Share life, give blood

On the cover: stills from the “Share life, give blood”-videoclips.

Watch them on YouTube:

www.youtube.com/watch?v=UcJzT6XYepM
www.youtube.com/watch?v=Vak99MutsbA
www.youtube.com/watch?v=pidB3rxuWqUU

World Blood Donor Day
Blood connects us all 14 June 2016
Global Report

World Blood Donor Day 2016

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WBDD16 - GLOBAL REPORT
Your Majesty King Willem Alexander,
Mr Dirk Jan van den Berg and Mr Jeroen de Wit,
Board of Directors, Sanquin
Representatives of the International Federation of Blood Donor Organizations,
the International Society of Blood Transfusion and the International Federation of Red Cross and Red Crescent Societies, Dear Blood Donors, Distinguished invited guests, ladies and gentlemen,


It is a privilege and a pleasure to be invited to this very special occasion. World Blood Donor Day has been celebrated annually since 2004, with the aim of improving the safety and adequacy of national blood supplies by promoting a substantial increase in the number of safe, voluntary, unpaid donors who give blood regularly.

The Netherlands has a long and successful history of self-sufficiency in safe blood and blood products, based on 100% voluntary blood donations for its national blood supply. On behalf of the World Health Organization, I would like to congratulate the people and the Government of the Netherlands on this achievement.

This year, the theme of World Blood Donor Day is “Blood connects us all”. It reminds us that although we have many external differences, the same vital blood pumps through all our veins. Without it, none of us can live. The act of giving blood is therefore an expression of solidarity with our fellow humans. This year’s slogan, “Share life, give blood”, draws attention to the role that voluntary donation systems play in encouraging people to care for one another and promote community cohesion.

Voluntary blood donors come from all walks of life – even royalty! But they have one thing in common: they put others before themselves – people they don’t even know. Each time they donate blood, they commit an act of selfless heroism. People who choose to donate blood on a regular basis are the cornerstone of a sustainable blood supply – no-one should suffer or die simply because no blood is available, or it is unsafe.

A safe blood supply is an essential part of any health system, and is indispensable for achieving universal health coverage. However, many people in the world do not have access to safe blood. The demand for blood continues to grow faster than the supply, a fact that makes safe blood more precious than ever – and makes today’s message more urgent than ever too. So I encourage you all therefore not just to applaud and repeat this year’s slogan of “Share life, give blood”, but to act on it. I salute and congratulate all blood donors for sharing the precious gift of life. Together, you have saved millions of lives.

Thank you.
Today is World Blood Donor Day. Today we have 352 of the 370,000 Dutch donors present. Together they donate 720,000 times a year. A big thank you is in place. Employees of Sanquin are proud to be able to do their job. Thanks to donors: our Blood bank, Diagnostics, Plasma Products, Reagents and Research, all under one roof. The gift of donors saves lives. We feel it is an honour to bring that gift to patients. Therefore Sanquin’s motto is: together for patient and donor.

We will show you three fabulous clips that are meant to motivate people to become a donor. Patients and donors never actually meet, but imagine that you would run into each other, in the street, momentarily, you feel something is there, you feel that blood connects us to each other. Blood connects us all. That moment is beautifully captured in these clips. I hope they will affect the audience and encourage people all over the world to become a blood donor.

Your Majesty, ladies and gentlemen, today is also about voluntary, non-remunerated blood donation. The WHO, The International Red Cross and the International Red Crescent strive for the importance of voluntary, non-remunerated blood donation. This is a guarantee for a secure, a high quality and safe blood supply system. The WHO can show us that in the 62 countries where blood is collected on the basis of voluntary, non-remunerated donations, there is no shortage and the blood is safer. Blood donations are an important cornerstone in societies.

“Blood connects us all” cannot only be applied in the Netherlands, but in the entire world. The number of blood donations worldwide is 108 million. Half of these donations are done in the high income countries that count 18% of the world’s population. What you expect is true, the availability of blood in the countries with a middle and lower income, is much lower compared to our part of the world. The WHO uses the number of donations per one thousand inhabitants as indicator; in the Western world 36.8 and in the low-income countries 3.9. This is a nine fold difference! If this gets you thinking, I have a few more figures. In our modern company we separate your donation into different components. This way we can help as many patients as possible. In the Western world 90% of all donations is processed this way. In low-income countries 45% of all donations is separated into components. So the availability of blood is lower and the use is less efficient. Knowledge transfer, education and cooperation between Sanquin and our colleagues in middle- and low-income countries should get a boost. The availability of safe and sufficient blood for transfusions for every person who needs it, should perhaps be a human right. I hope we can motivate politicians and policy makers to support this.

In the comparison between high- and low-income countries one thing stands out in which the lower income countries have an edge: the percentage of young people (under 25) in the donor community is 47%, which is almost twice the number of the higher income countries, that score 27%. A challenge to our younger people to become a blood donor. I hope the clips you will see in a couple of minutes will encourage them subscribe.

Majesty, ladies and gentlemen. If in fact all good things come in threes, I have for you: 1) thank you donors all over the world all year long, 2) promote voluntary, non-remunerated blood donation and 3) help our colleagues in middle- and low-income countries to make their blood supply safe and sufficient.

Blood connects us all.

I wish you a great day.
Host country

The Netherlands

June 13th – Social Program

Before the official kick off of World Blood Donor Day on June 14th, guests from 11 different countries joined the Social Program. The day started with a reception and tour at Sanquin Headquarters in Amsterdam. The guests were welcomed by Jeroen de Wit DPharm, Vice-Chairman of the Executive Board of Sanquin, Prof. Wim de Kort MD, PhD, principal investigator of the Research Department Donor Studies at Sanquin and Marian van Kraaij MD PhD, Director Donor and Medical Affairs, Haematologist-Transfusion Medicine Specialist at Sanquin.

In the afternoon we visited the Rijksmuseum and saw, amongst all the unique art pieces, the famous Dutch painting by Rembrandt ‘The Night Watch’. After the visit to the museum there was some leisure time. Later that evening we met up to enjoy a wonderful dinner on a canal boat that took us around Amsterdam.

June 14th – Official kick off and celebration

The Netherlands were privileged to be selected as the host country for the 13th Global Event of World Blood Donor Day after the last event in The People’s Republic of China.

National Blood Transfusion Service Sanquin in collaboration with the Ministry of Health, WHO, ISBT and Dutch Blood Donor Association successfully organized the celebrations. The theme the World Health Organization chose this year is “Blood connects us all”. It focuses on thanking blood donors and highlights the dimensions of “sharing” and “connection” between blood donors and patients. In addition, WHO has adopted the slogan “Share life, give blood”, to draw attention to the roles that voluntary donation systems play in encouraging people to care for one another and promote community cohesion.

Highlights of the World Blood Donor Day opening in Amsterdam

To express our gratitude to donors we put together a special program in the Concertgebouw in Amsterdam on June 14th. Attending the official opening were 350 Dutch blood and plasma donors, representatives of international blood supply organizations and donor associations. We were very proud that his Royal Highness King Willem-Alexander was present to underline the importance of blood and plasma donors to health systems all over the world.

Ewald Lausberg wanted to thank donors because he was able to conquer his disease thanks to them. His story was very heart-warming and Ewald was able to touch the hearts of the audience.
Victor Mids is an illusionist and physician. He combines science and illusions in a unique way. He took the audience to a world where nothing is what it seems.

Remy van Kesteren composed the music in the WBDD campaign video clips. Remy is regarded a world-class harp talent and one of the most adventurous harpists of the moment. Remy also won the prestigious Dutch Music Award this year.

Tjibbe de Louwere (8 years) suffers from an autoimmune deficiency and uses medication that is made from blood plasma. Thanks to this medicine Tjibbe can live a normal life. He came on stage to thank all donors for their gift and he even made a painting for them as a symbol of his gratitude.

Professor Hans Zaaijer MD PhD is head of the Department Blood-borne Infections at Sanquin Research, professor of Blood-borne Infections at the University of Amsterdam and medical microbiologist at Clinical Virology of the Academic Medical Centre in Amsterdam. He gave a presentation on blood safety and how we prevent infections through blood donation.

At the end of the ceremony there was one last official moment: handing over the flag to the new World Blood Donor Day host of 2017. Mister Jos Peeters, chairman of the Dutch Donor Association, handed the flag to the Ambassador of Vietnam Mr Nguyễn Văn Đoàn.

Remy van Kesteren composed the music in the WBDD campaign video clips. Remy is regarded a world-class harp talent and one of the most adventurous harpists of the moment. Remy also won the prestigious Dutch Music Award this year.

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Since the establishment of the first World Blood Donor Day in 2004, Burkina Faso has always honored the event. The celebration of the 2016 edition was particularly glamorous. Indeed, after several years of celebrating the event at regional levels, the 2016 edition was celebrated with a great national ceremony. This ceremony took place on 18 June 2016 at the 'Place de la Nation' with the participation of blood donors from the four corners of the country and the presence of the Minister of Health, WHO’s Resident Representative and several other personalities.

