World Blood Donor Day

"Every blood donor is a hero" 14 JUNE 2012

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Give blood

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Seoul hosts World Blood Donor Day 2012

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Speech

- Mr. Rim Chemin, Minister of Health and Welfare, the Republic of Korea

My name is Rim Chemin, and I am Minister of Health and Welfare of the Republic of Korea.

Today is World Blood Donor Day which is dedicated to thanking voluntary unpaid blood donors and remembering the preciousness of donating blood.

Before I begin, I would like to recognize honorable guests who are here today to celebrate World Blood Donor Day 2012. Dr. Shin Young-soo, WHO’s Regional Director for the Western Pacific Region, President Gianfranco Massaro of the International Federation of Blood Donor Organization, Mr. Martin Faller, Head of delegation of the International Federation of Red Cross and Red Crescent Societies, Dr. Diana Teo of the International Society of Blood Transfusion. I thank you all for joining us today.

Also, I would like to express my appreciation to Dr. Alain Beauplet, Director of International Affairs at French National Blood Service (Établissement Français du Sang), which will host the global event for World Blood Donor Day in 2013. My deep appreciation also goes to President Yu Jung-keun of the Korean Red Cross and all the staff members who put a great deal of effort in preparing this global event for World Blood Donor Day this year.

As you all know very well, this year marks the 9th World Blood Donor Day which has celebrated blood donors all around the world. Especially this year, it is all the more meaningful because the global event for World Blood Donor Day is held in Seoul, Korea for the first time in East Asia. The slogan of this year’s WBDD is “Every Blood Donor is a hero.” Normally, you are an ordinary student, office worker, soldier, or housewife, but the moment you donate your blood, you become a hero who saves somebody’s life.

I would like to extend my deep appreciation to the genuine heroes of our time who unconditionally share their lives in order to save lives of patients who are fighting against their illnesses.

Since the Blood Management Act was put into force in 1970, the national blood service in Korea has developed significantly. In 1974, the Year of the Blood Donation designated by the League of Red Cross Societies, the Korean Red Cross launched the voluntary blood donation movement, which resulted in achieving the 100% voluntary unpaid blood donation in 1983. The number of donors which was only 480,000 in 1981 increased by more than five times to 2.6 million today.

The Korean government has also supported the development of national blood service by establishing blood service department under the Ministry of Health and Welfare and the Korea Centers for Disease Control and Prevention. At the same time, the Korean government provided support for building blood donation centers where blood donors can give blood in a comfortable and pleasant environment, and for introducing test equipment for safe management of blood. All of these were possible thanks to our heroes who freely gave their blood, and thanks to the attention and support from members of blood service, academia, civic groups and the Korean public. Closer partnership with relevant associations, civic organizations, and international organizations is necessary in order to promote blood donation through safe blood management and improved service for blood donors. In this regard, today’s event will provide a precious opportunity for Korea.

Honorable Guests, Ladies and Gentlemen,

No matter how further science advances, blood, which is part of human body, cannot be artificially created. That’s why blood donations is more precious than anything else in the world, and the donated blood saves millions of lives every year. However, in many countries around the world, lives are threatened by lack of blood and not receiving a proper treatment. About 60 countries around the world meet their blood demand through 100% voluntary unpaid blood donation, but about 40 countries still rely on family members or paid donors.

In order to improve such conditions, the international organizations that joined us today had designated World Blood Donor Day to raise global awareness on voluntary unpaid blood donation.

I hope that WBDD gives us a chance to pay more attention to voluntary unpaid blood donation and thank blood donors.

Lastly, I would like to express my congratulations and appreciation to those who received awards for impressive blood donation activities, and to related organizations and institutes that have been taking the lead in blood donation. I wish you and your family happiness and health. Thank you.
Honorable Minister Rim Chemin, Distinguished guests, Ladies and Gentlemen,

Today, we gathered here to celebrate the 9th World Blood Donor Day. June 14th is the birthday of Dr. Karl Landsteiner who discovered human blood groups. On this day, we are here to remember the dedication and hard work of blood donors all around the world.

I would like to extend my welcome and appreciation to Dr. Shin Young-soo, WHO’s Regional Director for the Western Pacific Region, Mr. Martin Faller, Head of delegation of the International Federation of Red Cross and Red Crescent Societies, President Gianfranco Massaro of the International Federation of Blood Donor Organization, Dr. Diana Teo of the International Society of Blood Transfusion, Dr. Alain Beauplet, Director of French National Blood Service (Établissement Français du Sang), who came all the way here to take part in this meaningful celebration.

And it is all the more meaningful that Mr. Jean Richard from Haiti’s Ministry of Public Health, and other guests from the overseas are also here with us.

I am pleased today, because this year’s global event for World Blood Donor Day, hosted by Ministry of Health and Welfare of Korea and the Korean Red Cross, is held in Seoul, Korea for the first time in East Asia.

From October 2011, the Korean Red Cross organized an advisory committee consisting of the Korean government officials, experts, and representatives of blood donors to gather ideas and develop plans to promote the theme of WBDD 2012, “Every Blood Donor is a Hero.”

For the first step, the Korean Red Cross created the world’s largest human blood drop with 3,086 students of Baekseok University, which won the Guinness World Record, to express gratitude to blood donors and raise awareness about the nobility of blood donation.

In addition, there are many events such as “I am a hero” photo contest for blood donors, advertising blood donation and blood donors throwing out the ceremonial first ball at major baseball stadiums sponsored by Korea Baseball Organization, tour to blood centers, contest for promotional activities of blood donation, concerts and others, through which we hope the public feel more comfortable with blood donation.

And for tonight, major facilities across the country including the N Seoul Tower, the Banpo Bridge, the Incheon Bridge and the Gwangan Bridge in Busan will be decorated in red light to remind people of blood donation. We hope that such events provide ample opportunity to spread the culture of blood donation among citizens.

Ladies and Gentlemen,

You are genuine heroes of our society who share their lives by giving blood. In particular, today’s awardees have donated their blood regularly to save lives of many patients or dedicated themselves to spread the culture of blood donation.

I want to take this opportunity to show my respect and appreciation to genuine heroes who practice love behind the scenes.

The Korean Red Cross will return your noble love by improving the conditions to provide safer and more comfortable environment for blood donors, and by managing donated blood well to make sure that it is transfused safely and effectively.

Once again, I would like to extend my heartfelt gratitude to Minister Rim and officials at the Ministry of Health and Welfare, academia, civic groups, blood donor organizations, representatives of blood donors that gave both material and emotional support for making blood donation a national campaign. And my thanks also go to Dr. Neelam Dhingra, WHO’s Coordinator of Blood Transfusion Safety, who helped run the global event smoothly, and Captain Seok Hae-kyun, who announced the opening on behalf of blood recipients.

I wish happiness and health for the participants, blood donors, the genuine heroes of our society, and their families. Thank you.
2012 World Blood Donor Day Speeches

Congratulatory Speech
- Dr. Shin Youngsoo, Regional Director for the Western Pacific, World Health Organization

On behalf of WHO Director-General, Dr. Margaret Chan

▶ Honorable Rim Chenmin, Minister of Health and Welfare, Ms. Yu Jungkeun, President of Korean Red Cross, Mr. Gianfranco Massare, President of International Federation of Blood Donor Organizations, distinguished guests, ladies and gentlemen,

I would like to thank the Government of the Republic of Korea for hosting this event for World Blood Donor Day 2012 and inviting WHO to participate. I am speaking today on behalf of the World Health Organization Director-General, Dr. Margaret Chan, who regrets not being able to attend.

First, we would like to congratulate the Republic of Korea and the National Red Cross for commemorating the day by creating the world’s largest drop of blood, made up of more than 3000 people dressed in red assembled in the shape of a drop.

In 2000, WHO made blood safety a high priority with the slogan: Safe blood starts with me, blood saves lives. Then in 2005 the World Health Assembly designated this day as World Blood Donor Day to promote voluntary unpaid blood donation.

Specifically, we hope to inspire people to express gratitude for those who donate blood voluntarily, to encourage both current voluntary donors and others to give blood regularly, to promote national voluntary programmes and eliminate dependency on family members and paid donors, and to raise awareness of the need for regular blood donation throughout the year in order to maintain adequate supplies for patients requiring transfusions.

On this day, we recognize the “gift of life” made possible by voluntary blood donors. Millions of people owe their lives to these dedicated individuals. The theme of this year’s World Blood Donor Day is: Every blood donor is a hero. Indeed, every one of us can become a hero by giving blood, and by recognizing the unsung heroes who save lives every day through their donations. Voluntary blood donors come from all walks of life. 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.

Please join me in a special applause to thank all the silent heroes who voluntarily donate blood in the world today.

World Blood Donor Day is a time for all countries to focus on how to best support national blood programmes in building stable bases of voluntary unpaid donors who regularly give blood. We all recognize the necessity of blood transfusions. We all know that blood needs to be safe, readily available and rationally used. However, most people in the world do not have access to safe blood. And demand for blood continues to grow faster than supply, a fact that makes safe blood more precious than ever and makes today’s message more urgent than ever. Sadly, women and children are affected most by shortages. Severe blood loss from childbirth is the most common cause of death among mothers in the Region.

Access to safe blood could help prevent up to one in four maternal mortalities in the Region. A lack of safe blood supplies also means that lives are needlessly lost among victims of anaemia, dengue and trauma, among others. Advocacy for safe blood practices is stronger than ever. Still, too many countries depend upon paid blood donations and not all countries screen all donated blood for HIV and hepatitis B and C. Today, in 62 countries, national blood supplies are sourced through 100% voluntary unpaid blood donations. Another 40 countries collect less than a quarter of their blood supplies from voluntary unpaid blood donors.

The Republic of Korea has been particularly successful. Starting in 1974 with the Korean Red Cross voluntary blood donor programme, the country achieved sustainable 100% voluntary blood donation by 1981. As a Korean, it is an honour to congratulate the people and the Government on behalf of the World Health Organization. Our goal is for all countries to reach this milestone of fulfilling all blood needs from voluntary unpaid donors by 2020.

World Blood Donor Day allows countries to share experiences and develop plans for strengthening donor programmes and building participation. Four international agencies come together today to stress the need for more voluntary unpaid blood donations. They are WHO, the International Federation of Red Cross and Red Crescent Societies, the International Society of Blood Transfusion, and the International Federation of Blood Donor Organizations.

WHO is committed to working closely with partner organizations and stakeholders to make universal access to safe blood a reality. We encourage people to make blood donation a regular part of their lives. With all the tremendous advances in science, we still cannot artificially synthesize blood. A fellow human has to make it then give it away.

We can all be that hero who gives blood!

Again, I would like to thank the Korean Government for hosting this global event.

We also appreciate the gracious commitment from the Government of France to host World Blood Donor Day next year.

Thank you.
2012 World Blood Donor Day Speeches

Congratulatory Speech
- Mr. Martin Faller, Head of Regional Delegation,
International Federation of Red Cross and Red Crescent Societies (IFRC)

On behalf of the IFRC President, Mr. Tadateru Konoe

▶ It gives me much pleasure, on behalf of the President of the International Federation of Red Cross and Red Crescent Societies, Mr. Tadateru Konoe to extend our heartfelt congratulations to all voluntary blood donors on this special occasion. Mr. Konoe has expressed his deep personal regret in being unable to attend here because he is - and has long been for many decades - committed to the worldwide promotion of voluntary blood donation.

As an original key partner with WHO and the International Society of Blood Transfusion, and the International Federation of Blood Donor Organizations, and indeed a chief instigator for the inaugural World Blood Donor Day back in 2004, IFRC has always seen this event as having far-reaching objectives: and all of them linked with the building of true partnerships with civil society at the international, national and local levels. In particular what we witness around the world on World Blood Donor Day is not only the strengthening of partnerships among our own National Societies, but in view of the unique role each National Society has as the auxiliaries to public authorities in the humanitarian field we find increasingly the building up of an acceptable model to assist health improvements right across the world.

But on such a day as this, where our focus is not so much on organizations, but quite deliberately on the community of voluntary blood donors, I would like to spend a moment reflecting on the gift of blood: and the impact of voluntary blood donation in the context of a public health intervention. As we all know there is much talk these days about public health interventions that successfully mobilize civil society and many such interventions, thankfully, bring about sustainable health improvements.

But today in our celebration of World Blood Donor Day, where we acknowledge ‘every blood donor is a hero’, we have before us a perfect example of what can be achieved when public authorities partner with their own communities, partner with people themselves to bring about health improvements.

With voluntary blood donation we discover the most trusting partnership of all. In fact each voluntary blood donation, (and someone told me there are over 50 million each year globally), represents a partnership that results with someone holding out his or her arm to donate blood, almost always to a complete stranger; to a patient who they will never meet, but for whom this gift of blood can be life-saving.

And how does this happen, how is such a relationship fostered; and you must forgive me please here because I want to refer to one of our very own IFRC’s Fundamental Principles and values as we explore more deeply this incredible notion of voluntary blood donation and the giving of blood to complete strangers.

Among our seven Principles we have one that is entitled Universality; and generally by this we mean our Movement is world wide and all our Societies have equal status and share equal responsibilities and duties in helping each other. But in the context of a World Blood Donor Day and voluntary blood donation we find the concept of universality reinforces the interdependence between various sectors of human development and it becomes the driving force for building up trust and confidence, which are so crucial to successful national blood programs.

We know it is only through the provision of a quality blood service that a public can grow in confidence in its blood service and then through that confidence support it with regular blood donations. Therefore collaboration and partnerships at the international, regional and country level are thus the foundation to a safe and adequate blood supply because we are acutely aware of the major imbalance in access to safe blood between developing and industrialized countries.

Adherence to the Principle of Universality thus underpins our work and our chief focus in the promotion of voluntary blood donation, enabling the use of consistent donor education and motivation materials.

