can effectively inform children about the risks associated with organ trafficking and encourage them to take action to prevent it.

INNOVATION DEVELOPMENT

The Tale of Candyman was inspired by our booth at CoGLIEx 2023, where we used teddy bears, candy, faux blood, and organs as props. These visuals sparked the idea of creating an educational kit specifically for children, aimed at teaching them about the dangers of child organ harvesting. The innovative development of Tale of Candyman is a preventive tool against organ trafficking among children, designed to raise awareness and encourage them to take action against this serious issue.



Figure 1: The Tale of Candyman's booth at the CoGLIEx 2023 event, which served as a starting point for the development of our product.

The kit is meant to be utilized by important figures in a child's life, such as parents and teachers, to maximize its impact. What sets our product apart is its commercialized toy-like appearance, which appeals to children and helps them learn about the topic simply and enjoyably with the help of their caregivers. The kit has evolved into its present form based on the ideas and input provided by our team and the guidance of our lecturer. The kit includes the following items:

1. An infographic-style brochure about child organ harvesting
2. Candy
3. A jar to illustrate organs
4. Flashcards with information on the dangers of child organ harvesting
5. An awareness pin that children can wear to show support for the cause.



Figure 2: Item in Tale of Candyman's Kit



Figure 3: The front and the back of the kit's box.

The prototype of the Tale of Candyman kit boasts a colorful and attractive design that is sure to catch the eye of children. The packaging is designed to mimic that of a candy box, complete with educational materials and actual candy inside. Figure 3 showcases both the front and back of the box, with the front featuring the product name and images of some of the kit's contents, while the back provides a brief description of the kit and its purpose. The inventive features of the Tale of Candyman kit lie in its approach to educating children about a serious issue in a way that is both engaging and age appropriate. By incorporating fun elements like candy and a colorful design, the kit can capture children's attention and keep them interested in learning about a difficult topic. Additionally, the use of an awareness pin allows children to show their support for the cause and raise awareness among their peers.

COMMERCIAL POTENTIAL

Relevance of Invention

Firstly, to illustrate the relevance of the invention of Tale of Candyman, it is crucial to emphasise the seriousness of the issue of child organ harvesting. Although this issue is not commonly known, it is prevalent and poses a significant threat to the safety of children worldwide. The educational kit can play a vital role in educating people, especially children and parents, about the signs to look out for, the dangers of child organ harvesting, and what to do to decrease the risk of such situations. By increasing awareness, we can contribute to the prevention of the exploitation of children and save innocent lives.

Secondly, the Tale of Candyman can be instrumental in promoting awareness of the ethical and legal forms of organ transplantation. By expanding this product, we can encourage medical companies to improve their organ donation and transplant system. This is especially crucial since the shortcomings of these procedures are why many people turn to the black market. By providing information on the effects of the black market and the frequent auctions of illegally obtained organs featured there, we can encourage people to support ethical and legal forms of organ transplantation.

Thirdly, the Tale of Candyman is a crucial tool that can enable people and communities to recognise and react to circumstances involving the harvesting of children's organs. Healthcare providers can use it to recognise suspicious instances, provide care and support to victims, and report these cases to the appropriate authorities. The information provided can also be useful to law enforcement agencies in their investigations and cases against those responsible for the criminal act.

The market needs and market potential

The lack of awareness among the public about child organ harvesting is a serious problem that drives the market need for the Tale of Candyman. Globally, 20% of children are victims of organ trafficking. Disturbing cases of child organ trafficking in Malaysia, such as the kidnapping and murder of six-year-old Binbin [5] and the brutal death of 11-year-old Siti Masyitah Ibrahim [6], highlight the crucial need for solutions to ensure the safety of children.

The Tale of Candyman has several possible economic ventures, such as the sale of awareness-raising kits for child organ harvesting and the provision of booth services. The first potential is the sale of the Tale of Candyman kit, which includes brochures explaining child organ harvesting, information on relevant laws, and advice on how to avoid such incidents. The kit also offers entertaining advice to children on how to avoid becoming victims of this crime. It can be marketed to schools, hospitals, community centres, and other organizations to educate and raise awareness about the issue. The second potential is providing booth services at various exhibits and events, where we can distribute educational materials, demonstrate the product, and offer consulting or workshops. This program provides an opportunity to engage with a range of audiences, make connections, and generate revenue by selling goods or consulting services.

Budget and pricing of Tale of Candyman Kit

Items	Price for production of one kit (RM)	Price for one month of production (100 kits) (RM)
Cylinder jar	4.50	450.00
Organ diagram (Various types in one purchase)	15.00	150.00 (One purchase of the diagram can be used for 10 kits)
Red paint / Fake blood	2.70	270.00
Empty badges	0.30	30.00
Empty decorative box (Various colours)	4.00	400.00
Empty packaging plastic bags (One set)	1.20	120.00
Crafting tools and labels	10.00	100.00 (Assuming the tools and labels run out after the production of 10 kits)
Total	37.70	1370.00

The kit is priced at RM 14.00 per unit, which is deemed reasonable and allows for monthly production with an additional profit of RM 30. Customers have the option to customize the box according to their preferred color and design.

CONCLUSION

In conclusion, the Tale of Candyman Awareness Kit is an innovative and effective tool to educate children and parents about the dangers of child organ trafficking. It successfully achieved its objective to spread awareness through the Contemporary Global and Legal Issues exhibition, which included students of UiTM Dengkil and participants from various backgrounds. The kit provides information about the effects and factors of organ trafficking, allowing teachers to teach children and spread awareness.

The project's plans include expanding into a bigger platform by collaborating with more organizations such as SUHAKAM to further lower the rate of organ trafficking, especially among children. With its unique and educational approach, the Tale of Candyman Awareness Kit has the potential to create a positive impact and contribute towards preventing the exploitation of innocent children.

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