Blood donors and officials from organizations involved in blood donation were honored by the authorities through the issuance of certificates and gadgets. CNTS staff were also honored for their day-to-day struggle to make blood available.

But the icing on the cake of the WBDD 2016 will undoubtedly remain the induction of four blood donors (3 men and 1 woman) to the rank of knight for their health merits. These donors, whose ages are between 50 and 64 years, totaled 84, 102, 108 and 150 donations. This ceremony was conducted as part of the implementation of the blood donor loyalty strategy.

It should be noted that before the main event in Ouagadougou, other socio-cultural activities were held in all the regional centers from 11 to 14 June. Hundreds of blood donors, social partners and journalists participated in the events at the blood collection facilities throughout the country. Let us also note that the theme “Blood connects us all” was perfectly highlighted through the honorary distinction of two personalities of foreign nationality (Cameroon and France) alongside the Burkinabe recipients. These personalities were honored in recognition of their actions in favor of strengthening the blood transfusion system in Burkina Faso.

Regarding the media, the celebration of the WBDD 2016 was covered through reports, press releases and broadcasting of the television documentary “Thank you for saving my life” produced by WHO in 2015.

From an organizational point of view, the activities were well managed. Thanks to the involvement of clubs 25, of several youth movements, of the CNTS staff and to technical and financial support from partners.

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Campaign of blood collection

On the occasion of the celebration of the World Blood Donor Day (WBDD) 2016, and under the Leadership of Dr Matshidiso R. Moeti, the World Health Organization Regional Director for Africa, the Health Systems and Services Cluster organized as usual, in collaboration with the Medical Services of the WHO Regional Office for Africa (WHO/AFRO), the Security Officer, AFRO Staff Association (ASA) and the National Blood Transfusion Centre (NBTC) of Brazzaville, Republic of Congo a campaign to collect blood for patients who need blood transfusion in the hospitals of Brazzaville.

The blood collection was held at the WHO/AFRO Office main building on Tuesday, 14 June 2016. Campaign materials such as banners and posters were developed and displayed in Brazzaville city before the blood collection campaign. The WHO staff from the Regional Office and people from outside actively participated in the blood donation at this occasion. The WHO Regional Director, Dr Matshidiso R. Moeti, accompanied by the Director of the Health Systems and Services Cluster, visited the blood collection site, thanked and encouraged voluntary blood donors to continue with the noble gesture of donating blood to save people's lives. During this campaign, 183 blood units were collected and made available to the NBTC of Brazzaville for improving the availability of blood. T-shirts and caps for the WBDD 2016 as well as WHO book note and pencils were provided to all those who donated blood as an incentive.

The WHO/AFRO wrote to thank all the WHO staff and outside people who donated the blood to save lives, as well as those who contributed to the organization and the success of this important event. The WHO/AFRO also advocated to all the people to regularly donate blood at the NBTC in order to improve the availability of blood in hospitals of the Brazzaville city and surrounding areas.

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Celebration of the World Blood Donor Day

The official celebration of the World Blood Donor Day (WBDD) 2016, with its theme “Blood connects us all”, was planned to be held on 16 June 2016, in the city of Bondoukou.

This ceremony, which was supposed to be organized under the actual presidency of the Minister of Health and of Public Hygiene, in the presence of the WHO Representative, the Ivory Coast Ambassador and the Mayor of Bondoukou, was eventually cancelled as a result of a competing assignment in the Minister’s agenda.

The program of the ceremony included a blood donation event, a presentation of US government’s support for the strengthening of transfusion safety, reading of the WBDD message by the Representative of WHO, a testimony of a patient saved by a blood transfusion, a speech of the Representative of blood donors, honorary distinctions, and finally a word from the Minister of Health for the occasion of the day. The day was to end with a cocktail.

The Minister requested the postponement of the ceremony to a later date which has not yet been specified.

However, at the National Center for Blood Transfusion, active donors marked the day of 14 June by giving their gifts of blood as usual.

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Accra and Kumasi

Ghana

2016 World Blood Donor Day Celebrations

For 2016 World Blood Donor Day a range of activities were organized:

• “What-Do-You Know” competition was organized in Accra on the nation’s television, GTV between donor groups

• Radio and TV interviews to create awareness about WBDD and thank voluntary donors for their life-saving gifts of blood

• “Thank You” text messages sent to a cross-section of voluntary donors to thank them

• Commemorative event to mark the WBDD in Accra
  – Presentation of citations to donor groups for their continuous partnership in saving lives
  – Chaired by Dr. Felicia Owusu-Antwi, representative from the World Health Organization (WHO) country office

Special Guest was the Honourable Minister of Health, Mr. Alexander Segbefia. Others present: Chairperson and members of the National Blood Committee; Brand Ambassador for voluntary blood donation, Miss Ghana 2015 and the Miss Ghana Foundation; President and members of the National Voluntary Blood Donors Association, Ghana (NABDAG)

• Blood donation exercise which had the Honourable Minister of Health donating blood for the first time

• Inauguration of Ashanti region chapter of Voluntary Blood Donor Association in Kumasi

• Float/procession of blood donors through the principal some streets of Kumasi

• Blood donation exercise with a radio station, Sika FM in Kumasi

• Thanks-giving service with International Central Gospel Church in Kumasi

• A get-together with blood donors, voluntary blood donor recruiters (gate keepers), representatives of Parent-Teacher Associations and other stakeholders in Kumasi

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1 A representative of a corporate organization receiving a citation on World Blood Donor Day 2016 for their continuous support to the Blood Service.

2 Blood donors on a procession through some streets of Kumasi to mark WBDD 2016.

3 The Minister of Health, Mr. Alexander Segbefia giving a speech at World Blood Donor Day 2016 commemorative event.

4 The Minister of Health, Mr. Alexander Segbefia giving blood on World Blood Donor Day 2016.
World Blood donor day Report for Liberia 2016

The Ministry of Health Liberia in collaboration with Paynesville Students Congress (PASCON), Academic Consortium Combating Ebola in Liberia (ACCEL) and the World Health Organization organized the World Blood Donor Day 2016 under the theme “Blood connects us all” and a slogan “Share life, give blood.” A range of activities were carried out over the month of June to raise awareness on Voluntary Non-Remunerated blood donation and increasing recruitment for blood donation. Some of the activities were:

- Media programs organized with nine local media houses to disseminate radio jingles and host talk shows on blood donation. The Regional Director for Africa Dr Matshidiso Moeti’s statement on World Blood Donor Day was published in the local press.

- Blood Donation SMS messages were developed and disseminated through one of the telephone companies in Liberia (Lonestar).

- The official launch of the blood donor day awareness campaign and blood drive was held at Calvary Temple, Paynesville city, Monrovia. A basketball tournament between three schools and involving 120 students was part of the launch during which information on blood safety was shared as well as recruitment of blood donors. The two winning teams were awarded trophies.

- A two days’ workshop for 61 health professionals, volunteers and partners was organized in Bong County to build consensus on National Blood Safety Program (NBSP) updated tools and ledgers; identification of strategies for sustained Voluntary Non-Remunerated blood donation and solicit commitment by partners and government.

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Blood connects us all

In 2015, Madagascar counted more than 33,000 blood donations from the 48 health centers that carry out blood transfusion in the country. More than 1 in 5 blood donations is a voluntary donation and almost 50% of the blood donations are recorded at the National Centre of Blood Transfusion, in the Capital. The Ministry of Public Health and its partners encourage blood donors, whether regular or not, to continue their gesture to save lives.

Like the other Member States of WHO, Madagascar officially celebrated World Blood Donor Day on 14 June 2016, in the capital. With the theme of the day “Blood connects us all”, the debate focused on the importance of blood donations, but also of the safety of the transfusion.

During his speech, the Director of the Cabinet at the Ministry of Public Health, Prof. Willy Randriamarotia, thanked the blood donors for their life-saving action. Indeed, the need for blood donation in the country is still not met.

For her part, the Representative of WHO in Madagascar, Prof. Charlotte Fatty Ndiaye, talked about the different health fields to which donors of blood contribute, such as health care of mothers, children and victims of trauma and accidents.

Many blood donors also participated in the celebration, giving their blood, giving life.

The agencies of the United Nations system in Madagascar, through the WHO’s solicitation, organized a blood donation celebration day on the 17th June 2016, in collaboration with the National Blood Transfusion Centre of the Ministry of Public Health. Regular blood donors, as well as new donors participated. To reinforce the involvement of its agencies, WHO provides for the establishment of a pool of Blood donors within the system of the United Nations.
Blood connects us all

Under the theme “Blood Connects Us All” South Sudan commemorated the World Blood Donor Day on 14 June 2016 to acknowledge the crucial role that voluntary blood donors play in saving lives. The event was kicked off on 13th June with TV and Radio talk shows in Juba. Challenges in the context of the country and achievements so far related to blood safety, voluntary blood donation and its impact were discussed in different fora.