Clearly therefore among the most striking applications of the Principle of Universality is World Blood Donor Day itself: a global event which provides all countries to pay tribute to their voluntary blood donors and in a spirit of global solidarity remind everyone of their special role in health care. The global community shares one common life-source…blood. Our IFRC Principles of Universality and of course a common sense approach to the values of Humanity, Neutrality and Impartiality can help the world over to ensure donated blood goes to the patients who need it, regardless of race, creed or ability to pay.

In conclusion then, “Congratulations” to all voluntary blood donors: you are the cornerstone of an integrated strategy for blood safety, the lifeblood of a community: Your blood donation is an altruistic gift and NOT a marketable commodity. This places you in a unique position, demanding special respect and care and at the same time places a heavy responsibility on all involved in the blood service delivery process.

We join with countries around the world and thank you for your gift of blood, every blood donor is a hero.
“Every blood donor is a hero”: every blood donor is a hero is the slogan chosen by the WHO, for the 2012 edition in Seoul. I also add that we need to “build” the foundations of a new “world” that welcomes and supports values such as responsibility, solidarity, awareness, knowledge, information and participation.

Most of the world’s population is in an urgent need for safe blood. 92 million bags of blood are currently collected. 65% of total blood collection takes place in just a few countries: the United States, China, India, Japan, Germany, Russia, Italy, France, South Korea and England. We presently have 62 countries with blood donor services based on voluntary and unpaid donation. With the declaration of Melbourne in 2009, self-sufficiency with voluntary and unpaid donation is expected to be reached in 2020.

The task laying ahead for IFBDO is very challenging and presents many difficulties we must overcome with intelligence, creativity, shrewdness and much conviction. We need to create the awareness that the donation is part of a consolidated lifestyle and we have to bring back to the attention of the world that man is not alone in his journey on Earth, but rather has a precious companion of this journey in his brothers and sisters who, if necessary, will be able to meet any need, especially if this means “giving life” by “donating blood.”

Our challenge is to ensure universal access to safe and quality blood and therefore we have to promote the image of blood donation as a happy moment in which health and civic consciousness meet, as it is explained by the WHO definition: health is a condition of harmonious functional, physical and mental balance of each individual, dynamically integrated in his natural and social environment.

On behalf of the President and Board of the International Society of Blood Transfusion, I congratulate the Korean Red Cross and the Ministry of Health and Welfare, Republic of Korea on the occasion of the World Blood Donor Day Global Event for 2012. As one of the four founding partners of WBDD, ISBT is grateful to you for hosting this important platform that recognises the irreplaceable contributions of our voluntary blood donors, and raises the awareness of regular blood donation as a gift of life.

Korea has a very successful blood programme, and is well known for its success in the use of social media and celebrity support to heighten awareness of voluntary blood donations amongst young people. The use of information communications technology in the blood service, from donor recruitment to hospital services, is a model that many of us from other blood services seek to emulate.

The ISBT is committed to the principle of 100% voluntary, non-remunerated blood donation as the foundation of a safe and sustainable blood supply. This is only possible through the millions of blood donors worldwide who donate blood voluntarily and freely. These are our silent unsung everyday heroes, who save lives through their act of donating blood.

Most of us have heroes and heroines in our lives – real heroes like Gandhi, Martin Luther King, and for many of us, our own parents. For some it may be fictional heroes like Superman, Harry Potter or Pikachu. And yet there is a hero in every one of us, even though we may not be as strong as Ironman or as quick as Spiderman. Many of us are probably a lot more like Kung Fu Panda, preferring to enjoy a nice nap and a delicious bowl of noodles.

But we are still heroes through our own quiet simple “heroic acts”, whether it be extending a helping hand to those less fortunate than us, championing a cause we are passionate about, or spending an hour of our time donating blood. “Every blood donor is a hero” – and today on WBDD we celebrate our heroes.

In closing, ISBT is also delighted that Korea will be hosting the 33rd ISBT International Congress in Seoul in 2014. I am sure that the world looks forward to come to your beautiful country, and to experience the rich culture and delicious cuisine. I myself look forward to coming back again.

Happy World Blood Donor Day !
Every blood Donor is a HERO
### African region

#### Algeria

To help celebrate World Blood Donor Day (14 June) the Algerian Federation of Blood Donors, in collaboration with the Ministry of Religious Affairs and the Waqf, and the National Blood Agency, launched an appeal aimed at the general population aged from 18 to 65 and in good health, to respond en masse to the call of the heart and to offer a little of their blood. This simple act will provide hope and smiles to people in need, and this is the most effective help that may be given to the sick.

Several blood donation operations were organized for the celebration of the WBDD. In the town of Wilaya, the Assistance Association for Patients and Blood Donation (AAMDS) opened its doors to the public from 8:30 a.m. to 5:00 p.m. for blood collection activities, with the intention of forming a blood bank. On this commemorative day the Association also provided a way of honoring the top blood donors of the region.

For its part the Public Corporation Hospital (EPH) of El-Milia City also planned for the recognition of blood donors by a similar operation. In an appeal to the public, the organizers of this event have emphasized the importance of blood donation to save lives.

Source: http://www.elmoudjahid.com/fr/actualites/28968

### Angola

On 14 June 2012 Angola celebrated the main ceremony of the World Blood Donor Day in the capital of the province of Bengo, Caxito. In the remaining 18 provinces, public activities were also carried out aiming at raising public awareness about the importance of blood donation and recruiting new donors to enable the transfusion services to gain greater sustainability. In close collaboration with the WHO Country Office, the Ministry of Health of Angola organized a set of key activities which included blood donation by regular and new donors, lectures at schools and universities, and other street awareness operations.
During the main celebrations of the World Blood Donor Day in Caxito, a small town located about 60 km from the capital, Luanda, the Minister of Health of Angola H.E. Dr. Jose Van-Dunem appealed for voluntary donors to help to fulfill the current shortfall at hospitals in the country, to save lives. The minister said that such an aim is to honor all those people who give their own blood to save lives at risk. He said “Angola is fully committed to reinforcing its National Blood Service in order to ensure access to this precious liquid by all citizens in need, in both urban and rural areas.” The Provincial Governor of Bengo Dr. João Bernardo de Miranda, a former Angolan Minister of Foreign Affairs from 1999 to 2008, said that “Health should come on the top of all national issues, and citizens should adhere to blood donation campaigns to save the lives of those who are suffering.”

Planned from 14 to 30 June 2012, World Blood Donor Day activities in Angola have the involvement of other government bodies such as the Ministries of Youth and Sports, and Education, the Angola Red Cross, blood donor associations, churches, UN agencies and other health partners.

Contact : Luzia Fernandes Dias (Centro Nacional de Sangue, luziacns@live.com.pt)

Burundi

In Burundi the 2012 World Blood Donor Day event was organized in collaboration with the Ministry of Health, WHO, the Burundi Red Cross and the Centre National de Transfusion Sanguine. The celebration took place on June 14 in Mwaro province. This year we decided to celebrate this day in the South, having commemorated it in other parts of the country in previous years. We were able to collect 210 units of blood, and every student who donated received a t-shirt and a hat. After the blood collection, festivities took place at Kbumbu.

The Governor of the province of Mwaro and the Permanent Secretary MSPLS represented the Minister for Public Health and the Fight against AIDS. The WHO Country Representative and the President of the Burundi Red Cross participated in the ceremony to support the event. Speeches were made, beginning with the Governor of the province of Mwaro who welcomed the guests. Representatives of donors who took the floor expressed their satisfaction because they are proud of donating blood to save lives. They ended by challenging young people to follow their example so that no Burundian dies from a lack of blood. One who represented the WHO took his turn by recalling the theme “Every Blood Donor is a Hero” and thanked those unsung heroes who continue to save the lives of patients and encouraged young people to join together in 25 Clubs. Regular donors received awards at the end of ceremony.

Contact : Dr. Lydie NDORERE (bigirimanad@bi.afro.who.int)

Burkina Faso

Burkina Faso, like other countries, celebrated 14 June 2012 as World Blood Donor Day. Unlike previous years when a ceremony was held to honor the event in different cities in rotation, this year the National Blood Transfusion Centre (CNTS) took the option of a celebration focused on reaching out through four regional centers, so as to come into better contact with blood donors.

Ceremonies paying tribute to blood donors were held within the confines of the four regional blood transfusion centers and were marked by the presence of dignitaries from the Ministry of Health and several social, technical and financial partners of the CNTS, and many volunteer blood donors. At fixed site collections, on 14 June all blood donors were presented with momentoes such as T-shirts and letters of thanks. Female blood donors who have given blood more than twenty times and men who have made more than fifty donations received tribute kits comprising mobile phones and associated chips through the support of a partner mobile phone company, plus certificates of recognition, letters of thanks and T-shirts.
The 2012 World Blood Donor Day Celebration was held at the Yaounde Hilton Hotel on 14 June. Minister of Public Health Professor Angwafo III Fobuzshi, WHO Representative Dr. Charlotte Faty Ndiaye, UNHCR Representative Mrs. Ndeye Ndiougue Ndour, Secretary General of the Cameroon Red Cross Mr. Nicolas Mbako, President of the Cameroon for Volunteer Blood Donation (FECADOBES) Brother Christmas Simo and numerous presidents of donor associations from several regions of Cameroon attended the celebration.

The ceremony consisted of two joint events - a round table talk and the official presentation of certificates to the top 20 blood donors of 2011. Representative of the Department of the Fight against Disease Dr. Theresa Nkoa enumerated the major challenges facing blood transfusion in Cameroon. Brother Christmas Simo presented the genesis and future plans of the federation. Charlotte Faty Ndiaye paid tribute to voluntary unpaid blood donors and their associations, while the Minister of Public Health thanked the organizers of the ceremony, including the WHO and the Department of FECADOBES, for their fight against disease. He recalled the importance of blood safety in the health care system and asked all stakeholders to work harder to make blood available where it is needed.

Contact: Etienne Kembou (kemboue@cm.afro.who.int)

Les autres activités majeures de la JMDS 2012 sont :
- Le message d'hommage du Ministre de la Santé au journal télévisé,
- La couverture médiatique des activités par la télévision nationale,
- L'insertion de messages d'hommage dans la presse écrite,
- La diffusion de spots d'hommage sur les stations de radios locales et à la télévision nationale,
- L'animation d'émissions et de jeux radiophoniques,
- L'envoi, par notre partenaire à ses abonnés, de sms d'information aux populations et d'hommage aux donneurs de sang,
- Les animations musicales,
- La représentation d’un sketche de sensibilisation sur le don de sang,

Toutes ces activités ont contribué à augmenter de façon significative l’affluence des donneurs de sang bénévoles en site fixe. Ainsi, le centre régional de transfusion sanguine de Ouagadougou a pu prélever ce jour, 182 poches de sang contre en moyenne 30 poches par jour de façon ordinaire en site fixe. A travers l’option de célébrer la journée cette année, en mettant l’accent sur les activités de proximité, le CNTS a pu toucher les donneurs de sang et considérablement amélioré leur accueil et leur écoute. Cette option s’est avérée également moins coûteuse dans un contexte de raréfaction des ressources financières.

Contact : Dr. Honorine DAHOUROU (transfusion@zcp.bf)
On Thursday 14 June 2012 the international community commemorated World Blood Donor Day under this year’s theme “Every Blood Donor is a Hero.” DRC Minister of Public Health Dr. Felix Kabange Numbi sent a televised message throughout the nation in which he recognized that, despite tremendous efforts for voluntary unpaid blood donation as recommended by WHO, the results are not yet satisfactory due to multiple factors (cultural, religious, physical and financial). Indeed only 34% of blood collected in the country is from voluntary and unpaid donations.

In his message the Minister of Public Health urgently called for blood donations to save lives. He stressed the urgency for more people to donate blood voluntarily and regularly in order to rescue many compatriots needing blood-derived products. He said the demand for blood transfusions continues to increase, but in many countries there are not sufficient reserves to meet the daily needs of patients.

"World Blood Donor Day is an opportunity for us to remind the world that every citizen can become a hero by giving blood regularly and voluntarily," he said. He also paid tribute, on behalf of the Government, to all voluntary and unpaid blood donors of the DRC, a life-saving act for many patients.

Source : http://www.7sur7.cd/

Blood Donor Recruitment Officers visited 20 religious and 38 educational institutions, 12 workplaces and 10 organized community groups to educate them on the importance of the WBDD. Letters of thanks from recipients of blood were sent to the institutions and organizations that have donated blood, and telephone calls expressing thanks were made to 300 existing donors. The National Blood Service placed two tents at strategic locations within the capital city Accra, and decorated them with WBDD posters and tracts. Also we inaugurated six Club/Pledge 25s from five secondary schools and a youth club within the capital region, Greater Accra. The NBTS website was redesigned in order to better display more activities on blood donor recruitment and blood donation.

To disseminate the importance of blood donation, discussions in five local Ghanaian languages were aired on the national television network, and many radio and television shows covered the WBDD and voluntary blood donation. A good will message to the general public was published in national newspapers.

Contact : Dr. Justina K. Ansah (kordiansah@yahoo.com)

The “No blood No Vote” campaign is designed to raise awareness among political leaders in Ghana. The theme of this is to tell them and their followers that they should donate their blood as a sign of love and care before we vote for them. Many people in hospitals are in need of blood for survival before they will be strong enough to join the queue to vote for them.

Contact : Mr. Ralph Asante (Mega fame foundation, megafamedia@yahoo.com)

On 14 June 2012 World Blood Donor Day (WBDD) was marked in Ghana by the National Blood Service with a variety of activities and events around the country designed to raise awareness of the need for safe blood and blood products, and to thank all voluntary unpaid donors for their life-saving gift of blood. The events served as a powerful symbol for the celebrations and to rally national involvement in promoting voluntary unpaid blood donation in Ghana.