On 14 June 2016, the WBDD celebration commenced at the National Blood Transfusion Services (NBTS) in Juba and was graced by the presence of Honorable Dr. Riek Gai Kok, Minister of Health, Republic of South Sudan; H.E. Mr. Masahiko Kiya, the Japanese Ambassador; Dr. Abdulmumin Usman, the World Health Organization Country Representative; Mr. Antonio Wani, the Acting Representative of the South Sudan Red Cross; Dr. Makur M. Kariom, the Undersecretary at the Ministry of Health and officials of the Ministry of Health, volunteers, members of the blood donation and recipient communities among others.

The activities to herald the day included marching, musical interlude, speeches, handover of the first batch of medical equipment, drama on blood donation and the climax of celebration at the NBTS. The campaign highlighted stories from people whose lives have been saved through blood donation and the dimension of ‘sharing’ and ‘connection’ between blood donors and patients, as a way of motivating regular blood donors to continue giving blood as well as to motivate people in good health who have never given blood, particularly young people, to begin doing so. Blood donors were recognized and honored with bronze, silver and gold badges with the message, Share life Give Blood.

In addition, appreciation certificates were presented to milestone institutions/organizations including WHO for mobilizing their staff to donate blood.

WHO with funding from the Government of Japan, has been providing support to expand and consolidate the blood safety programme so as to establish efficient and sustainable national blood transfusion services that can assure the quality, safety and adequacy of blood and blood products to meet the needs of deserving patients since 2014. A comprehensive situation analysis was done, standards, guidelines, blood policy and plan and provision of technical support to its implementation has been provided by WHO through the years. To improve access to the services, two blood banks have been established to cover the transfusion needs of hospitals in Juba and Wau.

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Blood donation drive for the UN staff in Uganda in commemoration of the World Blood Donor Day

14th June every year is World Blood Donor Day. It is meant to raise awareness on the need for safe blood and blood products and to thank voluntary blood donors who save millions of human lives globally through blood donations. The theme for this year’s World Blood Donor Day was “Blood connects us all”. It was meant to highlight the common bond that all people share in their blood.

The World Health Organization (WHO) country office in Uganda together with the Uganda Blood Transfusion Services organized a blood donation drive at the office premises in commemoration of the day. The blood donation drive targeted United Nations staff in Uganda, their families and the general public.

Launching the donation drive, Dr. Solomon Woldetsadik from WHO recognized the increase in the number of people who give blood voluntarily and regularly saying that “this is the only means of ensuring that safe blood is accessible to every patient who needs it.” He further highlighted the importance of safe blood saying “Safe blood donors are the cornerstone of a safe and adequate supply of blood.” Nearly 50% of inpatient deaths among children under-five are attributed to malaria which causes severe anaemia. Therefore, 50% of all blood collected in Uganda is used to treat these children. Haemorrhage contributes 34% to all maternal deaths in Uganda. Thirty percent (30%) of donated blood is used to save lives of pregnant women with complications of pregnancy and child birth, including haemorrhage and malaria-induced anaemia.

Despite impressive strides in blood donation, in the fiscal year 2011/2012, blood supply in Uganda, at just over 200,000 units, fell 10% short of official hospital demand, and 30% short of the World Health Organization (WHO) target for blood collection of units of blood equivalent to 1% of the total population if all transfusion needs are to be met that is approximately 350,000 units.

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Voluntary Blood Donation campaigns and bone marrow donor’s registration

Buenos Aires

Blood drives and voluntary blood donation campaigns have taken place in Universidad Argentina de la Empresa (UADE) since 2005 to date. During the campaigns, the National Bone Marrow Registry (an organization that operates within the Instituto Nacional Central Único Coordinador de Ablación e Implante – INCUCAI) incorporates voluntary donors into their database. Furthermore, in order to obtain voluntary blood donors and donors for the National Bone Marrow Registry, UADE gather together all the community: students, graduates, teachers, employees and the general public through various communication actions. The University also responds to concerns of potential donors through prior consultation channels like nursing and stands. On the one hand, the Hospitals and Centers mobilize technical resources to carry out the blood drives, and on the other hand the university offers its facilities, resources, snacks and assistance to both the healthcare professionals and the blood donors. It is important to highlight the permanent presence of university volunteer teams (formed by students who attend the campaigns).

Argentina

The 5th Voluntary Blood Donation and Bone Marrow Registry

Funes

Thanks to the non profit “Acciones Solidarias Funenses” the event has contributed significantly to the continued promotion of voluntary blood donation along with awareness of a more updated blood donation prototype. A team of physicians, technicians and volunteers got together once again to collect blood and to thank volunteer donors by providing a nice breakfast. In addition to this, representatives of INCUCAI (Central National Institute of Ablation and Implants) recorded potential bone marrow donors. It should be noted as well that since 2015 the donation activities undertaken by “Acciones Solidarias Funenses” have been declared of interest by the Funes town council.

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Donate blood, you can save lives and also be a superhero

With this strong message and the help of social media, three Bermudian students are trying to raise awareness on the need for blood donors in their country and the simplicity of donating.

As part of a school assignment and with the intention to develop a community service project, the three 9th grade students decided to promote blood donation.

As the students said: “At the end of the day, you are saving someone’s life and making a real difference to the community. Really, you are being a hero.” Furthermore, according to the girls’ comments, there has been a significant decrease in numbers of blood donors within the community. That could be explained by the fact that existing donors are aging or retiring and new emerging blood transmissible infections are making some of them ineligible. Apart from social media account, the girls are also being supported by videos, stickers, posters, and even a website “Blood for the People”.

Hopefully this great initiative will help not only to increase the blood supply in Bermuda, but also to strengthen community relationships.

More information

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The project “Partnership for Life” in the Blood Center of Capanema

The project started in September 2007 in the Blood Center of Capanema. It was an initiative of the Social Service of the Center to take the programs and projects already developed by HEMOPA Foundation to other cities of Caetés region. They visited 8 of the 16 municipalities – being the closest Capanema (Bonito, Manatee, Primavera, Tracuateua, Bragança, Nova Timboteua, Ourem and São João de Pirabas).

The project aims to request support from Municipal Ministries of Health and Education, to develop the program “Giving Agent” – with the Community Health Agents and the project “Blood Donor of the Future” in public schools, and support for uptake and transportation of candidates for blood donation to the Capanema Blood Center. If the Municipal Manager reports that they are unable to provide support for transportation of donors, we ask them to allow us to at least carry out the talks, which will be scheduled according to the availability of municipal services. If they are able to help also with the transportation, then we schedule the completion of the talks, according to the availability of municipal services and then return to the secretariats to continue the project.

From that first contact, seminars are held about the importance of blood donation for groups (students), for awareness and training of multipliers agents. In these talks/trainings, we can identify people with the profile of multipliers agents, which are asked if they wish to participate in the project and become a Multiplier agent in their region. These people are trained and receive information on blood donation and registration of bone marrow donors. We return to the Municipal Ministries, and inform them about those who have committed to be multiplier agents and prepare together a travel schedule for the Capanema Blood Center, preferably about 8–20 donors per month, or according to the availability of the multipliers agents and services. Number of Participants: Approximately 200 loyal blood donors and 10 multiplier agents.

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Celebration of World Blood Donor Day 2016

On 14th June 2016, in Santiago de Chile (capital), at the building of the Ministry of Health a mobile blood drive was organized and the national media was invited to cover the event.

The activity started at 8 am with a press conference, where the Ministra de Salud Ms. Carmen Castillo Taucher, the Subsecretaria de Redes Asistenciales Ms Gisela Alarcón Rojas and the Subsecretario de Salud Pública Mr. Jaime Burrows Oyarzún gave data on the gradual increase in blood donations in the country and the emphasis the ministry is placing on achieving 50% of altruistic donations by 2018. After the press conference on the World Health Day 2016 report, there was collection of blood which was initiated with blood donations by the Minister of Health and two of his undersecretaries. The mobile blood collection was carried out by staff of the Metropolitan Blood Center, belonging to the Metropolitan Suroriente Health Service from the Ministry of Health and ended at 18:00h with a final count of 52 altruistic donations.

In this activity also participated Dra. Paloma Cuchi, PAHO representative in Chile, who also gave information to the press.

In parallel with the event, throughout the country the various Blood Services held activities to commemorate this day.

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Blood drive to support the National Cancer Institute

On May 25th, in the facilities of the Ministry of Health and Social Protection of Colombia, a blood drive was held among all the staff that who work towards the health of all Colombians to support the National Cancer Institute. Nearly 327 Colombians will benefit from this initiative.

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World Blood Donor Day

On Wednesday, June 8, the Costa Rican Social Security Fund (CCSS) celebrated the World Blood Donor Day by organizing an official ceremony to honour around 20 volunteer blood donors who have been donating regularly for many years.

All honoured donors received medals and other small gifts as the recognition of their actions. Mrs. Hilda Vargas Hernandez, who has donated 106 times over 30 years, was honoured as an icon donor.

Dr. Lilian Reneau-Vernon, WHO/PAHO Representative, participated in the event as a member of the main panel. In her brief speech, she said that blood donation was safe and was an action of solidarity.

Parallel to the event, on the outskirts of the main building of the institution, donation stations were set up and operated for several days. Blood donation stations were set up also in other venues and fairs were held to promote blood donations among those who had not yet taken the step.

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Diana, Xavier and Vinicio from Ecuador share their stories of blood donation

Diana, from Ecuador, recognizes the importance of collaborating with her community, and therefore she donates blood every 4 months. “We shouldn’t wait until a family member or friend needs blood, but on the other hand we must regularly and voluntarily donate blood”.

Xavier, who has received blood transfusions, urges everyone to donate blood voluntarily to strengthen their community.

Vinicio, a repeat voluntary blood donor, considers that blood drives and blood donation awareness campaigns are important and is filled with satisfaction because of a sense of contributing to the common good and saving lives.

More information

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On June 9th a webinar for doctors where four topics as it relates to transfusion medicine was held in collaboration with the Georgetown Public Hospital Corporation. The event was hosted in the conference room of the Georgetown Public Hospital Corporation; speakers who were prominent specialist in Transfusion medicine were from Washington Dc, Pan American Health Organization/World Health Organization.

On June 10th there was an interactive fair that was hosted on the Lamaha parking lot obliquely opposite the National Transfusion Bank, this particular event sought to bring together the donors and the public at large to intermingle with the staff, asking various questions as it relates to blood donation, also there was a mobile blood collection site set up at the fair for those who wanted to donate, there were other collaborators such as the Guyana Red Cross Society, National Aids Programme Secretariat, and Banks DIH Limited, Police Steel Pan Orchestra. This event was done with the objective in mind to pursue, encourage and mitigate the fear of young potential donors so we can increase voluntary donation around the ages of 18–24 years.

On June 14th to conclude the week of activities there was a planned appreciation ceremony in the National Blood Transfusion Service compound where some of our donors and organizations varying from amounted donation categories were given plaques and certificates in admiration of their continued commitment and support toward voluntary unpaid blood donation and their gift of blood.

In conclusion, World Blood Donor Day is an event that is highly regarded as a very integral and dynamic occasion that is globally celebrated in various countries promoting and highlighting the importance of sharing life by donating blood; hence every donor is a ray of hope that produces a silver lining in that sick person's dark cloud and we must urge donors countrywide to donate freely and as often as possible.

Blood connects us all even at time when ethnic harmony and social cohesion faces enormous but surmountable challenges.

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The art of donating blood

The Centro Estatal de Transfusión Sanguínea / State Center for Blood Transfusion (CETS) in Veracruz, Mexico, has developed cultural campaigns where it has demonstrated the strong link between blood donation and the strengthening and connection with communities. The facilities of the CETS are transformed for 2 months into an art gallery where different local artists present their pieces on blood donation, and show they work to society as an alternative and innovative way to raise awareness of the importance of blood donations. To date, more than 200 people have witnessed works of art, and a varied number of artists have participated.

At the same time, the CETS has been working on preparing a new future generation of blood donors. Through a puppet show and a set of games they teach kids the importance of voluntary blood donation while they have fun. To date, more than 5,000 kids in the State of Veracruz have participated in these activities.

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Mega Blood drive and awareness campaign

The blood bank, from the Ministry of Health of Nicaragua, held on the second week of October 2015 a mega blood donation campaign at the National Autonomous University of Nicaragua. It collected 1,625 blood donations from voluntary donors. This successful initiative was supported by student associations, faculty and staff members, and the community movement (formed by eldery adults). Prior to the collection, the blood bank organized a training of trainers for promoters of voluntary blood donation.

Twenty-one students were trained. Also, persons – between the ages of 55 to 70 years old – who are volunteers and community leaders participated and were key support for the success of this massive campaign. The promoters organize blood drives and campaigns in their communities where they visit homes, use loudspeakers to communicate key messages, paste posters in grocery stores, churches and community centers, and then they gather a list of potential blood donors that might be available to donate on the day of the blood drive.

For the campaign, once the trainer for the promoters was held, different activities took place to enhance the participation of the donors.

Some of the activities are: banners are placed on the streets one week before; radio and TV spots; a media plan to publicize the activity; incentives (such as shirts, hats and keychains) are delivered to the blood donors; artistic groups (rhythmic gymnastics, dance groups, marimba and folk dance) are invited to a cultural event that takes place when the blood drive starts to draw the attention of donors; theater events about the importance of blood donation (including actors performing as patients receiving blood transfusions and voluntary blood donors) take place; and two days massive communication campaigns using loudspeakers to promote the campaign.

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Homage to blood donors

Training and awareness seminars with emphasis on voluntary blood donation were held in different universities, companies, factories, religious institutions, civil organizations, state institutions, foundations and shopping centres. Eighty-six talks were conducted which sensitized 613 people on voluntary blood donations. Through the 79 mobile collection sessions organized, 760 voluntary blood donors donated blood. An Inter-institutional Agreement has been signed with the Ministry of Education and Culture to introduce the curriculum on Voluntary Blood Donation programme. 50,000 copies of educational materials for children, adolescents and guides for educators were distributed. Celebration of the World Blood Donor Day at the national level was organized with the involvement of the network of blood component preparation centres, regional blood centres and units of transfusion medicine of the Ministry of Public Health and other health sectors, with broad media coverage of both the traditional mass media (newspaper, radio and television) and social media.

In addition, training sessions were organized to train 125 professionals (including technicians, nursing graduates, biochemists and physicians) on topics of appropriate use of blood and blood donor selections. 10 staff members from the PAHO / WHO Paraguay donated blood on the day. Office established a blood bank and contributed 10 donors to this day. It is the seventh time that the office has supported the day in this way.

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Appreciation and Sensitization

The theme “Blood connects us all” was timely and suited for our world today especially in the Caribbean where voluntary blood donations are scarce and the struggle continues to educate and recruit voluntary non-remunerated blood donors. This year, the Milton Cato Memorial Hospital Blood Bank (the only blood bank in the country) embarked on showing appreciation to our donors and using the stories of donors to sensitize the public about the need for us to help each other and become voluntary donors. We are truly grateful for all who took part and made this year’s activities a huge success.

The Blood Bank was decorated and donors were treated extra special on that day, even given red and whites sweets on departure. Staff members of the Laboratory (of which the blood bank is a part), wore red on World Blood Donor Day (WBDD). Phone calls were made to donors, especially our voluntary donors, wishing them “happy blood donor day” and thanking them for their special gifts. Television interviews with Medical Technologist and Blood Bank supervisor Ms. Kamarla Questelles and with the Nurse Phlebotomist Ms. Rachael Greaves were done and aired repeatedly on the local television station. These interviews thanked donors, gave a brief description of the donation process and the status of the blood bank as well as encouraging the public to become donors. Interviews were also done with some voluntary donors and one willing blood transfusion recipient and aired daily for a week on the national radio station as well as two other radio stations. The interviewees told their stories including how long they have been donors, the joys they get from knowing they are helping to save lives as well as answering questions that refuted many myths about blood donations. On WBDD, blood bank’s supervisor and Mr. Gregory Ferrari were hosted on the national radio station for a twenty minute interactive program to celebrate the day as well as answer questions from the public. Mr. Ferrari is our ‘champion donor’ and on that day he donated his 134th unit. A thank you message from the blood bank was also advertised on a billboard for the week. The St. Vincent Brewery Limited has been generously supplying the blood bank with refreshment drinks for numerous years and they were also appreciated with a lovely thank you card on that day. Activities to celebrate World Blood Donor Day 2016 were a huge success and we hope to see an increase in our pool of voluntary donors.

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1 MCMH Blood Bank’s thank you message being advertised on a billboard.
2 Mr. Gregory Ferrari making his 134th donation.
3 MCMH Lab staff decked out in red as we celebrate.
4 Ms. Veronique Walker is all smiles as she’s about to help save a life.
A periodic external blood collection site for Libi Makandra Lelydorp

Launching of a periodic external blood collection site for Libi Makandra Lelydorp from May 21st 2016 for Blood Donors and receivers in the south of the country. This, in the context of the expansion of the blood collection locations of the Stg. National Blood Bank and to support the optimization of blood supply in the interior (rural) in Suriname and in particular expanding the donor base and the broadening of opportunities to donate blood in several places in Suriname.

The launch took place prior to facilitating the first group of voluntary blood donors in the south of the country at Libi Makandra NV at the Senior residential and care complex on May 17, 2016 in Lelydorp with great interest from the press. An MoU was also signed and the event was held at our location at the Rode Kruislaan.

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Blood connects us all

The Ministry of Public Health of the Islamic Republic of Afghanistan together with the World Health Organization (WHO) celebrated World Blood Donor Day on 14 June 2016 to raise public awareness about the importance of voluntary blood donation, to highlight the need for safe blood and blood products and also to thank voluntary unpaid blood donors who are saving lives.

The celebration ceremony was held at the Central Blood Bank with the participation of General Director of Curative Medicine at the Ministry of Public Health Dr. Muhibullah Zeer, WHO Officer-in-Charge Dr. Hemant Shukla, senior Ministry officials, NGO partners, regular blood donors and the media.