The event took place at the headquarters of the National Blood Service, Ghana, inside Korle Bu. The celebrations were graced by Minister of Health the Hon. A.S.K Bagbin and other important personalities in the Health Ministry, and chaired by Mr. George Ahiadzro, a retired Chief Blood Donor Recruitment Officer. It was also patronized by students from some secondary and tertiary schools. There was wide media coverage of the event.

Attendees included the Chairperson of the National Blood Committee Dr. Mrs. Cynthia Boye and the Director of the Accra Area Blood Centre Dr. Lucy Asamoah-Akuoko who gave the welcome address. The Minister of Health also made the opening speech and inaugurated three new Club/Pledge 25 clubs.

Source : http://nbsghana.org/world-blood-donor-day-2012/
It is under the theme “Every Blood Donor is a Hero” that the Gabonese, like other peoples of the world, were educated and encouraged on the issue of blood donation. With regard to diseases and medical cases such as kidney failure, deliveries or caesarean sections, traffic accidents and sickle cell anemia requiring blood transfusion, it emerges that giving blood is a vitally important act. Thus the Ministry of Health, through the leadership of the National Blood Transfusion Centre (CNTS) encourages everyone to do practice humanitarianism by giving one or more units of blood before, during and after these events.

Several events were organized in the Gabonese capital to explain the theme in depth. Indeed, from 1 to 12 June, awareness campaigns were lively in the neighborhoods of Nzeng-Ayong, Awendjé and Coal run by teams from the CNTS, the Red Cross and NGOs Action for Africa. On 14 June, Minister of Health Prof. Leon Nzouba delivered a speech to the nation on the circumstances surrounding the need for blood. Following the minister’s speech, a documentary was shown about the distribution and use of blood products, and the broadcast of awareness-raising spots on “Where is my Blood?” was also made on the day. On 15 June alongside the various speeches, medals and many gifts were awarded to the top donors of the year. The ceremony ended with visits to the stands and cocktails for the various participants.

Source: http://www.gaboneco.com/show_article.php?IDActu=25697

The Gambia celebrated World Blood Donor Day on 14 June. As the celebration is meant to raise awareness on the need for safe blood and blood products, a Road Show was an ideal strategy to raise awareness. The staff of the National Blood Transfusion Services, the Red Cross Society, the Gambia Association of Blood Donors (Gamblood), the Sukuta Association of Blood Donors and the Essau Association of Blood Donors gathered at Bakoteh with a truck playing music before parading round Sukuta under the World Blood Donor Day banner to raise awareness of the need for safe blood and blood products. All participants wore white T-shirts with a giant blood drop in red and a message saying that every blood donor is a hero. The WHO and other partners encouraged communities in every country to “Paint the world red”, whether by symbolically colouring, covering or lighting monuments, popular landmarks and buildings in red, by staging artistic, cultural or musical events with red-coloured themes, or by forming a human blood drop in prominent public places.

This year’s celebration took place at the Sukuta Market Square with a march past led by the Gambia Police Band, schools around the western division, and blood donors and organizations, some of which were attending for the first time. The police band successfully led this affair with very interesting national songs which attracted many people along the route.

The program started with the National Anthem followed by opening prayers given by an Imam and a Pastor. A welcoming address was read by the woman mobilizer in which she welcomed the Minister of Health and Social Welfare, the Minister of Youths and Sports, the Paramount Chief Imam Alkalo, the WHO Representative, the Director of Health Services, the Director of National Public Health Laboratories, the heroes (blood donors) and all other dignitaries who attended the event. The theme for this year’s commemoration is ‘Every Blood Donor is a Hero.’ Minister Badjie said that it is also meant to recognize the efforts of the heroes who donate blood and save lives every day, as well as encourage blood donation across the globe voluntarily and regularly.

For his part, Alpha Jallow, who spoke on behalf of the WHO Representative Dr. Thomas Sukuwa, stated that the event provides an opportunity for drawing public attention to the importance of blood donation in saving lives. The theme brings to light the importance of mobilizing adequate resources for supporting efforts to achieve 100% voluntary blood donations, noting that safe and adequate supplies of blood are needed to save lives because blood is often the only means of survival. Aminatta Sarr, the program manager of the National Blood Transfusion Services, revealed that blood transfusion in the Gambia is largely hospital-based with 80-90% of the blood supply coming from relatives of patients and only 10% from voluntary blood donors.

A vote of thanks was given by a regular blood donor from the Sukuta Association of Blood Donors and certificates were awarded to blood donors with ten donations or more. Certificates were also awarded to Gambian artists such as ENC, Baddibunka, Dro killer, Cess and Poetic X for free musical performances given on World Blood Donor Day. A raffle draw was also made for blood donors, and prizes such as bags of rice, cooking oils, mobile phones and telephone credits were given out courtesy of Africel.

Contact: Dr. Aminatta Sarr (kollehsarr@hotmail.com)
Picture source: www.thegambianway.webblock.org/2012/06/12/world-blood-donor-day/
While some countries have developed and implemented effective systems for safe blood supply based on voluntary and unpaid blood donations, the majority is facing problems in social mobilization and transfusion practices based on family donations. This year World Blood Donor Day was celebrated simultaneously in Conakry and the Health District of Siguiri, located 771 km from Conakry.

Activities focused on raising public awareness for blood donation in Siguiri and Conakry. The methodology used consisted of informing local authorities, local councilors, notables and the public through the media (radio, TV, posters, banners and T-shirts), visits to places of worship (mosques and churches) and delivering messages using vehicles. Finally, tributes were paid to donors to honor their voluntary work, especially for their regular donation of blood which is an act of humanitarianism.

At Siguiri the aim was to encourage and congratulate the health authorities and voluntary donors whose numbers have significantly increased in this district. Indeed, in 2011, Siguiri topped the country’s health districts in blood donation with 2,328 blood collections. The ceremony on the premises of the district hospital was chaired by the Minister of Health and Public Hygiene, accompanied by the Inspector General of Health, the Prefect of Siguiri and Focal Point Blood Transfusion which was represented Dr. René-Zitsamelé Coddy, the WHO Representative in Guinea. The local population, including health personnel from the Chinese medical mission, was also mobilized.

In his welcome address the Prefect invited communities to give their blood, saying “Drugs can reach us from anywhere. But blood will never come to save the people of Siguiri. It is up to us to provide blood for hospitals.” The WHO Representative stressed the urgent need to mobilize resources for achieving 100% voluntary blood donations. The Minister of Health and Public Hygiene pleaded with partners to redouble efforts to further support Guinea to ensure safe transfusion at the national level. These messages were translated into the local languages to raise awareness. The ceremony ended with a visit to the hospital unit for blood transfusion in Siguiri.

Meanwhile a reception ceremony to honor blood donors in Conakry was held at the headquarters of the National Blood Transfusion Centre (CNTS). The event was chaired by the Secretary General of the Ministry of Health and Public Sanitation. During this ceremony a skit was presented by Guinea Red Cross volunteers, and blood collection was organized there. A total of 85 units of blood were collected at the end of celebrations. Appreciation certificates were also awarded to blood donors who have donated more than 30 times.

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Lesotho

Lesotho commemorated World Blood Donor Day on 17 August 2012 in Mohale’s Hoek under this year’s global theme. The occasion was graced by the presence of the Honourable Minister of Health Dr. Pinkie Manamolela, the Principal Secretary in the Ministry of Health, the WHO Representative Dr. Jacob Mufunda, government officials, clergy, media institutions, schools, regular blood donors, recipients and the wider community.

Speakers were the Minister of Health, the WHO Representative, the District Chairperson and the Chief Reserve. Testimonies from regular blood donors and recipients were given by others from the general public, and drama and songs conveying this year’s theme were also presented by different groups. The event closed with the prominent donors being awarded with certificates and trophies by the Minister.

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Liberia

Lonestar Cell MTN has urged Liberians to get involved in life-saving activities at hospitals and clinics in the country by donating blood to the needy. The company said it strongly believes blood donation is another means of saving lives. He added that Liberians should be proud of giving blood to their fellow countrymen as well as supporting government programs aimed at improving the standard of life of the general population.

Speaking to reporters Thursday 14 June to mark the observance of World Blood Donor Day, the Chief of Corporate Communication of Lonestar Cell MTN Dr. Laurence Bropleh said it is good that Liberians care for one another. He said as part of activities for this year’s commemoration, the company is proud to be a sponsor of World Blood Donor Day, celebrated each year on 14 June as a way of sensitizing the public on the importance of blood donation. Bropleh said Lonestar Cell’s aim is that all hospitals, clinics and health centers across the country should have enough supplies of blood to save patients in need. He noted that Lonestar Cell MTN’s new CEO believes in life saving, adding that he is very happy with the way the premier GSM company is encouraging subscribers and all Liberians to become blood donors. He pleaded, “Please do not sell blood, my fellow Liberians. All Lonestar Cell asks of you is to please save life by giving your brothers and sisters blood at our various hospitals.”

Source : http://allafrica.com/stories/printable/201206150462.html
Since 14 June 2004 World Blood Donor Day has been celebrated by countries around the world to commemorate blood donors and promote voluntary blood donation. The theme of this year’s World Blood Donor Day is that “Every Blood Donor is a Hero.” Would you like to find out more about blood donation and why Malawi needs more voluntary blood donors?

Come celebrate the gift of giving blood on 16 June at the Silver Stadium in Lilongwe, Malawi, starting at 8:30 a.m. with a procession from LBTC to the Silver Stadium. With music, poetry and drama performances it is set to be an exciting and informative day where you can hear why other people donate blood, and meet other blood donors. The shortage of blood in Malawi and around the world is something every single one of us has the ability to change, with just 30 minutes of our time. Next time you have 30 minutes to spare why not give blood? This event is organised by the Malawi Blood Transfusion Service (MBTS) in partnership with the World Health Organisation (WHO) and other local organisations.

Source: http://www.kuluka.org/?q=content/world-blood-donor-day-2012-silver-stadium-lilongwe-malawi

No one knows better the value of blood donors than those who work in the Blood Transfusion Services. This was affirmed when delegates from the 6th AfSBT Congress took time out of their busy Congress programme to acknowledge that “Every Blood Donor is a Hero.”

The 6th AfSBT Congress was held on a little piece of paradise, in the Indian Ocean, called Mauritius. Just over 310 people attended the Congress with representation from 46 countries across the globe. The theme of the Congress was Training and Quality Lead to Safe and Sustainable Blood Services, with workshops and an interesting scientific program which culminated in a workshop on the Stepwise Accreditation Programme. If you would like to know more about the AfSBT Congress or education programme go to www.afsbtedu.org.

“We must remember that this day aims to highlight the importance of donating blood for saving human life. It also aims to spread the culture of this humanitarian act to save lives.” In his address the first director of the CNTS Dr. Mohamed Abdallahi Ould Bollahi stressed the importance of World Blood Donor Day. He praised the dedication of regular blood donors and highlighted the efforts of those distinguished blood donors who have given blood more than 14 times in recent years.

The WHO Representative in Nouakchott, Dr. Jean Pierre Baptiste, read the message on behalf of the WHO Regional Director for Africa, Dr. Luis Gomes Sambo. In his message Dr. Sambo stressed the positive role of blood donation to save lives and stressed what this day brings to the fore. He concluded his message by appealing to countries to accelerate efforts for formulating new strategies for converting family donors to regular voluntary donors, as they are the cornerstone of a reliable and perennial blood transfusion system. The Secretary General then paid tribute to young volunteer blood donors and called for more outreach efforts to fill the deficit in blood donation, to alleviate the suffering of patients and to cultivate the spirit of sacrifice for serving the nation. The ceremony ended with the recognition of distinguished blood donors who have given blood more than 14 times since the creation of the CNTS.

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**Senegal**

The official ceremony for World Blood Donor Day was chaired by the Secretary General of the Ministry of Health and Social Welfare Mr. Moussa Mbaye in the presence of the Director of the National Blood for Transfusion Centre Professor Saliou Diop, Dr. Bakary Sambou, the Advisor of the MAL/TB/HIV/AIDS Bureau in WHO, the Representative of USAID, Senior Advisor to the Ambassador of Japan, the representative of the Ministry of National Education and several guests. The Secretary General of the Ministry of Health and Social Action thanked WHO for technical and financial assistance enabling the construction of a blood transfusion center constructed at the maternity health center, Guédiawaye, in the suburbs of Dakar, in accordance with its commitment to support this project.

On behalf of the WHO Representative in Senegal, Dr. Bakary Sambou, Advisor of the WHO, said the beginning of operations at the center next to the health center of Guédiawaye, which records hundreds of deliveries per year, will ensure the continued availability of blood and prevent many deaths from post-partum hemorrhage as demonstrated by audits of maternal deaths. Construction of the blood transfusion center was largely funded by the WHO and other health sector partners, including UNICEF.

The celebration of the World Blood Donor Day was marked by:

- The opening of the Centre of Clinical Hematology with 22 hospital beds. At a cost of 104 million CFA francs, the construction of the center for the treatment of sickle cell disease and hemophilia is funded by the state, the equipment being supported by Japanese cooperation with 44 million CFA francs.
- The awarding of a Diploma of Recognition to "the silent heroes" in the words of the Secretary General of the Ministry of Health. They are 20 voluntary blood donors, heads of religious associations, concerned workers in the public and private sectors, student clubs and students of the University of Dakar, colleges, vocational training institutions, promotion organizations and civic citizenship.
- 638 blood donations were collected by the CNTS, far more than the 400 to 450 donations recorded during the previous World Blood Donor Day.

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**Nigeria**

The Minister of Health, Prof. Onyebuchi Chukwu, on Thursday 14 June donated blood at the National Blood Transfusion Service (NBTS) in Abuja to commemorate the 2012 World Blood Donor Day. The minister urged Nigerians to donate blood as it helps to save the lives of people, just as he applauded Nigerians who have donated blood. He also called on the media to help create awareness on the importance of blood donation. "I call on Nigerians to donate blood today and save a life."