In his speech Dr. Zeer praised the contributions of voluntary blood donors and encouraged more Afghans to donate blood regularly and voluntarily. Dr. Zeer also emphasized the benefits that blood donation brings to donors’ health by strengthening blood circulation and reducing the risk of heart disease. Delivering a speech on behalf of WHO Representative Dr. Richard Peeperkorn, Officer-in-Charge Dr. Hemant Shukla highlighted WHO’s long-term commitment to supporting blood donation in Afghanistan and reiterated WHO’s support to the Blood Bank and the Ministry of Public Health. He underlined that the World Blood Donor Day is an excellent opportunity to raise more awareness so that more people come forward to donate blood. “We need more blood donors to save Afghan lives. Donating blood takes only a few minutes and it is completely safe”, Dr. Shukla said.

WHO supports safe blood donation in Afghanistan through training health care providers on blood transfusion and blood bank management, supporting the blood transfusion service surveillance system and developing national guidelines and standards for blood transfusion.

After the speeches, the Director of the National Blood Bank Dr Enaytullah Hashimi presented to the audience the new blood bank equipment provided by WHO and WHO officially handed over the equipment and supplies to the Ministry of Public Health. The donated equipment and supplies will help blood banks to gather, test, store and preserve blood and operate effectively.

You can read an article on blood donation at the WHO ACO website here: http://www.emro.who.int/afg/afghanistan-news/blood-donation-ramadan.html

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Blood connects us all

The Egyptian National Blood Transfusion Services celebrated the World Blood Donor Day; 14th June, at the headquarters of the Arab League In the presence of the Secretary General of the Arab League, the DG of NBTS, the consultant of the Minister of Health, the WHO representative and a number of celebrities. The theme of this year’s World Blood Donor Day is “Blood connects us all”. The event was to honor and thank the voluntary blood donors and NGOs for their life-saving gifts of safe and sustainable blood supply and to raise awareness of the need for regular blood donations.

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Celebration of WBDD in Iran

World Blood Donor Day was celebrated all over Iran. In Tehran, a ceremony was held by Tehran Blood Transfusion Center with contribution of over 400 participants. In the celebration blood donors with more than 100 times and female and young blood donors were appreciated.

An international campaign and photo contest on “Blood Donation from World Blood Donor Day to National Blood Donation Day” was held by IBTO. The interested applicants were requested to capture any moment while donating blood during the mentioned period and upload it through our website. The received photo which was framed in this year IBTO poster had to be shared in social net-working sites by the applicants. The competition ended on the Iranian National Blood Donation Day that coincided with the 43rd anniversary of IBTO’s establishment. 45 photos with the most ‘like’ were awarded by IBTO. The campaign was very well received in Iran and motivated many people to donate.

In commemoration of WBDD, five animations have been made about blood donation in the series of artworks called “Dirin Dirin”. The series of “Dirin Dirin” are popular short animations in the genre of comedy addressing the social, economic and health challenges in a funny way.

Karaj Blood Transfusion Center in collaboration with the Institute for the Intellectual Development of Children and Young Adults launched a meeting in one of the Karaj’s parks (The capital of Alborz province) with the participation of 150 students. During the event, students participated in group activities such as drawing, kite and craft making with the theme of blood donation.

A motorcycle tour was held by one of the disabled motorcyclist to 23 provinces of Iran in order to promote this year slogan of WBDD.

A National mountain climbing was organized to the seven highest peaks of Iran with the partnership of Iranian Mountaineering Federation during the WBDD’s week.

IBTO in cooperation Iranian Wushu Federation held a national blood donation campaign among Wushu players on WBDD.

This year, the poster of WBDD was translated in five languages: Persian, English, French, Spanish and Arabic. The poster that was designed by one of the famous Iranian cartoonist and was inspired by one the famous poems of Saadi (The Iranian well-known poet who lived during 13th century).

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Blood connects us all

The Lebanese Red Cross celebrated World Blood Donor Day 2016 under the theme “Blood connects us all”. The celebration in Lebanon was held on the 5th of June from 10:00am to 8:00pm in Beirut Souks. The Blood Transfusion Services of the Lebanese Red Cross in collaboration with other departments, notably the Disaster Management unit, the youth department, nursing department and EMS, organized this event.

The event started with an opening ceremony at 11:00 am which was honored by the presence of prominent personalities – including representative of the Minister of Health, President of the Lebanese Red Cross, president of the syndicate of clinical pathologists, president of the Lebanese society of haematology and blood transfusion, members of the Lebanese committee of blood transfusion, representatives from Lebanese University and Ecole Superieure des Affaires, members of the executive and local committees, and members of the Partner National Societies and branches’ directors. The renowned singer and ambassador of the Red Cross, Yara, also participated in the festivities. Local television chains LBCI and New TV covered the event.

During the opening ceremony, the speakers emphasized on the Red Cross’s crucial role in the Lebanese society as well as the importance of blood donation and the necessity of establishing repetitive NRBD (Non Remunerated Blood Donation) as a culture among Lebanese citizens.

Certificates were then awarded to the most frequent donors, recognizing their dedication and commitment. A singer then fired up the audience and was followed by a parade, a magician and a stand-up comedian. In the late afternoon, a flash mob was performed in the heart of Beirut Souks illustrating the theme of the day “Blood connects us all”.

The event attracted crowds of people, many of whom volunteered to donate Blood. LRC volunteers received donors at the Reception area. They were then guided to the Medical Interview area and physical examination. A fun “Hero” photo booth and mascot entertained volunteers on their way to the Blood Collection area where 15 technicians took charge of the blood collection. Donors then rested in the Canteen area, where 2 emergency management/nursing department members made sure they recovered smoothly and had a snack. Overall, 26 technicians from various BTS branches, 164 volunteers from the disaster management unit, 85 from the youth department, 10 from the nursing department and 6 from the emergency management department collaborated side by side to make this event a successful one.

There were 240 prospective donors of whom 59 were deferred for medical reasons and 181 units were collected.

The event was a success and notably contributed to raise awareness about the importance of regular blood donations in the society.

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Since 2009, World Blood Donor Day is celebrated in Pakistan by the blood transfusion stakeholders across the country. A series of various activities are conducted in the month of June to acknowledge the sacrifice of the anonymous voluntary donors who donate blood regularly and save countless lives. The impact of these celebrations has resulted in increasing awareness about voluntary blood donations.

The Government officials’ participation in these events show the government commitment to achieve blood safety. The WBDD activities in Pakistan are receiving more and more coverage in the print and electronic media which is a reflection of the sustained and committed efforts of the Safe Blood Transfusion Programme.

Activities related to WBDD 2016 were organized over a 6-week period, including a cricket match, hiking tour, series of advocacy seminars at prestigious universities (International Islamic University; Federal Medical and Dental College; College of Medical Laboratory Technology) and major hospitals (Pakistan Institute of Medical Sciences; Ali Medical Centre), live interviews on Radio Pakistan and TV channels, as well as live theatre and musical show. A special feature of this year’s WBDD celebrations was the organization of various thematic competitions to mark the Day, including essay writing competitions and poster contests in which up to 29 academic institutions participated. These competitions were participated by a very large number of spirited youth who got an opportunity to express their talent and gain recognition and at the same time create awareness about the noble cause. These competitions had a broad outreach, with even students from all provinces joining in.

The main highlight of the celebrations conducted was the function at the Pakistan National Council of Arts with live performances by renowned TV artists. The event was graced by Honorable Minister of State, Dr. Tariq Fazal Choudhury. The Secretary appreciated the efforts of Prof. Zaheer, National Coordinator, SBTP, in promoting the blood safety initiatives at the national level and bringing a good name to the country. He especially lauded the participation of the young students leading the way to make Islamabad the first city in Pakistan to be 100% dependent on voluntary blood donors.

What was completely new this year was a networking approach, in which the Safe Blood Transfusion Programme linked up with hospitals, academia, colleges and civil society initiatives to maximize coverage and outreach. The existing Blood Donor Organizations (BDOs) in the Islamabad universities have established a BDO Network under the guidance of the Programme. The Programme will capitalize on the network created in future outreach work.

Let 2016’s World Blood Donor Day celebrations be a big step towards achieving the challenging target of 100% regular voluntary blood donations in Pakistan.

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A special message on the occasion of WBDD 2016 was released by the Pakistan Ambassador for Blood Safety, Ms. Sharmeen Obaid-Chinnoy, who is a renowned international film maker from Pakistan and has won two Oscar Awards.

The Programme also assisted the provincial partners in Mirpur (AJK), Bahawalpur (Punjab) and Abbottabad (KPK) to organize similar activities. The coordination with provinces has contributed to conceptual coherence and enhanced visibility to the benefit of blood safety in the country.

Let 2016’s World Blood Donor Day celebrations be a big step towards achieving the challenging target of 100% regular voluntary blood donations in Pakistan.
Blood connects us all

In Palestine on 01/06/2016 was the celebration of World Day of the donor under the slogan of “Blood connects us all.”