The National Coordinator of the centre, Dr. Oluwatoyin Smith, commended the minister for his exemplary leadership. “The minister has shown leadership by donating blood today, to help save a life, and we call on well-meaning Nigerians to follow this example and be part of the this noble act.” People were seen at the centre waiting to donate blood. The WHO has chosen 14 June as the day to recognise the millions of people who save lives and improve the health of others by donating blood.

Source: http://allafrica.com/stories/printable/201206150213.html
**South Africa**

“Every Blood Donor is a Hero” The South African National Blood Service (SANBS) joined the international blood transfusion community in celebrating World Blood Donor Day on 14 June. We received tremendous support from all our media and corporate partners, not forgetting our committed donors who came out in great numbers to give blood on the day.

A total of 5,330 people joined in the World Blood Donor Day activities which were hosted countrywide at specified venues. Blood collections totaled 4,548 units. The Eastern Cape region collected the most blood this year with a total of 825 units which is a 23% increase when compared to the collections of World Blood Donor Day in 2011.

Source: http://www.sanbs.org.za

**Tanzania**

The climax of the World Blood Donor Day was commemoration held in Kilimanjaro, the northern region of Tanzania attended by Government officials, WHO, CDC, DANIDA and other partners, voluntary blood donors, the media and members of general public. Speeches from the Government officials highlighted the country’s blood volume needs, challenges and strategies being put in place to meet the deficit of 67% blood requirements. There were displays of banners and posters, flyers, flags and badges bearing the WBDD theme and the importance of and sites for blood donation.

Media involvement was essential to draw public attention to the importance of blood donation and recognize the selfless individuals who donate their blood for people unknown to them. A number of Televisions, radio programs and newspaper articles covered the events.

Contact: Dr. NEEMA KILEO (WHO, kileon@tz.afro.who.int)

**Togo**

Togo has celebrated the World Blood Donor Day, June 14, 2012 at the National Centre Blood Transfusion in Lomé, under the chairmanship of Regional Director of Health representing the Minister of Health and in the presence of the President of Red Cross, WHO representatives, UNICEF Staffers, the Director of the AFD, staff from UN, civil society organizations and voluntary blood donors.

The theme “Every blood donor is a hero” was chosen for this year to express gratitude for the sacrifices made by voluntary blood donors and to mark the importance of voluntary blood donation and volunteer. The celebration of this day has been very successful in mobilizing blood collection to meet the needs of pregnant women, children, injured persons who may die because of the shortage of blood.

Giving blood is a heroic act and we can all be heroes, either by giving some of our blood, or encouraging others to become volunteer blood donors. Blood can save lives. Blood transfusion can increase life expectancy and improve the quality of life of patients. The ceremony ended with the presentation of certificates to regular blood donors.

Contact: Dr. Jérôme AGBEKOU (WHO, agbekouj@tg.afro.who.int)

Le thème “Chaque donneur de sang est un héros”, est choisi cette année pour exprimer toute la reconnaissance aux sacrifices consentis par les donneurs volontaires de sang et pour marquer l’importance du don de sang volontaire et bénévole.

La célébration de cette journée a connu une mobilisation réussie par la collecte de sang pour répondre aux besoins des femmes enceintes, des enfants, des personnes accidentées, qui risquent de mourir à cause de la pénurie de sang dans les formations sanitaires.

Donner du sang est un acte hérosique et nous pouvons tous devenir des héros, soit en donnant un peu de notre sang, soit en encourageant les autres à devenir des donneurs de sang volontaires. Le sang permet de sauver des vies et la transfusion sanguine peut augmenter l’espérance de vie et améliorer la qualité de vie des patients souffrant de certaines maladies mortelles.

Chaque donneur de sang est un héros et chacun de nous peut devenir un héros en donnant son sang. La cérémonie a pris fin avec la remise des certificats aux donneurs réguliers de sang.

Zimbabwe

Zimbabwe’s young “blood heroes” were acknowledged and honored as the country joined the rest of the world in celebrating world blood donor day under the theme “Every Blood Donor is a Hero”. This year’s commemorations were held at Sakubva 2 High School in Mutare. Sakubva 2 High School donated the highest number of blood units in the Manicaland province and nationally in 2011. For coming out tops, the school received a floating shield, a certificate, and a top of the range PC and Color Printer.

In his speech to mark the day, the Chairman of the National Blood Services of Zimbabwe (NBSZ) Rtd Justice Leslie George Smith paid tribute to the young blood donors from Sakubva 2 High School, and congratulated them for donating more blood than any other school in the country. He said the NBSZ has great pride with regard to the involvement of young blood donors and urged them to look after their health so that they can continue donating safe blood. The Director for Epidemiology, Disease Prevention and Control in the Ministry of Health and Child Welfare, Dr. Portia Manangazira said the Ministry of Health is indebted to the young blood donors for providing safe blood. She hailed the donors as heroes and encouraged others to donate more safe blood.

In a speech read on behalf of Deputy Prime Minister Thokozani Khupe, Dr. Manangazira appreciated the young blood donors for supplying the nation. WR Zimbabwe, Dr. Custodia Mandlhate also echoed the same sentiments in her statement. She emphasized the importance of collecting safe blood and ensuring the availability and accessibility of blood to a large number of people to save more lives. She also hailed the young voluntary non-remunerated blood donors, and expressed hope that this generation of enthusiastic and motivated “blood heroes” will form a pool that provides the safest possible blood for use in health facilities wherever and whenever it is needed. “This day is meant to thank all donors for their blood, and I ask them to renew their commitment to remain regular voluntary non remunerated blood donors” said Dr. Mandlhate. The students of Sakubva 2 High School kept people entertained with poetry, song, dances, and drama extolling the virtues of donating safe blood.

Contact : info@zw.afro.who.int
En el MINISTERIO DE SALUD DE LA NACIÓN, el PLAN NACIONAL DE SANGRE (PNS), el día 5 de junio, dio inicio a la celebración del Día Internacional del Donante Voluntario de Sangre, con un evento en el cual se reunieron las autoridades del Ministerio; el Sr. Ministro de Salud Dr. Juan Luis Manzur, el Sr. Subsecretario de Políticas, Regulación y Fiscalización, Dr. Andrés Leibovich y la Sra. Coordinadora del Plan Nacional de Sangre Dra. Mabel Maschio con el Ministro Consejero y Cónsul General de la embajada de Corea Sr. Inchul KIM país que este año será sede de los festejos. En dicho evento se dieron a conocer los logros conseguidos durante el año 2011 y se agasajó al Sr. Ministro de Corea, Inchul KIM con la versión, en su idioma, del HIMNO AL DONANTE.

También se hizo entrega de diplomas de reconocimiento a aquellas personas que hicieron posible armar “LA GOTA HUMANA DE SANGRE MÁS GRANDE DEL MUNDO”

Posteriormente, el día 13, EL PLAN NACIONAL DE SANGRE organizó una colecta en las instalaciones del Ministerio de Salud de la Nación, la cual estuvo a cargo del CENTRO DE HEMOTERAPIA DEL HOSPITAL GARRAHAN con colaboración del personal de promoción del HOSPITAL POSADAS. Empleados del Ministerio se hicieron presentes para participar de tan noble causa.

Con el lema, “Un POCO de Vos puede hacer MUCHO” la Red de Medicina Transfusional de la en la Ciudad Autónoma de Buenos Aires organizó, durante el mes de junio, colectas de donantes voluntarios de sangre, destacándose las realizadas frente al Obelisco donde se instaló el tráiler del PNS, especialmente equipado como Banco de Sangre móvil. Se contó con la participación de Autoridades de la Jurisdicción. En todos los hospitales porteños se realizaron festejos homenajeando a sus donantes. Completando los festejos, se organizó un evento para los niños internados, brindándoles un espectáculo infantil.

El Hospital El Cruce de Florencio Varela, provincia de BUENOS AIRES invitó a celebrar el Día Internacional del Donante de Sangre con un acto conmemorativo del primer año del Club del donante, que ya tiene más de mil integrantes. Por ello soltaron 1000 globos de color rojo simbolizando a los miembros del club; agasajaron a los donantes con la actuación del Coro del Hospital El Cruce. Además se realizó el lanzamiento del Primer concurso fotográfico organizado por el Hospital, titulado “Dar Sangre es dar vida”.

También se hizo entrega de diplomas de reconocimiento a aquellas personas que hicieron posible armar “LA GOTA HUMANA DE SANGRE MÁS GRANDE DEL MUNDO”
En la provincia de ENTRE RÍOS se dio amplia difusión a la fecha y se realizaron diversos eventos de celebración, destacándose la localidad de Concepción del Uruguay que realizó colectas de sangre en el auditorio Municipal Dr. Arturo Illia donde participaron instituciones de la comunidad como Adra, Cablevisión, Red Solidaria y Peña de Boca Jrs. Angel Clemente Rojas.

En la Provincia de SALTA, el día 18 se realizó el Acto Central en donde se firmaron Actas Acuerdo con los distintos Municipios de la provincia. En el mismo el Ministro de Salud Pública, Enrique Heredia, rubricó un acta Acuerdo Institucional con el Foro de Intendentes de Salta y con la Policía de la provincia, a fin de promocionar y lograr la donación voluntaria de sangre y células progenitoras en los distintos Municipios de la Provincia.

En la provincia de CORDOBA, en la Plaza San Martín, el equipo de Promoción de la Donación Voluntaria de Sangre, organizó un circuito dinámico de carpas que comenzaba en la que se brindaba información, asesoramiento y promoción, pasando luego a la carpa donde se realizaba la prueba de determinación de grupo sanguíneo y factor Rh y culminando en la que, aquellos que lo deseaban, concretaban la donación de sangre.

En la provincia de LA RIOJA el festejo se inició el día 11 de junio con el anuncio de las actividades en el Programa Televisivo “Conectados La Rioja”, Promoviendo La Acciones para el día 14 de junio Día Mundial Del Donante. También se realizó promoción en la Plaza 25 de Mayo con entrega de material informativo y números artísticos. No pudo faltar la colecta de sangre y difusión de promoción de la donación en colegios y plaza principal de CHILECITO.

La provincia de JUJUY, continuó con los festejos alusivos al Día Mundial del Donante de Sangre 2012 durante todo el mes de junio. Los festejos del 14 de Junio, los realizaron en conjunto con la Universidad Nacional, en donde se compartió la experiencia de dar vida y así motivar a que mas jóvenes se sumen a esta loable causa. Esta actividad se replicó en diferentes localidades de la provincia, La Quiaca, Tilcara, Yala y San Pedro. El día viernes 29 de Junio, se realizó la inauguración del Paseo del Donante de Sangre de la localidad de Pálpala contando con la actuación de bandas musicales y se compartió un riquísimo chocolate con todos los presentes. El 1º de julio se llevó a cabo la Maratón MAS SANGRE, MAS VIDA, de la que por sexto año consecutivo, participa toda la comunidad jujeña.

En la provincia de TUCUMAN, en la Escuela Secundaria de Yerba Buena celebraron el Día Mundial Del Donante De Sangre con acciones de Promoción, Colecta Externa y Acto Conmemorativo. Colaboraron en el evento distintas organizaciones como: Dirección de la Escuela Secundaria de Yerba Buena, Programa de Salud Integrado, Registro de CPH, Fundación Flexer, Municipalidad de Yerba Buena, PAMI NOMEOLVIDES, estuvieron presentes en el acto autoridades provinciales.

El 14 de junio, la provincia de MISIONES festejó el Día Mundial del Donante de Sangre realizando una jornada de promoción y donación de sangre en la Plaza 9 de Julio de la ciudad de Posadas. Estuvieron a cargo de la organización general, el equipo de promoción del Banco de Sangre Central de Misiones y los integrantes de la Asociación Civil de Donantes de Sangre Voluntarios de Misiones.

En la provincia de CORRIENTES se planificaron Campañas de difusión y Colectas de sangre en el Interior, el día 14 de junio se realizó un acto y una rueda de prensa en el Ministerio de Salud donde el subsecretario de la cartera Dr. Ricardo Cardozo junto al Director de Fiscalización Dr. Pujol y el Referente Provincial del Plan Nacional de Sangre Dr. Martín Espinoza, encabezaron un emotivo acto en la sede ministerial e hicieron entrega de un reconocimiento a donantes destacados y a referentes de las principales Asociaciones de Donantes Voluntarios de la provincia.

La acción conjunta de la comunidad, servicios de hemoterapia, autoridades provinciales y nacionales están haciendo posible la autosuficiencia de componentes de la sangre mas seguros con base en donantes voluntarios y habitual, siendo esta breve síntesis una muestra de los avances que se están produciendo a partir del establecimiento del PNS.

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Bahamas

World Blood Donor Day 2012, with the theme "Every Blood Donor is a Hero" was observed in the Bahamas with The Princess Margaret Hospital’s annual Donor Ceremony and Corporate Blood Drive, held on Thursday, 14 June 2012 at Rawson Square, Bay Street. Among the sponsors of the Blood Drive were the Omega Psi Phi Fraternity and One Blood. The ceremony, which recognized blood donors for their unselfish commitment to saving lives, was attended by Dr. Gerry
Brazil

The celebration of WBDD at the Hospital Sírio Libanês Blood Bank in Brazil focused on the importance of voluntary blood donation and encouraged more people to become regular blood donors, highlighting the theme of this year: “Every Blood Donor is a Hero.” Dr. Silvano Wendel coordinated the ceremony and spoke about the meaning of this important day to more than 200 voluntary, non-remunerated donors and accompanying persons, highlighting the need for giving blood regularly to prevent shortages in the hospitals.

The Blood Bank of the Hospital Sírio Libanês has promoted a policy of recruitment and blood donation by voluntary blood donors since 1983. Currently about 85% of our blood donors are repeat donors. Also it is important to emphasize that there is a great number of voluntary blood donors who have donated blood 25, 50, 75 or 100 times or more. A special award certificate was given to all these voluntary blood donors as a recognition of their contribution to blood safety. In addition many companies, which participate in our mobile blood donation program, were honored. One of these blood donors, who has donated 150 times, gave a testimonial about his experience and provided the motivational facts that make him a repeat blood donor.

After all these tributes there was entertainment with the hospital choir who performed some well-known Brazilian and international songs, followed by a beautiful Spanish dance group. Special appetizers and drinks were served to all who participated in this unforgettable event.

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Canada

Officially recognized by the federal government in 2008, National Blood Donor Week provides an opportunity, held from June 11 to 17, to underline the importance of giving blood and to celebrate the thousands of individuals who work behind the scenes for the wellbeing of their fellow citizens. The week coincides with World Blood Donor Day, an initiative of the World Health Organization (WHO), to be marked on June 14 around the world under the theme “Every Blood Donor is a Hero.” This slogan reminds us that behind every transfusion stands someone whose generosity makes a difference.

Canadian Blood Services is celebrating National Blood Donor Week by thanking blood donors for choosing to spend their free hour with us. The theme for National Blood Donor Week is “The Power of Many” – because in most cases it takes more than just one blood donor to help save the life of a Canadian who needs blood. As a celebration of the week, Canadian Blood Services organized an event called ‘The Blood Photo Bomb Dare’ based on the same idea by adding covert blood signals to your photo bombs to spread the word about donating blood.

Source: http://bloodphotobomb.com/view
As part of Canadian Blood Service’s Vancouver Youth Committee, I, along with the help of other committee members and volunteers, set up booths at three post-secondary institutions in the city: University of British Columbia, Simon Fraser University and Langara College. We purchased a number of silly and decorative dress-up props from local dollar stores and set up tables for passerby students to stop, dress up and have a photo taken for us. We also printed word signs for them to hold as a way of saying “thank you” to donors around the world. Since the theme of WBDD 2012 is “Every Blood Donor is a Hero” we tried to reflect that by calling this the Hero Booth. We also printed some bookmarks from the WBDD site. The main goal of this event was to get people to take photos for our facebook page to say thank you to blood donors around the world. Some people were also interested in becoming blood donors so it was a successful event overall.

Contact: Canadian Blood Services Vancouver Youth Committee (cbs.vyc.region2@gmail.com)

Quebec

National Blood Donor Week also marks the launch of Héma-Québec’s summer advertising campaign under the theme “United for Life”. This campaign featured three surprising pairs of celebrities: chefs Ricardo Larrivée and Chuck Hughes, musicians Dan Bigras and Angèle Dubeau, and television hosts Guy A. Lepage and Julie Snyder. Each pair comprises personalities in direct competition or from opposite areas of their field who are nonetheless united in the cause of blood donation. They were seen on billboards, bus shelters, newspapers and social media and were heard on the radio. They also were featured in a display campaign at blood drive sites and on Héma-Québec vehicles.

In addition, National Blood Donor Week was marked in various ways, including by a special motion in the National Assembly. From 15 to 17 June visitors to the Eurêka! Festival on the Quays of the Old Port of Montréal were able to learn more about blood and the blood types at an information stand organized by the Blood Donor Volunteer Association. Finally, donors and volunteers were honoured at the various blood drives site.

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Colombia

Los 90 bancos de Sangre con los que actualmente cuenta Colombia Conmemoran el Día Mundial del Donante Voluntario y Habitual de Sangre el 14 de junio, en esta fecha cada rincón de nuestro país está de celebración.

En los últimos años, Colombia ha desarrollado una serie de acciones con el fin de lograr cumplir las políticas establecidas en materia de acceso, equidad, solidaridad y seguridad, dentro de las cuales está la celebración del 14 de junio, fecha en la cual se conmemora a los donantes voluntarios y habituales de sangre, bajo el lema “Aunque no te conozco, gracias por salvar mi vida”. Lo anterior, atendiendo a que este tipo de donantes son modelos de conducta en salud pública ya que conocen la importancia del autocuidado y la prioridad de contar con unidades de sangre disponibles para responder a las necesidades transfusionales que se presenten.

Entre las actividades realizadas en todo el territorio Nacional, podemos destacar:
• Teleconferencia Nacional donde representantes del Instituto Nacional de Salud (Coordinador Nacional de la Red de Bancos de Sangre), Ministerio de Salud y la Organización Panamericana de la Salud, respondieron a las dudas de la comunidad en general, respecto a la importancia de la donación voluntaria y habitual de sangre, mitos de la donación, entre otros. Allí también se resaltó la efectividad del proyecto educativo liderado por el Instituto Nacional de Salud, “La Sangre y su Recorrido por la Vida”, el cual está siendo desarrollado con la comunidad escolar
• Caravanas nacionales como muestra de agradecimiento con los donantes habituales.
• Se realizó la entrega de reconocimientos a los donantes, y de manera especial a aquellos habituales o repetitivos.
• Asistieron autoridades en cada departamento, gerentes de clínicas y hospitales que cuentan con bancos de sangre y servicios de transfusión sanguínea, organizaciones no gubernamentales y todos aquellos que quieran apoyar este día.
• Participaron los medios de comunicación, emisoras, canales regionales y periódicos de circulación local, para difundir información sobre el estado de la donación en su departamento, la importancia del donante voluntario y habitual, la desmitificación de falsas creencias, la relación auto cuidado y donación segura y sangre segura y donación habitual, entre otros.
• Se realizaron diferentes actos culturales con mensajes sobre la sangre, la solidaridad, el autocuidado y la donación habitual.
• Se hicieron partícipes donantes habituales y receptores de sangre, quienes compartieron su experiencia.

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Cuba

Con la realización del Taller “Seguridad de la Sangre. Donante Seguro” realizado en Cienfuegos del 11 al 14 de junio del 2012 tuvo lugar la celebración la Jornada del Donante en nuestro país.

Especialistas de La Habana, Mayabeque, Matanzas, Villa Clara y Cienfuegos socializaron investigaciones aplicadas en el campo de la hematología. El Hospital cienfueguero, Centro Colaborador de la OMS devino como escenario para el debate sobre estos aportes científicos, con el propósito de hacer efectivo el programa de seguridad de la sangre en Cuba.

Profesionales de varios Centros Hospitalarios, laboratorios, bancos de sangre, plantas de hemoderivados y firmas acreditadas en Cuba se interesan por hacer más efectivas estas prácticas. Hasta el 14 de junio Día Mundial del Donante de Sangre se desarrolló el encuentro que auspiciaron el Ministerio de Salud Pública, la Organización Panamericana y Mundial de la Salud y el Instituto de Hematología e Inmunología. En el encuentro “Sangre segura, donante seguro” trascendieron logros cubanos y debatieron sobre hematología o medicina transfusional. Resaltaron la tradición cubana en esa práctica, con inicio en 1878, cuando el doctor Claudio Delgado Amestoy, ayudante de Carlos J. Finlay, realizó la primera transfusión.

Durante la clausura del evento, el doctor José Ballester Santovenia, Presidente de la Sociedad Cubana de Hematología y director del Instituto de Hematología e Inmunología en La Habana, expresó que la cita cumplió su objetivo.

Nuestro país cuenta con una de las sangres más seguras del mundo. La Mayor de las Antillas tiene una red destinada a garantizar la suficiencia del preciado fluido y sus componentes, con máxima calidad y seguridad, basadas en la donación altruista y para ello ha creado bancos provinciales y municipales, de acuerdo con las necesidades asistenciales. Cuba cuenta además con el Grupo Nacional de Hematología y Bancos de Sangre que traza la política de desarrollo de la especialidad de Hematología y promueve el desarrollo de la Medicina Transfusional como futura nueva especialidad médica en el país, además de otros profesionales dedicados a la actividad y técnicos medios de esa especialidad. También tiene como fortaleza el Programa Nacional de Sangre con participantes sociales e institucionales como son el MINSAP, el Instituto de Hematología e Inmunología, el Centro de Inmunoensayos, el Laboratorio de Investigaciones del SIDA, el CECMED, la Planta de Hemoderivados “Adalberto Pessant” entre otros.

Source: http://new.paho.org/cub/index.php?option=com_content&task=view&id=267&Itemid=1

Dominica

World Blood Donor Day was observed Thursday, June 14 with the theme “Blood, It’s in You to Give.” The theme reinforced the need for more people to become life-savers by volunteering to donate blood. The Princess Margaret Hospital Blood Bank hosted the day’s event in collaboration with the Dominica Red Cross (DRC) Club 25 Youth Group. A special ceremony was held to thank voluntary blood donors, and an award was presented to the DRC Club 25 Youth Group in recognition and appreciation of the group’s continued support and commitment to the Blood Bank.

Members of the public was invited to support a Voluntary Blood Recruitment Drive at the Blood Lab from 10.00 a.m. to 6.00 p.m. Recruitment activities included screening, blood donations, blood grouping and hemoglobin levels as a prerequisite to blood donation. A number of Club 25 members donated blood on that day whilst others assisted in the collection of data for registration forms. Consent forms were signed by these potential donors to allow for their blood group and contact information to be added to the Club 25 donor list. The event concluded with the commitment of the Club 25 Group to partner with the University of the West Indies Open Campus, Dominica, in the next recruitment Drive.

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Guyana

An awards ceremony in honor of World Blood Donors Day was held at the PAHO/WHO Guyana country office on 14 June 2012. Dr. Beverley Barnett, PAHO/WHO Country Representative, in her remarks stated that in Guyana, data from 2009 indicated that blood availability increased from 56.56 units per 10,000 inhabitants in 2003 to 98.44 units per 10,000 inhabitants; however, this is still considered low. Country-wide figures on blood availability obscure the variations in-country for access to blood for transfusions and it is known from media and other reports that sometimes this life-saving commodity is not available in time of immediate need, resulting in patients having to be transferred to higher-level facilities such as the Georgetown Public Hospital Corporation (GPHC).

She further said it was evident that more efficient blood collection systems will result in immediate increases in blood availability. Efficient and effective collection and distribution of blood for transfusion can only be done after a precise estimate of the requirement for blood is estimated in each hospital or health care facility, and to ensure the availability of adequate blood for transfusion to pregnant women. In closing Dr. Barnett gave the assurance that PAHO/WHO in Guyana will continue to work with the Ministry of Health and the National Blood Transfusion Services (NBTS) to provide training in the determination of the annual requirements of blood that should be available for transfusion to pregnant women, thus reducing maternal mortality. Training was completed in November 2011 for national and regional health personnel on estimating the need for blood and blood components at public and private hospitals, and follow-up training will be done in August 2012. The organization also supported the printing of materials to raise awareness of blood donation in Guyana.

Mr. Ron Robinson and Mr. Leo Sawh, who donated 110 units and 100 units of blood respectively, were honored at the awards ceremony for their invaluable and selfless contributions of blood donated to the National Blood Bank.

Source: http://new.paho.org/guy/index.php?option=com_content&task=view&id=130&Itemid=1

Mexico

Interventions in the media, marches through the streets of major cities with posters popularizing blood donation and other cultural activities took place to mark the 2012 World Blood Donor Day.

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HAITI

This year the World Blood Donor Day was an opportunity for us to emphasize the merits of the most generous volunteer donors. We held an official ceremony to honor our blood donors who have already realized the importance of voluntary blood donation. Nearly 50 certificates and 20 plaques of honor were awarded during official ceremonies organized across the country. People who have given blood more than one hundred times were awarded and thanked for their contributions to the availability of blood and blood safety.

Source: http://www.isbtweb.org
Con un emotivo acto realizado por la Cruz Roja Nicaragüense y la Organización Panamericana de la Salud se celebró el día nacional y mundial del donante de sangre, en las instalaciones de la Cruz Roja Nicaragüense en la ciudad de Managua el día 14 de Junio, en este acto se hizo un reconocimiento a los héroes y heroínas silenciosas y anónimas que cada día ayudan a salvar vidas a través de las donaciones voluntarias de sangre. De manera paralela se realizó una Gran Colecta Nacional de Sangre que alcanzó 500 donaciones, con el propósito de concienciar a la población en la importancia de la donación de sangre y en la necesidad de garantizar la provisión segura y oportuna de los derivados de la sangre en todos los hospitales del país. El Ing. Clemente Balmaceda, Presidente de la Cruz Roja, durante la ceremonia de premiación a los donantes nicaragüenses destacados y organizaciones sociales colaboradoras, informó que con estas contribuciones generosas se espera superar la meta de 75,000 donaciones voluntarias al final del año. El delegado del MINSA y presidente de la CONASA, Dr. Alcides Gonzalez, resaltó la labor coordinada de los servicios de medicina transfusional de los hospitales con el Servicio Nacional de Sangre, que ha ampliado y facilitado el acceso de la población a hemoderivados gratuitos y de calidad. El Representante de OPS/OMS, Dr. Jorge Luis Prosperi, felicitó el gran esfuerzo de los donantes voluntarios, repetitivos y altruistas y de la Cruz Roja Nicaragüense en el mantenimiento del 100% de la donación voluntaria de sangre y reiteró el compromiso de OPS/OMS en la cooperación para el fortalecimiento del Sistema Nacional de Sangre.