Under the patronage of the prime minister of the State of Palestine, Dr. Rami El-Hamdlellah and the Palestinian Ministry of Health, represented by Dr. Jawad al-Awad, the General Directorate of Ancillary / Support Medical Services celebrated the World Blood Donor Day under the slogan of “Blood connects us all.” This came in line with the guidance and recommendations of the World Health Organization to raise the percentage of voluntary blood donation in 2020 to reach 100%, and this is done through the deployment of a community culture of voluntary blood donation.

We aimed in the general directorate that the celebration covers all provinces of the country and at the same time, in the provinces of the north: The march began from Nablus under the auspices of the deputy governor of the province to half of the town where the masses of public gathered. In the central provinces: The march kicked off from in front of the Central Blood Bank under the auspices of the Minister of Health Dr Jawad Awad to the center of Ramallah city. In the provinces of the south: the march began from in front of El-Khalil city under the auspices of the governor till reaching El-Khalil governmental hospital. And that was in order to have the largest crowds, where by a number of legal, official figures and the general public and young people in particular, because our mission is “Towards a community culture of voluntary blood donation.”

As usual, we have presented a few words of thanks and gratitude and honored a number of voluntary donors because they gave their all repeatedly, where there was honored 35 voluntary donors in all cities, in order to encourage them on continuous voluntary blood donation and urge other young people to follow in their footsteps and become friends to blood banks scattered in all homeland cities.

The central event was in Ramallah, where both the prime minister Dr. Rami El-Hamdlellah and the Minister of Health Dr. Jawad Awad presented to the Central Blood Bank, and checked the blood bank divisions and praised the exerted efforts by the staff and the high quality used in the provision of a permanent strategic stockpile satisfying the Renewable needs for blood and its derivatives, due to repeated Israeli attacks and the need of the patients lying on the healing beds specially the patients with thalassemia and hemophilia and leukemia and other blood diseases.

Both the prime minister and a number of accompanying legal figures have donated units of blood, then he announced the launch of “a campaign of voluntary blood donation”, urging the Palestinian people and the young people in particular on constantly donating blood to supplement the blood banks in all provinces with a strategic stock of all the factions. Stressing that the blood donation process is a national humane and noble duty and gentleman, and for each one who finds in himself the ability to donate to go visit the blood banks scattered in all provinces of the country and donate a unit of blood to save the needy patients.

Along with us participated the musical march for National Security and a number of men from the security services; who are permanent friends with blood banks. The collaboration of the Christian and the Muslim religion was presented in the gathering of Father Bishop Atallah Hanna, and the Sheikh Mohammed Saeed Abu Salah, a number of legal and official figures, and a number of youth from the club of Friends of Blood Banks and the staff of the Central Blood Bank.

And we presented so many words of appreciation to thank the voluntary donors for their noble act towards their homeland and their fellow man. And the poet Tarik Hanoon amazed us with a poem written for that day titled “Save your brother”. And also attended the young creative Zeid Zidane improvisational stand up comedian, and that was the ending of the celebration.

Article media used:
1. The corporate sponsors provided the necessary publications for use in time of the celebration.
2. The collaboration with the owners of the electronic boards to display informative article on blood donation.
3. An agreement was held to display the popular “Ronaldo”-movie for voluntary donation.

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**Blood connects us all**

Saudi Society of blood transfusion Medicine celebrated in collaboration with the Saudi Friend’s charity of thalassemia and sickle cell anemia the World Blood Donor Day under the patronage of the manager of the King Abdul Aziz University his highness King Abdul-Rahman Alyoubi at King Fahd’s Research Center along with the participation of the Dean of the Faculty of Medicine at King Abdul Aziz University, Professor Dr. Mahmoud Shaheen, also Dr. Amr Habashi the vice dean of the Faculty of Medicine and director of the university hospital’s, participated in the celebration.

On that day, Her Excellency Dr. Salwa Ibrahim Hindawi, chief executive officer of Saudi Society of blood transfusion Medicine, thanked all attendees and the donors who are always satisfying the needs of the patients by consistently donating blood and also Dr. Salwa Ibrahim Hindawi explained the importance of blood donation on the individual and the society in all countries and consequently the importance of the rapid response for the needs for this service, and Dr. Ghazi Abdullah Damanhouri chairman of the Saudi society of blood transfusion Medicine has presented a speech illustrating the importance of blood donation for patients with thalassemia and sickle cell anemia who are one of the most members of the community in need for blood of the donors, which is the fuel for their lives, also his Excellency Dr. Mahmoud Shaheen thanked both the donors and the organizations for their interest in the matter of blood donation.

And also one of the thalassemia patients stepped up to thank all those who donate their blood on the behalf of his fellow patients along with talking about his suffering experience with the disease.

In the end, the Dean of the Faculty of Medicine Dr. Mahmoud Shaheen, her excellency Dr. Salwa Ibrahim Hindawi and His excellency Dr. Ghazi Abdullah Damanhouri honored the permanent donors and has provided them with some souvenirs of appreciation.

**More information**

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Blood connects us all

Sharjah Blood Transfusion & Research Center is the main blood donation centre in ministry of Health in UAE. The Planning to celebrate WBDD started many months before the event.

The official celebration started two weeks before the WBDD (due to the holy month of Ramadhan) where the blood bank centre was decorated on the occasion and cake was presented to the donors.

The official opening ceremony for the celebration took place at Intercontinental hotel – festival city Dubai

The celebration for the event includes the following activities:

1. Wall mounted posters carrying the name of the event and the theme of this year in both languages (Arabic & English). The posters with some information about the event had been distributed two weeks prior to the event to most of the health sector (governmental and private), colleges, universities, different ministries.

2. Gifts had been prepared for blood donors.

3. 10,000 text messages had been sent to regular blood donors on their mobile phones thanking them for being regular non remunerated blood donors and inviting them to attend the official ceremony.

4. 10,000 text messages had been sent to public on mobile phones as part of awareness program about the event and in both languages (Arabic & English).

5. Under the patronage of H.E. Abdul Rahman bin Mohammed Al Owais, Minister of Health and Prevention, the Health Centers and Clinics sector – Sharjah Blood Transfusion & Research Center launched the “Motivational Text Messages for Blood Donors” initiative to highlight the importance of blood donation in saving lives, raising morale, bringing happiness and pride, and developing sense of national responsibility and humanity.

6. Sharjah BTRC supported all Ministry of Health hospitals to celebrate this event by sending them gifts, posters and staff to coorganize with them WBDD. Most hospitals appreciated their regular donors and honored them.

7. The organization of several blood donation campaigns was so successful.

8. The evening official ceremony at Intercontinental hotel – festival city Dubai has been organized by Sharjah BTRC. Under the patronage of HE. Minister of Health Mr. Abdul Rahman Al Owais and attendance of HE. Dr. Hussein Abdel-Rahman Al Rand, Assistant Undersecretary of the Ministry's Health & Prevention Assistant Sector – Health Centers and Clinics, Chairman of Supreme National Blood transfusion Committee. The ceremony has included the following activities:

- Speech given by HE. Dr. Hussein Abdel-Rahman Al Rand appreciating the effort of Sharjah Blood Transfusion & Research Centre in Ministry of Health and prevention in affording safe blood to needy patients by implementing international guidelines and latest technologies to support the safety of blood transfusion. HE. has forwarded appreciation message to generous blood donors on behalf of HE. Minister of Health. Also he thanked and appreciated Blood Transfusion Services supporters from governmental and private sectors whom continuously arranging blood donation campaigns and participate actively in our events.
- The celebration program included honoring as many as 32 blood donors, 15 staff from ShjBTRC and hospital based blood bank and 6 stakeholders companies and 10 blood campaign organizers and supporters
- A big cake was prepared during the dinner buffet carrying WHO logo for WBDD.
- Heavy Media coverage for all the event.

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Czech Republic

Donate blood with the Czech Radio

WHO Country Office in the Czech Republic gives traditionally auspices and collaborates with Czech Radio on the campaign “Donate blood with the Czech Radio”. The campaign ran from 1 June to 20 June 2016. This year campaign aimed mainly at reaching out to young people before their first donation and inviting them to donate. The project is widely promoted by Czech celebrities on the radio station as well as via social networks and the internet. The campaign included several promotion events such as a concert on Old Town Square for donors, interviews with experts, high school representatives etc. More information in Czech are on the campaign website: http://www.rozhlas.cz/informace/darujkrev/

In addition to this project, transfusion services and transfusion departments of hospitals in the Czech Republic celebrated World Blood Donor Day through several promotional events organized around the country.

More information

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Promotion by Czech celebrities.

1  Ms. Kratochvílová at the transfusion centre in Prague.
2  Ms. Švadlenková.
3  Mr. Vaňura.
Marking of WBDD 2016 in Kosovo

National Blood Transfusion Center of Kosovo (NBTCK) celebrated WBDD 2016 with many events as in the past years. The theme of 2016 campaign was adopted from 2016 WBDD, “Blood connects us all” along with other promotional materials. Along with marking the WBDD, National Blood Transfusion Center, of Kosovo, organized the Blood Donation Week as a continuation of WBDD from June 13 to June 17, 2016.

• We started with voluntary blood donation in Prizren in Square Shadervan on the first day of celebration of WBDD.

• The main event took place on June 14 with voluntary blood donation in Camp Bondsteel in Ferizaj. This event was organized by the task Force Med KFOR and NBTCK, in honor of the 241th birthday of the US Army and in honor of World Blood Donor Day, with the theme “To give blood and save a life... Be one of the 300”. Many soldiers, Rotarians from Rotary Club Ferizaj and Rotary Clubs of Kosovo and other gather from all over Kosovo to participate in Camp Bondsteel’s Blood Drive, including and Minister of Health and director of NBTCK.

• National Blood Transfusion Center with its seven regional transfusion centers was entirely mobilized for the occasion of the blood donation week. On June 2016 a mobile Transfusion Unit was established at the main square of capital city of Pristina.

• While Eulex staff in Fushe Kosove donated blood on June 15 in honor of World Blood Donor Day.

Mass media like national and local TV, newspapers and radios stations were invited to join the campaign by covering main events organized by National Blood Transfusion Center of Kosovo. Interviews given by Transfusion Specialists from Transfusion Center were broadcasted and published during the day of event and upcoming days. Posters prepared by National Transfusion Center were already distributed in every city. In our posters distributed in the main cities, we also included the date and time when our mobile units will be available in every main city. We still try to achieve 100% voluntary blood donation which is main objective for NBTCK.

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Warszawa, Katowice, Łódź and other places across the country

Donor sessions, happenings

Public blood service in Poland consists of 21 Regional Blood Centres, Military Blood Centre and Blood Centre under Ministry of Internal Affairs. All of them were involved in the celebration of WBDD. Numerous blood donor sessions were carried out across the country on 14 June or within few days' range of that date. Each donor who donated blood, regardless of the place (during the session, in the Centre itself or in its peripheral premise), received a small gift.

What is more, many Centres were open to public – donors could visit all of the areas, including those with restricted access (laboratories, preparation rooms etc.). Several Centres organized happenings promoting the idea of voluntary and non-remunerated donation, i.e. RBC in Katowice operated a vintage tram with motto “Blood binds us together”, on the Old Town Square of Łódź donors in red T-shirts formed a blood drop, etc.

On 11 June Ministry of Health, with collaboration of National Blood Centre, organized an event “Route of the red thread – inauguration in Warsaw”, which will be continued in bigger cities and in locations which people can choose in a vote. It is a part of campaign promoting voluntary and unpaid blood donations and its launch date has been chosen to coincide with WBDD. During its course Minister of Health officially decorated the donors of the biggest merit, numerous concerts took place, people could donate their blood in the buses. The event also featured some attractions for children. All participants received small gifts.

“Route of the red thread” event in Warsaw.

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WBDD16 – GLOBAL REPORT
Observation of World Blood Donor Day 2016

Bangladesh observed World Blood Donor Day 2016 with a special programme organized by WHO Bangladesh in collaboration with the Directorate General of Health Services (DGHS), National Safe Blood Transfusion Programme, Blood Transfusion Society of Bangladesh, Sandhani, Red Crescent and Quantum. The programme was designed to reflect this year’s theme, ‘Blood connects us all’, focusing on thanking blood donors and highlighting the dimension of “sharing” and “connection” between blood donors and patients.

The events of the day began with a colourful rally assembling at the ‘Battula’ point of Bangabandhu Medical University by dignitaries and faculty members. Members of Sandhani, Red Crescent, and Quantum, blood transfusion experts and medical technologists from Dhaka Medical College, Shahid Sohorawardy Medical College and the doctors, nursing staff took part in the rally. All rally participants wore specially designed T-shirts and caps and carried the World Blood Donor day 2016 banner, featuring this year’s theme message. Later a seminar was held where the speakers from various organizations highlighted the importance of the day and put emphasis on the importance of public awareness of voluntary blood donation.

A key note, prepared by Dr Murad Sultan, WHO Bangladesh, was presented at the beginning of the seminar, highlighting the current status of voluntary blood donation in Bangladesh. After the key note presentation, a girl suffering from Thalassemia gave a short speech and acknowledged the blood donors for giving blood to Thalassemia patients. Later crests were distributed by the chief guest and special guests to the blood donors who donated blood in the highest numbers. Similar programmes were organized across the country including blood donation campaigns.

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Observation of World Blood Donor Day 2016

In DPR Korea the World Blood Donor Day has been celebrated every year since its designation as an important event to make useful opportunity to raise the public awareness of the need for safe blood and blood products and to thank voluntary unpaid blood donors for their life-saving gifts of blood. The event has been served as a great momentum to promote further donor recruitment by giving better understanding of the importance of safe blood and to ensure sufficient and adequate supply of blood that is essential for health care services.

This year the central level event of World Blood Donor Day was organized by Ministry of Public Health in cooperation with WHO Country Office DPRK and International Federation of Red Cross and Red Crescent Society in Pyongyang on 14 June 2015.

The central level event in Pyongyang took place in the National Blood Center with participation of senior officials of the Ministry of Public Health, Ministry of Education, Publication and Newscast, the International agencies including WHO, UNFPA, IFRC, Korean Red Cross Society and many of diplomatic missions. A lot of exemplary blood donors and potential donors from all sectors of life attended the event. The exemplary photos and IEC materials on blood safety and blood donation were displayed at the venue.

Commemorative speeches were made by senior official of MoPH wherein he highlighted the theme of the world blood donor day ‘Blood connects us all’ and a need to increase availability of, and access to, safe and quality blood products to the people. Speeches were also made by country heads of WHO and IFRC. A special musical performance for donor recruitment and blood donation was carried out in the event. The similar activities have been done in provincial levels and other health facilities on the occasion of WBDD 2016.

The central level event in Pyongyang and related activities were well covered by mass media with reports on TV and newspapers. This is expected to have encouraged society at large toward voluntary blood donation.

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Give blood, Share Life – blood camp day

With Maldivian Blood Services and ALIA Investments Pvt Ltd.

“World Blood Donor Day 2016” celebration was started from 14th June with media event raising awareness and educational programmes about voluntary blood donation. Since the donor day fell in Ramadan, the main event was held on 23rd July 2016 (Saturday) at National Art Gallery from 9am till 10pm.

The programme was organized by ALIA Investment Pvt Ltd and Maldivian Blood Services (MBS). Event was inaugurated by Minister of Health, Mr. Abdullah Nazim Ibrahim, State and Deputy Ministers from Ministry of Health and WHO country representative to Maldives, Dr. Aruvind Mathur with all staff of ALIA Investment and Maldivian Blood Services, and invitees from government authorities and private sector participated in the event. The most important agenda item was to deliver award to regular voluntary, unpaid blood donors who donated blood for the past 5 years to save life of Thalassemia patients at MBS. As this year’s World Blood Donor Day is “Blood connects us all”. It focuses on increasing voluntary donation and encouraging people to go for voluntary donation. More than 175 donors were screened for blood donation and 150 (among these 90% were from ALIA Investment staff) were bled and sent to blood bank for storage. The event was promoted through social media and local channels. As a result voluntary donors came through different organizations and exceeded our target for the day.

The event was covered by local TV channels and interview was given regarding the event and on-going presentation was disseminated throughout the event.

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World Blood Donor Day 2016 Report

The World Blood Donor Day 2016 event was celebrated on 13th & 14th June in Eastern Nepal in view of decentralizing the celebration activities throughout the country. A total of around 100 people participated in the program. Copies of the rallies are attached in annex. The following organization were involved in World Blood Donor Day 2016 celebration:

- Donors, Donor organization
- Nepal Red Cross Society District chapter stakeholders
- Focal dignity of Central Blood transfusion Service Centre.
- Concerned Personnel of government of Nepal on the Local Area.
- Clinician & health Care Staff.
- Students.
- Local Publics.

A month prior to the event National Bureau of Blood Transfusion service printed poster with this year World Blood Donor Day theme in Nepali with a Thalassemia Major Child photograph in a background. Also developed the book markers with the different quotation related to blood donations & was distributed all over the country.

The event was celebrated by organizing various activities including:

- Communication with media
- Donor motivation / interaction program
- Mass rallies that focus on encouraging & increasing Voluntary Non-remunerated Blood Donors in order to meet the target of 100% Voluntary Non-remunerated Blood Donor by 2020, highlighting the theme “Blood connects us all” & promoting the need of sharing life by donating blood.

- Orientation workshop on Rational Clinical use of Blood/Blood Product to orient clinicians & nursing staff.
- Quiz competition regarding Blood Transfusion service, clinical use of Blood & Blood Products, Red Cross, & World Blood Donor Day.

WBDD16 – GLOBAL REPORT
Share life, give blood

On the occasion to celebrate World Blood Donor Day 2016 under the slogan “Share life, give blood” held on 12 June 2016 from 08.00 a.m. – 16.00 p.m. at National Blood Centre, The Thai Red Cross Society. Chairmen of World Blood Donor Day comprised of Secretary of Thai Red Cross Society, Permanent Secretary of the Ministry of Public Health, Representatives of WHO and IFRC. Total participants of this event were about 200 people consisting of the Management Committee of the Thai Red Cross Society and stars from all entertainment group.