Durante esta celebración, el Servicio Nacional de Sangre de la Cruz Roja Nicaragüense recibió un certificado ICONTEC otorgado a su cumplimiento de la norma ISO 1001-2008, aplicable a la promoción de la donación voluntaria, extracción, procesamiento, almacenamiento y distribución de la sangre. Contact: Dr. Rene Berrios Cruz (directorcnsl@humanidad.org.ni)

La Ministry of Health, in collaboration with the Friends of the Blood Bank Association, commemorated World Blood Donor Day on Sunday 24 June 2012 with an annual walk for blood donation. The Annual World Blood Donor Day Walk was held on Sunday 24 June and was lead by the Honourable Dr. Fuad Khan, Minister of Health. The 2012 walk started at 7:00 a.m. sharp at the Queen’s Park Savannah, Port of Spain. Immediately after, there was a ceremony to observe World Blood Donor Day at the Queen’s Park Savannah from 7:45 a.m. at which the Honourable Minister Dr. Fuad Khan delivered the feature address. He expressed sincere gratitude to all voluntary, unpaid blood donors, and stated that he was, “pleased with the emerging generation of young heroes and would like to encourage more persons to join them in becoming blood donors.” He said, “The life you save may very well be your own.”

Several Cabinet Ministers and teams from various Ministries, NGOs and private organizations gave support to the Ministry’s declaration to the public that “Every Blood Donor is a Hero.” The walk-a-thon was organized in conjunction with Friends of the Blood Bank Association for World Blood Donor Day to raise awareness of the need for safe blood and blood products, and to thank voluntary unpaid blood donors for their life-saving gifts of blood.


Although blood donation is an important act of community service, fewer than 10 percent of those who are eligible in the U.S. give on an annual basis. To help address this need Nexcare Brand, in partnership with America’s Blood Centers and the American Red Cross, developed a nationwide awareness campaign known as the Nexcare give Program. With 2012 marking the initiative’s fourth year, the give program inspires action by thanking those who donate blood and encourages others to get involved for World Blood Donor Day. The program reaches people in America and builds interest with limited-edition Nexcare Bandages marked with the word “give” that are distributed for free at participating blood centers beginning on World Blood Donor Day. With a new theme each year, the 2012 Nexcare give bandages were inspired by trends from past decades to help show that “Giving Blood is Timeless.”
In 2012, more than 4,000 of America’s Blood Centers and American Red Cross locations participated around the country, helping distribute nearly 1.4 million of the Nexcare give bandages to current and potential donors, and other supporters of the cause. The partnership also worked to secure a range of media coverage that raised extensive awareness of the program and inspired people to get involved. Using the limited-edition bandage designs, compelling statistics, and interviews with representatives from both non-profit organizations, the 2012 program earned over 500 editorial news stories in support of blood donation. In total, these stories reached an audience of more than 91 million people through national and regional print media, websites and broadcast TV outlets.

To deepen engagement with the program, Nexcare Brand has also launched a Facebook page where visitors can find a location to donate blood as well as to pledge support for blood donation on World Blood Donor Day.

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▶ Florida

More than 100 people dropped in at the recent World Blood Donor Day activities on the University Central Florida campus. The 106 participants, all wearing red shirts, were part of a photo representing a giant drop of blood. Those who were in the photo were included on an electronic “honor wall” and a copy of the picture was taken for the World Health Organization, which sponsors the annual World Blood Donor Day. Also during the day 38 people donated blood at either the main campus or the medical school campus at Lake Nona, and more than 50 visited the blood-typing tent.

This was the first major World Blood Donor Day in Central Florida, and the sponsoring Florida’s Blood Centers and Pint Club plan to make this an annual June 14 event, organizers said. World Blood Donor Day is observed around the globe to raise awareness of the need for blood donation and to thank all voluntary donors for their life-saving gift. Anyone may one day need blood for themselves or a loved one, but fewer than 40 percent of the U.S. population is eligible to donate and only about 5 percent of eligible donors give blood. The UCF event committee included Tee Rogers, Marielis Martinez, Jennifer Carlson and Denise Lloyd.

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**2012 WBDD celebrations around the world**

**Eastern Mediterranean region**

**Afghanistan**

> World Blood Donor Day was celebrated by the Afghanistan Red Crescent Society (ARCS) jointly with the Ministry of Public Health and the World Health Organization. In Kabul the celebration was held on 19 June 2012 at the central blood bank premises with personnel from various NGOs attending. The program started with a speech by Minister of Public Health Mrs. Suria Dalil, followed by speeches from WHO and national blood bank directors.

The ARCS contributed to the celebration through its volunteers’ participation by receiving the guests, the distribution of information, education and communication materials (particularly brochures and banners) with key themes and messages about voluntary blood donation, and its value and importance. Similar awareness campaigns were conducted by the ARCS in four big cities that included Jalalabad, Mazar, Herat and Kabul. As part of the WBDD celebration 150 blood donor motivators within the school setting were trained. More than 200 volunteers participated in the celebration.

Later on a blood donation campaign was conducted where the minister imitated the donation of blood. Some 25 ARCS volunteers and other participants donated their blood during the campaign, and it will be used to treat people with leukemia and thalassemia, and also to treat the victims of suicide attacks and roadside bombs.

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**Bahrain**

> This year events for the celebration of World Blood Donor Day, as in previous years, were started one week before 14 June. Five blood donation camps were arranged in the week prior to the WBDD. On 14 June a blood donation drive was organized at Khalifa Bin Salman port. This camp was opened by Minister of Health Dr. Sadig Al-Shehabi and Undersecretary for Hospital Affairs Dr. Amin Al-Saatti. A total of 60 blood donors gave their blood on this occasion.

WBDD banners and posters were displayed during the campaign and WBDD mugs, provided by the Central Bank, were distributed. A TV interview with senior resident doctors in the blood bank was arranged to raise awareness of the importance of blood donation among the people of Bahrain and to convey this year’s theme.

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WHO Regional office

On 14 June, the Triple Effect and Takatof Foundation celebrated World Blood Donor Day in collaboration with the World Health Organization (WHO). The event took place at the Regional Office of WHO in Cairo and was attended by prominent business leaders and university students, as well as public figures such as the Minister of Health of Egypt, the Head of the National Blood Transfusion Services and representatives from the United Nations. The Takatof Foundation took the opportunity to recognize its corporate partners and empowered youth for demonstrating exemplary citizenship. Organizations that have run more than one blood donation campaign won a special recognition, as well as our special partners from WHO, UNV, NBTS and PwC Middle East.

The theme of the 2012 World Blood Donor Day campaign, "Every Blood Donor is a Hero" focuses on the idea that every one of us can become a hero by giving blood. While recognizing the efforts of all different parties - youth, businesses, NGOs and the government, we would like to sound a call to action for collective effort towards solving the blood issue in a sustainable way. Moreover we have expanded our actions on the global level by engaging with all offices of PwC Middle East, as well as assisting multiple blood donation campaigns in Africa and the Middle East. We are partnered with Orascom Telecom in Pakistan, Algeria, Burundi, Zimbabwe, Bangladesh and Cambodia.

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A Spring of life organization

14 June 2012, A spring of life organization carried on blood donation campaigns in Egypt, using sign language for the first time. This event was carried out under the auspices of the Minister of Solidarity and Social Affairs. In order to raise awareness of voluntary regular blood donation in Egypt, we have organized this year’s event by using sign language to aid the dissemination of blood donation information to the deaf community.

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Islamic Republic of Iran

The Iranian Blood Transfusion Organization (IBTO) achieved 100% voluntary non-remunerated blood donation in 2007 and collected more than 1.9 million blood units in 2011. Therefore the commemoration of the WBDD to celebrate these achievements and show appreciation for our blood donation heroes is one of the important annual events of the IBTO. In 2012 a WBDD celebration was held at Azadi Arena in Tehran with some innovative events, such as the departure of three bicyclists bound for Turkey.

Over 5,000 people participated in this ceremony including the Iranian Minister of Health, the Iranian Minister of Youth and Sports, the WHO Representative in Iran, members of parliament, officials from the Ministry of Health, 31 regular blood donors, IBTO staff, sports figures, celebrities and media representatives.

At first, Minister of Health Dr. Marzieh Vahid Dastjerdi delivered a speech in which she expressed appreciation to IBTO staff for their great achievements in recent years and thanked the blood donors. She also pointed out that 26.2 per 1000 of the Iranian population have donated blood. "Safe blood is a necessity for the world and blood donation is a kind of dedication." said Dr. Abbasi, Minister of Youth and Sports, who also honored blood donors.

In his welcome speech, Dr. Toogeh, the Managing Director of the IBTO, highlighted its achievements in recent years. In 2005 the Iranian health system initiated a project to meet all Iranian needs for plasma-derived medicines based on plasma donated by Iranians. Although the long-term purpose of the program is to establish a plasma fractionation center, most of the needs of the pharmaceutical market have been met by fractionation contracts with European partners. Regular audits by well-known international institutes are another verification process that guarantees the quality of the products, he added.

Also Dr. Jihane Tawilah, WHO Representative in Iran, explained that the need for safe, efficient and adequate supplies of blood products is universal and increasing every year because population demographics are changing, and surgical and medical procedures are becoming more advanced. At the end, Dr. Tawilah congratulated Iran because of the efforts of IBTO and the Ministry of Health, especially for 100% voluntary unpaid blood donation. In this ceremony, several regular donors were presented with awards and donors who donated their blood on WBDD were recognized through the award of medals. All special guests, such as the Managing Director of IBTO, the Minister of Health and the Minister of Youth and Sports, were invited to the stage in order to present gifts to 31 regular blood donors who have donated more than 100 times, and to 30 young blood donors with milestone gifts and certificates of appreciation.
Several other activities took place, including the Opening Ceremony of the Tehran Blood Transfusion Center’s new building conducted by the Minister of Health. Three Iranian bicyclists left Tehran for Ankara on 28 May as an innovative event organized by the IBTO in order to promote the WBDD theme “Every Blood Donor is a Hero”. Their 17 days of pedaling started at the IBTO headquarters and ended on 14 June, World Blood Donor Day, at the Ankara Blood Bank. A cycling competition for women in Kermanshah province, simultaneous blood donations by six brothers for the first time in Esfahan, and other activities for celebrating 2012 WBDD were carried out.

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On the occasion of the World Blood Donor Day, Dr. Hasna Rustami (hasnaa.rustami@yahoo.com) of the Ministry of Health also launched guidelines for the appropriate use of blood and blood products, and Guidelines for Standard Operating Procedures (SOPs) in Blood Transfusion Centers prepared with the full technical support of the WHO. During the event, the WHO reaffirmed its commitment to providing technical support to the Ministry of Health by ensuring the availability and safety of blood and blood products through the implementation of a program funded by a European Union financial contribution to strengthen Specialized Medical Services (SMS) in Iraq, of which improving the quality and performance of blood transfusion services is a major component. The overall aims of the SMS program are to support the Government of Iraq in reducing avoidable loss of lives, minimize the socio-economic impact of emergencies, crises, and conflicts, and to increase the government’s capacity for preparedness and response to emergencies, including the ability of meeting in a timely fashion the increasing demand for blood and blood products for the needy population, particularly those that are most vulnerable, such as patients requiring emergency medical care.

Lebanon

On the occasion of the World Blood Donor Day, Donner Sang Compter (DSC) in Lebanon on Wednesday 13 June organized a conference at USJ-CSH in order to celebrate this day. The amphitheater was full of red human-being dummies separated by four seats to represent the ratio of people who are in need of blood: 1 out of 4. The conference featured talks by Dr. Rita Feghaly who highlighted the importance of volunteering for blood donations and enumerated some statistics about the country, before Dr. Roula Farah tackled the need for blood for cancer patients (200 per year in Lebanon). Following speeches, several testimonials were given by blood donors and recipients. DSC achievements and future plans were then described to the attendees by Mr. Yorgui Teyrouz, founder of the DSC.

On Sunday 24 June DSC organized, for the second year in a row, an event to pay tribute to all its donors and volunteers while trying to break the world record for the biggest human blood drop ever made. More than 2,000 Lebanese, among whom were beloved local celebrities, responded to the call and gathered at the Forum de Beyrouth for what would be an unforgettable day, full of humor and surprises. The event featured many bands, which boosted the ambiance with their sizzling tunes, while the host, a popular comedian, added a cherry on top of the cake with his performance. Interesting...
In Pakistan the 2012 World Blood Donor Day celebrations under the motto of “Every Blood Donor is a Hero” were organized over a two-week period, including a series of advocacy seminars at prestigious universities (International Islamic University, Islamabad Medical and Dental College, PMAS Arid Agriculture University) and major hospitals (Kulsum International Hospital, Pakistan Institute of Medical Sciences). Thematic competitions were held for appropriate posters, speeches and essays in which up to 15 academic institutions participated, live interviews were broadcast on Radio Pakistan and ATV, as well as a live theatre performance and a walk for life at Lake View Park, Islamabad.

The Awards Ceremony for the winners of the competitions (posters, speeches and essays) was held at Pakistan National Council of Arts with a live stage drama titled “Drops for Life”, performed by students from Shifa College of Medicine. These competitions had a broad outreach, with even students from Abbottabad and AJK joining in.

On June 14 a “Walk for Life” was organized by the Safe Blood Transfusion Services Project in collaboration with the Capital Development Authority at Lake View Park. Citizens from all walks of life gathered and were provided with T-shirts, badges and car sticklers with slogans expressing appreciation and encouragement for blood donors. The walk was followed by a live theater performed by a professional team led by Mr. Husnain Bukhari. The drama attracted many on-site viewers and was greeted with much enthusiasm, especially by the youth. The band “Grey Mist” thrilled the crowd with their incredible performance.

The 2012 motto was interpreted in many attractive ways, through posters, speeches and essays. The involvement of the National Youth Assembly (NYA) was a specific achievement in this context. NYA is a model parliament for talented young Pakistanis with a very wide network of representations in more than 120 districts of Pakistan and is one of the leading self-dependent forums of the country.

Games related to blood donations were held. Every game represented one quality of the blood donor: Courageous, Safe, Healthy, Responsible, Trustworthy, Committed, Knowledgeable and Compassionate, and out of these qualities participants were asked to guess a hidden message addressed to all Blood Donors, which eventually was “THANK YOU”.