For Blood donation, we received 2,788 units of which 2,589 units are from regular blood donors and 199 units from new blood donors. There were 68 persons who wanted to donate eye, 65 persons who wanted to donate organ. There were 75 persons who wanted to donate stem cell. T-shirts “Share life, give blood – World Blood Donor day 2016” were given to blood donors on World Blood Donor Day.

In that day, They are a lot of activities for blood donors. For example, the Show from actors and actresses, Enjoy the photo booth and share on facebook or instagram. The game activities in order to win prizes. They were able to see the exhibition show for thank you blood donor from the patients. Food Fair sponsored by government and private sectors is one of the activities to thank you blood donors and their families.

There were more than 5,000 people participating in the World Blood Donor Day. Also 10 Regional Blood Centers and 1 Blood Service Unit, 32 Provincial Red Cross Chapters and 90 Hospitals join WBDD 2016 thought out the country.

Public Relations and Promotions included:
• Banner
• T-shirt with World Blood Donor 2016 logo
• Various channels of mass media
• Website like: www.blooddonationthai.com, www.redcross.or.th and other websites
• Social Media: Facebook, Instagram

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2016 World Blood Donor Day Celebration in China

Various events were held to celebrate the World Blood Donor Day throughout the whole country of China.

Hefei

A ceremony was held in the culture center of Anhui University on the morning of June 13th. About 400 persons from various classes attended and organized 6 square matrixes. This event is co-hosted by National Health and Family Planning Commission, Red Cross Society of China and Department of health of the Central Military Commission, which reflects the attention from national government. The vice-governor of Anhui Province, Xie Guangxiang, was present and addressed a speech.

Beijing

On June 11th, the event named “Blood connects us all” was held in Liang-ma-he Building, Beijing. Around 700 persons from government leaders, blood center staff, blood donors as well as media staff, attend this event. In the event site, 131 persons gave blood donation, totally 235 units.

Shanghai

On June 14th, Shanghai Blood Centre held the opening ceremony for the exhibition in the Oriental Pearl TV Tower, which is the landmark of Shanghai, to show the achievements of the 30th anniversary of launching voluntary unpaid blood donation. Meanwhile, Shanghai Blood Centre also released new blood-donation bus with the theme of Xuebao Family on that day, and prepared various activities for the donors.

Guangzhou

On the morning of June 14th, a celebration event was held in Guangzhou Blood Center. Blood donation photo contest awarding ceremony was conducted. There were also overseas donors from Jordan and Indian, visiting Guangzhou Blood Center. In the afternoon, a publicity event to enhance blood donation was held in Guangzhou University.

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World Blood Donor Day
Celebration 2016

In Fiji, the WBDD 2016 main celebration was held in the Central Division in Nasinu which is a suburb area outside of the Capital city, Suva. Nasinu as one of the area identified has a population of 87,446, according to the 2007 census, and 1.9% of that population have been blood donors from this area in 2015.

The main objectives of WBDD 2016 celebration in Fiji were to:

- Conduct massive awareness program in the Nasinu Area relating to the WBDD 2016 theme of “Blood connects us All”.
- Honour and reward blood drive organizers and their various institution and organization for their support in the blood program for 2015.

There were other ranges of activities conducted in the three divisions in Fiji, in which they had organized their own mini WBDD celebration and activities as follows:

- Friday 27th May – Committee meeting. This is to finalize all activities for the WBDD.
- Tuesday 14th June – Division mini WBDD celebration. Secondary School Oratory contest for schools in each division.
- Thursday 16th June – Last Committee meeting and preparation for the National WBDD Celebration at the Nasinu, Rishikul High School.
- Friday 17th June – Arrival of guests and winners from the Western and Northern Division. These are category winners from the two division, blood service staff and the best orator from the two division accompanied by a school teacher.
- Saturday 18th June – National WBDD Celebration at Rishikul High School in Nasinu.
- Sunday 19th June – WBDD Church Service at the Dudley Methodist Church, Toorak, Suva.

The Chief Guest for the WBDD 2016 event was the Permanent Secretary for Health and Medical Services, Dr Mecuisela Tuicakau. He was accompanied by the Director of Pacific Technical Support/WHO Representative in the South Pacific, Dr Liu Yunguo and the Counsellor from the Embassy of Japan in Fiji.

WHO had assisted Fiji in purchasing and supplying the WBDD campaign materials such as T-shirts, banners and posters.

Furthermore, WHO office Suva, had also celebrated WBDD on 14th June 2016. EMT division organizes some events where they played a short WBDD video followed up by quiz session and sharing of a ‘healthy snacks’. Prizes were given to quiz winners while staffs enjoyed the event and also recognised the importance of blood donation. Staffs were also provided with WBDD t-shirts, ball pen, magnets and buttons.

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Blood saves lives,
thank you blood donors

This year, New Zealand Blood Service (NZBS) was invited to partake in the global Missing Type campaign in August 2016, therefore, it was decided World Blood Donor Day 2016 (WBDD16) would be treated as a relationship building opportunity to strengthen key relationships with media and influencers, and as a retention campaign for donors.

NZBS focused on a donor-focused key message of blood saves lives, thank you blood donors’. This gave NZBS an opportunity to give back to current donors and to celebrate these generous individuals through giving survivors the opportunity to say ‘thanks’. Link to WBDD16 videos: http://www.nzblood.co.nz/give-blood/thankyou/

NZBS also used WBDD16 to launch the new Donor app for iPhone & Android, putting the power to save lives in the palm of users’ hands. To support both the launch and WBDD16, it was decided that these campaigns would run alongside one-another, allowing NZBS to explore multiple avenues with media when pitching. The PR campaign activity included identifying and leveraging a range of local and national media story opportunities, and to include the ‘thank you’ videos, release of the new app and case studies where possible.

NZBS had set an app download target total of 10,000 within the first three months. PR was the main form of communication used during the initial launch of the app (from 7th–19th June). On WBDD16, the app was downloaded 4,497 times, and a total of 10,889 times for the PR promotional period (7th–19th June). This target was achieved within the first 12 days of launch, largely attributable to the supporting PR campaign.

As a team, we achieved a total of 72 media clips across print, radio, television and online, an increase of 40% from WBDD15.

WBDD16 was highly successful in generating media and public awareness surrounding the importance of blood donation and encouraged thousands to engage with NZBS.

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World Blood Donor Day 2016

Through the leadership of the Department of Health (DOH) – National Voluntary Blood Services Program (NVBSP), the Philippines joined the global celebration of the World Blood Donor Day (WBDD). In the morning of June 14, an Advocacy Walk for voluntary blood donation was held around the Quezon City Memorial Circle. This activity was hosted by the Dr. Jose Reyes Memorial Medical Center in collaboration with the Quezon City Health Department. Over a thousand advocates coming from various DOH agencies and hospitals participated. With the theme “Blood connects us all – Share life, give blood”, the activity focused on thanking the blood donors from different sectors as well as agencies that continuously support the crusade towards 100% voluntary blood donation. The WHO representative in the Philippines Dr. Gundo Weiler and officials from the Philippine Blood Coordinating Council and the Philippine National Red Cross were in attendance to give messages of support. DOH hospitals from the National Capital Region participated in the cheer-dance competition. The programme ended with a pledge of commitment towards 100% voluntary blood donation in the country.

In the afternoon of June 14, the WBDD Conference was held at the Sulo Riviera Hotel in Quezon City. This was part of a four-day National Consultative Meeting of the DOH-NVBSP. In attendance were the blood program coordinators from all regions, blood bank heads and representatives of major partner agencies. Topics related to blood safety and voluntary non-remunerated blood donation in the Philippines were discussed in the forum.

A separate brown bag session for UN agencies and donation drive were organized at the RCBC Plaza in Makati City through the partnership of WHO, Philippine Blood Center and the Office of the UN Resident Coordinator. A lecture on the frequently asked questions about blood donation was given by Dr. Jennifer Maureen Atun of the Philippine Blood Center. Rh Negative Philippines, a network of blood donors and donees helping to provide blood to Rh negative patients, was also introduced in the activity.

As a pre-event celebration to the WBDD, the DOH-Philippine Blood Center staged a blood donation drive at the Fisher Mall in Quezon City on 11 June. A total of 465 blood units were collected from voluntary donors from various partner agencies such as the Philippine Navy, Philippine National Police, Philippine Air Force and Philippine Coast Guard, among others. A program was held where testimonies were shared by blood recipients (Balikatang Thalassemia Foundation) and regular blood donors (Rh Negative Philippines and Donate Philippines). This activity was covered by media partners.

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WBDD 2016 Global Report

March 2017

WBDD 2016 Global Event Organizing Committee

Partners

- World Health Organization
- International Society of Blood Transfusion
- IFBDO/FIODS – International Federation of Blood Donor Organizations
- International Federation of Red Cross Red Crescent Societies
- Donorvereniging Nederland

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Fiji: WHO, Suva
Ghana: National Blood Service, Ghana; Transfusion Medicine Unit, Komfo Anokye Teaching Hospital
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Philippines: K. Lazo; R. Salenga
Poland: National Blood Centre

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