All in all around 500 people were tested at the Bellevue stand while more than 150 donated at the AUBMC stand, and the totality of the blood collected went to the Saint Jude Children Cancer Center. The human blood drop was exceptional, doubling our own Lebanese record made a year earlier at the Saint Joseph school.

Contact: Yorgui Teyrouz (yorgui.teyrouz@gmail.com)

Karachi, Hussaini Blood Bank

The Hussaini Blood Bank organized awareness seminars, blood donation camps, a walk for life and a poster competition at the Hussaini Institute of Haematology. In addition a capacity-building training workshop was organized on Motivation of Voluntary Blood Donors. In one of the seminars, Dr. Sarfraz Jaffri, Administrator of the Hussaini Blood Bank, presented the progress on the establishment of the network of Blood Donor Organizations which will increase cohesion among actors across the blood transfusion sector.

Ayub Medical College, Abbottabad

The Volunteerz Group, in collaboration with the Abbottonians Medical Association®, celebrated World Blood Donors Day at Ayub Medical College in Abbottabad. A Blood Camp was organized on Thursday 14 June at the Department of Pathology. An awareness session regarding Blood Donor Safety was conducted by Dr. M. Idris, Consultant Haematologist, AMC, and Prof. Abdul Rashid, Principal of the AMC, awarded Certificates of Appreciation to all the Blood Donors. Earlier, on 10 June, about twenty members of the Volunteerz Group and the Abbottonians Medical Association® participated in the celebrations for World Blood Donors Day held at the Pakistan National Council of Arts, Islamabad. Students of Ayub Medical College actively participated in the event by submitting essays for the competition. Blood Donors Certificates were awarded to Club 25 members with over 25 blood donations.

Peshawar, KPK Blood Transfusion Programme

The KPK Safe Blood Transfusion Project organized a seminar at Hayatabad Medical Complex, Peshawar in association with the blood donor organizations of the KPK. Prof. Dr. Fazle Razia, Consultant Haematologist, HMC, was the guest of honour. In his inaugural address Prof. Razia said that this day is an excellent opportunity to acknowledge blood donors who are national heroes for their contribution to society.
**Sudan**

On 12 June, the Country Representatives of the United Nations Population Fund (UNFPA), UN Habitat, United Nations Industrial Development Organization (UNIDO), United Nations Environment Programme (UNEP), WHO and the Humanitarian Coordinator of the Swiss Embassy in Sudan donated blood at the National Blood Transfusion Centre to launch a week-long celebration of the 2012 World Blood Donor Day campaign with the theme "Every Blood Donor is a Hero", focusing on the idea that everyone can become a hero by giving blood. "This is the 178th time I have donated blood. Each time, I feel good because I know I am helping someone who needs it" said UNEP Country Representative Robin Bovey. UNFPA Representative Pamela DeLargy also emphasized the need for more blood supplies to address the issue of maternal mortality in Sudan. The donation of blood was conducted in a very pleasant and cheerful atmosphere. After the blood donation, representatives visited various departments of the National Blood Transfusion Centre. A number of events took place across Sudan during the week, including commemorative celebrations in all states of Darfur. By recognizing the silent and unsung heroes who save lives every day through their blood donations, the campaign encouraged more people to donate blood voluntarily and regularly.

In Sudan only 49% of blood collections are from voluntary blood donors. WHO is working closely with the Federal Ministry of Health through the national blood transfusion services to increase the percentage of voluntary donations to 100%, and to help the country build a stable base of voluntary unpaid donors who hopefully would make a long-term commitment to blood donation.

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**Pakistan Red Crescent Society**

The Pakistan Red Crescent Society also conducted celebratory activities. To attain optimal-level advocacy and to generate awareness regarding safe blood, the PRCB Blood Donor Centre organized an awareness generation campaign for World Blood Donor Day on June 14 for Red Cross staffers. Approximately 500 pamphlets and 1,000 brochures with key messages were distributed among the general public to raise awareness at Karachi Company, G-9/2 Markaz, I-8 Markaz, and Peshawar More. A total of 6,000 brochures focusing on transfusion-transmissible infections (Hepatitis B, Hepatitis C, HIV, AIDS), voluntary non-remunerated blood donation, anemia and some frequently asked questions were given to the Safe Blood Transfusion Services Project to be distributed in the provinces. (AJK and KPK)

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**United Arab Emirates**

The official opening ceremony for the celebration took place at Grand Hyatt Hotel, Dubai. This ceremony was organized by Sharjah Blood Transfusion Research Center (BTRC) and included speeches by the Undersecretary of the Ministry of Health and by Medical Practice and License, a special DVD presentation, and awards to 90 blood donors and 26 supporters. A speech was given by HE. Dr. Salim Al Dermaki, Undersecretary of the Ministry of Health, that expressed appreciation to generous blood donors on behalf of the Minister of Health. The speech given by HE. Dr. Amin Al Amiri, Assistant Undersecretary for Medical Practice and License, and Chairman of the Supreme National Blood Transfusion Committee, thanked the generous blood donors.

Various other activities to celebrate the WBDD took place. Simple gifts such as pens, key chains and mugs were distributed to blood donors. Some 15,000 regular blood donors received text messages thanking them for being regular non-remunerated blood donors and inviting them to attend the official ceremony. Another 15,000 text messages were sent to the general public on mobile phones about the event. Also in co-organization with the Sharjah Cooperative Society (large and popular shopping centers) we have arranged the preparation of carrier bags which are used by consumers. Around 10,000 bags were distributed during the month of June.

Sharjah BTRC prepared short programs for TV and radio that gave an overview about the status of blood transfusion services in the UAE. HE. Dr. Al Amiri, Chairman of the Supreme National Blood Transfusion Committee, expressed appreciation for the efforts of the voluntary donors and thanked the governmental and private sectors of the UAE who are continuously supporting the blood donation program by organizing blood donation campaigns on a regular basis. The Sharjah BTRC organized a workshop on 14 June entitled "Enhancing Blood Transfusion Safety" in which 36 participants took part from outside the UAE including people Dr. Felix Kabange Numbi from Saudi Arabia, Oman, Qatar, Egypt, Jordan, Pakistan, India, Ethiopia and Uganda, in addition to 60 participants from multiple governmental and private hospitals in the United Arab Emirates.

Contact : May Raouf (mayyraouf@yahoo.com)
Body art-ery
Armenia

World Blood Donor Day was celebrated on Thursday 14 June and, marking this event, the Youth Foundation of Armenia (YFA) and the ruling Republican Party’s Youth Association organized a blood donation campaign with university students and youth NGO members taking part in the event. YFA Health Project Manager Arusyak Poghosyan called upon everyone to join this campaign, since helping is not a monopoly and it is everyone’s duty to help.

President of the Student Council of the State Agrarian University of Armenia noted that blood donations are increasing every year in the country. While there were about 6,000-7,000 blood donations in 2000-2001, this has reached close to 15,000 in 2011.

Source: http://news.am/eng/news/109519.html

Austria

“Each year 450,000 blood units of blood are required in Austria, and this was provided by people with heart and commitment,” said Wolfgang Kopetzky, Secretary General of the Austrian Red Cross. It is important for all organizations that take social responsibility to show concrete efforts and encourage their employees to donate blood. To express this support, the Red Cross annually gives the Blood Award.

The winners of the 2012 Blood Award are the Federal Office of Metrology and Surveying (Bundesamt für Eich- und Vermessungswesen), Commerce Austria (Wirtschaftskammer Österreich), Austrian Automobile, Motorcycle and Touring Club (Österreichischer Automobil-, Motorrad- und Touring Club, ÖAMTC), HTL Donaustadt, Scouts Guild Ottakring the Scouts Austria (Pfadfinderilte Ottakring der Pfadfinderinnen und Pfadfinder Österreichs), Yakult Austria (Yakult Österreich), ORF studio Vienna (ORF-Landesstudio Wien), and Radio Wien. Not only the organizations but also regular blood donors won awards.
"I am particularly pleased to honor our loyal blood donors from Vienna, Lower Austria and Burgenland - a total of 15 men have donated blood more than 3,700 times and thus saved many lives," said Wolfgang Kopetzky. The award ceremony on World Blood Donor Day was held at the Blood Donation Centre for Vienna, Lower Austria and Burgenland.


**Bulgaria**

For WBDD 2012 in Bulgaria, there have been a few activities related to 14 June this year. First several blood donation drives were held in June (as has become quite customary) related to the WBDD which were supported by the Bulgarian Organization of Voluntary Blood Donation (BOVBD) with a relatively good turnout. Traditionally around this day we take the opportunity to promote wider voluntary blood donation and to raise awareness about the need for voluntary blood donors and their importance; explaining how easy it is to become a donor – this year we used the slogan "It’s not hard to become a hero...": We inform people about the shortage of blood and the need for more regular voluntary blood donors. This year, of course, in accordance to the main theme of WBDD 2012, the focus was to express our gratitude to the voluntary blood donors – the existing heroes. We collaborated with several television stations and participated in the informational blocks of two of them. The second appearance was together with the Director of the National Center for Transfusion Hematology – the main and the largest blood bank in Bulgaria.

We also started an on-line discussion, “For or against voluntary blood donation”, which is still active. We encourage people to express and discuss their opinions, to share their fears and concerns about voluntary blood donation and point out if they support it or not, and why. We hope that these actions will help increase the number of voluntary blood donors for the future! In fact we are happy to say that for the last few emergency needs for blood donations we answered quickly and blood was available when needed.

Contact: Stefka Popova (President BOVBD, blood.donation.bg@gmail.com)

**Cyprus**

The Cyprus Blood Services organized several events to honor our Heroes, the blood donors, for their altruistic gifts. Since the slogan of this year’s campaign is "Every Blood Donor is a Hero" the Blood Establishment in Nicosia awarded all blood donors with certificates honoring their contributions at a ceremony where the Minister of Health was the main speaker. In addition, a bicycle race was organized in the Famagusta District. Finally, tokens were given to the generous donors and the general public.

The Hippocrates Private Hospital in Nicosia, organized a very successful blood donation event, in memory of the late Dr. Simos Ellinas and in conjunction with World Blood Donor Day on 14 June. Messages conveyed included the importance of the voluntary act of giving blood and the international slogan "Every Blood Donor is a Hero". Blood donation needs more recognition, especially these days when most things seem to revolve around financial benefits. The voluntary act of donating blood to save the life of someone unknown is a truly heroic and generous gesture.

The Mayor of Nicosia, Mr. Constantinos Yiorkadjis, emphasized the importance of World Blood Donor Day in his speech and the General Manager of the Hippocrates Private Hospital, Mr. Markos Christodoulides, highlighted that the event was in honour of the late Dr. Simos Ellinas.

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United Kingdom

England and North Wales

This year’s National Blood Week was a hive of activity as the public came out in support of our campaign to boost blood stocks this summer. Following on from the success of last year, the week took place from 11 to 17 June and coincides with WBDD on 14 June. The launch of National Blood Week came on the back of the ‘Team Give Blood’ campaign. This began in May as the public were urged to ‘roll their sleeves up’ and help us meet our target of a 30% increase in donations ready for the start of the Olympic Games. Rosie Fortescue from reality TV programme Made in Chelsea rolled her sleeves up to recreate the heroic ‘Rosie the Riveter’ WWII poster where she appealed for new and existing blood donors to come forward. Rosie said “I feel honoured to become a modern-day campaigner for the national blood stock build. Blood supplies are vital to the health service and every unit of blood can save or improve the lives of up to three people.”

The famous guardians of the Tower of London, The Yeomen Warders (Beefeaters), were among the first to donate their blood in a special one-off session which took place on World Blood Donor Day, positioned against one of London’s most iconic backdrops. Members of the public also came along to roll up their sleeves for the national effort to build blood stocks.

Celebration events were organised up and down the country as well as a series of flash mob events. A flash mob involves a group of performers working together on a large scale to surprise and amuse the general public with a spontaneous performance. In Bath, 100 students from a local school burst into dance, while in Leeds the local amateur dramatics association, STAR, entertained passers-by. Exeter and Croydon also surprised watchers, while guests tucked into special cakes in all the regions to mark World Blood Donor Day. The launch of National Blood Week on 11 June had a significant impact on contacts to the National Contact Centre (NCC), which saw over 23,000 on the first day, the busiest day of the year so far.

We are still on track to deliver the ambitious 30% target increase as the Olympic Games begin on 27 July. Jon Latham, Assistant Director of Marketing and Donor Contact Services said “We are pleased at the impact our campaign has had to build stocks and in particular, all of the activity during National Blood Week certainly helped raise the profile of our need to increase stocks before the Olympics. Our emphasis now is on making sure we have enough stocks of the right mix of blood groups O-, B- and O+.”

Contact: Jon Latham (jon.latham@nhsbt.nhs.uk)

Finland

The Finnish Red Cross Blood Service (FRCBS) is responsible for all blood service activities in the nation. World Blood Donor Day (WBDD) was celebrated in all the 18 Blood Service offices in 17 Finnish cities as well as at mobile blood donation occasions around the country. As a tradition, the FRCBS thanks blood donors by offering coffee and cake at donation places, and publishes newspaper advertisements highlighting the day and the importance of voluntary blood donation. FRCBS also published a press release about the WBDD.

In Espoo, the second-largest city in Finland, FRCBS launched an exhibition about blood services and blood transfusions. The exhibition took place in a public library in one of the major shopping malls of the city. We also had an information spot in the mall where people could ask about blood donation and be encouraged to become donors.

Contact: Willy Toiviainen (willy.toiviainen@veripalvelu.fi)
France

Paris and other major cities

Each year 1 million patients are treated in France with donated blood. Persuading new donors to take action and winning their loyalty are the challenges EFS faces daily in order to guarantee France’s self-sufficiency in blood supply while maintaining optimal quality and safety conditions. To celebrate the 9th annual World Blood Donor Day, EFS (Etablissement Français du Sang, French National Blood Service) from 13 to 16 June organized an informative and entertaining national event in Paris as well as blood drives all across France and the French overseas departments (Martinique, Guadeloupe, Réunion). On 14 June, more than 350 collections sites decked in the event’s colors were opened everywhere to the general public.

As blood is a topic in national elementary-school curricula (classes CM1 and CM2), class visits were organized to address the theme of blood drives and included activities for the students. For the Paris edition of the event, EFS rounded out its presentation with a special workshop in a reserved space: “Karl’s Class” and “Professor Blood Cell.” Goal: to welcome six classes, representing 150 students. These visits are prepared in advance with the teachers and supported by educational tool-kits available through a dedicated web-site www.lesaventuriersdesglobules.fr. During the visit children could enjoy a dedicated environment with informational signs designed for their size. They can also play at “Glob’but” and score goals based on blood group compatibility.

In the plaza in front of the Gare Montparnasse in Paris, a village opened on 13 to 16 June that allowed the public to discover the importance of giving blood. An information stand was there to exchange and get answers on blood donation and, if needed, be oriented to the medical team for all related questions. “Cyclobulles” were available to take donors to nearby collection sites in case of an influx of visitors, as were a clown to amuse waiting donors and liven up the village, a brass band and street artists. Miss France 2012 was also present and gave blood on 14 June. EFS unveiled a website, http://www.dondusang.net, in the colors of World Blood Donor Day. The mascot for Blood Donation, Karl the Red Blood Cell, posted the information on social networking sites. The 10,000 people who work for EFS have been mobilized through articles in the internal magazine and presentation of the event to EFS professional networks. A special preview with the partners was organized at EFS headquarters on 12 June.

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photo by ©EFS/Frédérique-Elsa HUGHES
In Loos, Diagast organized for the first edition of Run For Life Edition Ch’ti. The aims were to create a big human blood drop, to thank the blood donors, to raise awareness about this act of selflessness and to collect blood. This day was a real success thanks to the 350 participants (runners, volunteers and blood donors). Whether dancing to the flashmob, forming a human blood drop, providing an American touch with the country and western dance group (the Country Road Dancers) or helping out with the organization and logistics.

Special thanks go to our event’s partners: the City of Loos (Mayor Daniel Rondelaere wore the official red t-shirt and gave his blood), Eurasanté with the presence of its CEO, Etienne Vervaecke, EFS Nord de France represented by its president Dr. Jean-Jacques Huart, E2ST and Sport Me Up for their involvement in the physical training, and Contact Radio whose music gave rhythm to the event.

Contact : Anne FOVET (afovet@diagast.com)

World Blood Donor Day falls on 14 June and aims to raise public awareness of the importance of blood donation and to thank regular blood donors for their commitment to saving lives.

In 2012 the Irish Blood Transfusion Service asked some landmark buildings in Dublin City to “Turn Dublin Red” by lighting up their building in red lights on Thursday 14 June in support of blood donors across the country. The Convention Centre, Dublin’s City Hall, the National Concert Hall, Lafayette House beside O’Connell Bridge and the Irish Architecture Archive went red in honour of Ireland’s many communities of blood donors.

Contact : Sarah McLaughlin (sarah.mclaughlin@ibts.ie)

Italy’s National Blood Center (CNS) decided to celebrate the 2012 World Blood Donor Day by organizing a training day “The Bearable Lightness of Donation: a Day of Information to promote a culture of well-being and of sustainable solidarity.” The event, hosted by the Rectors’ Conference of Italian Universities in its prestigious historical headquarters, enjoyed the participation of professionals from public institutions, the media and the academic world. They are among the country’s most distinguished and well-established experts in social communication, health promotion, new languages and media. The meeting was conceived to foster the sharing of interdisciplinary analysis on the meaning of blood donation by disassembling its cultural, social and medical aspects. The ultimate goal was that of sharing ideas and strategies that can best capture the attention and “moments” in the lives of the young, who are the main target for CNS communication campaigns.
‘Every Blood Donor is a Hero’ was the slogan crafted by the World Health Organization for the 2012 WBDD. Bearing this in mind, the CNS set out to promote a thought-provoking process so as to gain a better understanding of the concept underlying the motto. To this purpose a survey was conducted in the weeks leading up to 14 June on the CNS website www.centronazionalesangue.it. To the question ‘Is a blood donor a hero?’ only 3% of the interviewees gave a round yes. Some 19% of those who participated in the survey said that blood donation is an extraordinary fact, which should be turned into a regular habit. By and large the majority of respondents, 78%, said that blood donation is in no way ‘heroic’, but an ordinary deed. The morning session focused on the idea of a ‘hero’ to be analyzed in a comprehensive fashion over time and cultures. The discussion was kick-started by first looking at the rendering of a hero in literature and in cinema, and then continued on to seek understanding of the way it is perceived by the general public.

CNS Director Dr. Giuliano Grazzini delivered a presentation on the medical aspects of blood donation, stressing the absolute safety of the clinical process. He illustrated the way the Italian transfusion system is organized and made special reference to the challenge the voluntary organizations (1,700,000 Italian donors represented by Avis, the Red Cross, Fidas, Fratres) and the system on which they rest, will have to confront. A major factor was a generation change (as of 2011 the ratio of young people vis-à-vis the total number of donors in Italy amounted to 33.31% of which 13.18% belonged to the 18 to 25 age group and 20.13% to the 26 to 35 age group). It is self-evident that this is too low a percentage, especially if we consider the aging rate of the Italian population. This is a challenge that can be met by promoting an informed support of donation culture.

The afternoon session was scheduled to get straight to the core of the matter: new communication techniques, such as unconventional marketing and guerrilla marketing, and a comparison between good and bad practices in the way traditional and new media communicate health issues.

In the three months prior to ‘The Bearable Lightness of Donation’ CNS, in collaboration with Fondazione Pubblicità Progresso, launched a contest addressed to young web 2.0 talents (with special attention to the 18 to 28 age group), inviting them to develop a format to convey the very idea of blood donation in an unconventional way. They were given free rein as to which media to use – short films, tube-games, rap music, guerrilla marketing actions and ambient marketing. The promoters wanted to emphasize free thinking around the catch phrase "SHARE CARE [both for oneself and for our fellow men]". Talents were required to convey information about proper and healthy life-styles thanks to which blood can be donated on a regular basis. The blood one donates becomes a life-saving drug, and not only in emergency situations. Blood donation respects anonymity and is for anyone. A jury made up of expert scientific communicators was given the responsibility of screening the contestants’ proposals. As of 1 June all contributions were made available for surfers to see and vote on the CNS You Tube channel and the three winners were announced on the WBDD, 14 June. The University of Padua was given a special mention award for having planned and organized several unconventional marketing actions across the city of Padua.

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Kazakhstan

On 14 June 2012, World Blood Donor Day, organizations in Kazakhstan joined to promote voluntary blood donation. The WHO Country Office in Kazakhstan, the Ministry of Health, the National Scientific Production Centre for Blood in Astana, and the NGO A Drop of Life jointly organized the event. WHO also invited members of the diplomatic corps to attend. Joining Kazakhs to give blood in Astana were diplomats from France, Serbia, South Africa and Sweden, and staff from the WHO Country Office. Several journalists reporting on the event decided on the spot to donate, and joined the campaign.

In 2012 WHO will survey knowledge, attitudes and practices related to voluntary blood donation in Kazakhstan. The results will provide information for a national strategy to be developed and adopted by the end of 2012. The study is supported by the United States Center for Disease Control and Prevention, and will be implemented by WHO’s partner, A Drop of Life.

Source : http://www.euro.who.int
**Serbia**

For several years the National Transfusion Center of Kosovo has been holding pace with WHO in a widespread promotion of voluntary unpaid blood donations. The theme of the 2012 campaign was adopted from the 2012 WBDD along with other promotional materials. In order for our message to reach as far as possible to every potential donor on the national scale, we have used every mass communications service available to reach the objective. On 14 June two of our main national mobile providers, VALA and IPKO broadcast free of charge a SMS to all their clients. The content of the message was carefully combined with the WBDD 2012 theme in order to recognize and thank voluntary blood donors, as well as to raise awareness among other potential, eligible donors for the need of blood as a life-saving gift.

Our Transfusion Center was totally mobilized on the day of event. National and local TV broadcasters were invited to join the campaign by covering the main events organized by the National Transfusion Center. A Mobile Transfusion Unit was established in the main square of the capital city of Prishtina on the day of the event. National newspapers and radio stations were also involved in the campaign while interviews by specialists from the Transfusion Center were broadcast and published during and after the day of event. Posters prepared by the Transfusion Center were distributed in every city.

Along with marking the WBDD, our National Transfusion Center, starting on 14 June, also organized the Blood Donation Week in conformity with the WBDD. Through posters distributed in main cities we also included the dates and times when our mobile units would be available in every main city. By continuing the campaign actively during the following week, our National Transfusion Center successfully completed the objective of making sufficient blood available during the months of July and August, when schools and faculties are off, and most of the other donors are on summer holidays. From year to year, our statistics show a significant increase of blood donors with a shift from family to voluntary unpaid donors. Our main objective is to have 100% voluntary unpaid blood donation by 2017.

Contact: Dr. Bukurije Zhubi (bzhubi@yahoo.com)

**Russia**

Donor centers began spreading all over the world in the 1940s and at that time the Soviet Union probably had the most advanced system of donor centers in the world. According to statistics, there were 5 million donors in the Soviet Union during WWII, and they saved the lives of 7 million people. At that time the title of Honorary Donor was introduced in the Soviet Union and was given to those who voluntarily donated blood on more than one occasion. However, with the demise of the Soviet Union, its system of donor centers also collapsed. It was only in 2008 that the situation finally started to turn around. This year a federal program for the development of donor services was adopted in Russia.

Maria Yablontseva from the “Podari Zhizn” foundation, which is Russian for “Gift of Life”, says “The aim of this federal program is to raise the number of donors in Russia to 24 per 1,000 people. And, you know, the program really works. People read posters in the streets and watch TV programs which appeal for blood donations – and they come and donate their blood. Many young people, having donated blood on one or two occasions, start doing it regularly.”

Religion is often associated with charity, and religious organizations can really do a lot to inspire people to commit acts of kindness. Tatarstan is a region in Russia where the majority of the population are Moslems, but there are many of Orthodox Christians living there as well. At present, both Moslem and Christian charitable organizations in Tatarstan are actively calling on people to donate blood. In every church or mosque in Tatarstan one can find information about where and how he or she can donate blood. Father Anastasy, the Archbishop of Kazan, the capital of Tatarstan, says, “At present, there are blood donor centers in virtually every corner of Tatarstan. In fact it has taken us a lot of effort to get people to join this project but now they are willingly coming here to give blood for those who might need it.”

Article source: http://english.ruvr.ru/2012_06_14/78125582/ Picture Source: www.isbtweb.org
The main celebration for the WBDD was organized in Bratislava, capital of the Slovak Republic, on 10 June 2012. It was the fourth time (the first being in 2009) that the event was organized in the large commercial center Aupark and in the park named Park Janka Kráľa which is located between the commercial center and the Danube river. The event was organized under the patronage of Slovak First Lady Silvia Gasparovicová who personally participated at this celebration. During the event the National Transfusion Service collected blood from 108 donors.

This year donations were encouraged through urban zorbing in various town centres across Slovenia. After its initial run in the nation’s capital, Ljubljana, the zorb has been travelling from one city to another – through Slovenia’s veins. The campaign was launched on 17 May and was promoted by famous Slovene athletes on billboards (for more information, visit: http://www.daruj-kri.si/). Besides being an extraordinary experience by itself, zorbing also serves to symbolize the passing of good energy between people – just like donating blood. The zorb concluded its tour on 14 June, World Blood Donor Day, in Ljubljana, where a grand, free-of-charge concert given by various Slovene musicians took place.

Other celebrations were held at the traditional 23rd Slovenia’s blood donors’ meeting on Saturday, 9 June in the town of Veržej. The meeting was also attended by the President of the Republic of Slovenia, Dr Danilo Türk.

Contact: Ana Bajec (ana.bajec@smjwt.com)
Sweden

Eighteen Swedish blood donors were chosen via a campaign on our national Facebook Fan Page (www.facebook.com/geblod). The chosen donor heroes were presented on two posters during a campaign from 11 to 14 June. They were presented at the blood centres and our national website Geblod.nu “Give blood now.”

Five of the donor heroes’ stories were also printed on 300 red paperboard figures distributed early in the morning of 14 June in 22 towns across the country. This was a sudden action, taking people and the media by surprise. In many blood centre waiting rooms, there were cupcakes made especially for the World Blood Donor Day.

The 11 to 14 June campaign finished on the evening of June 14 when the Blood Donating Award 2012 was given to Linnéa Renholm Persson for her more than four years of compassionate work as a blood donor ambassador.

Contact: Thomas Attnäs (thomas.attnas@skane.se)

Tajikistan

On 14 June 2012 more than 400 people voluntarily donated their blood at the Republican Scientific Blood Donor Centre in Dushanbe, Tajikistan. Donations have so far come mostly from health care workers, but the campaign continued through 21 June, encouraging everyone to donate blood to help others and save lives.

During the event posters and promo materials on World Blood Donor Day 2012 developed and printed by the WHO were used by the MoH. The Republican Scientific Blood Donor Centre also organized a small reception following the event during which donors shared their experiences and talked with others about the benefits of blood donation for the population. Radio and press representatives also interviewed the participants. The World Blood Donor Day celebration was organized in other regional blood centres as well to honour those who regularly donate blood.

Prominent donors were awarded with souvenir caps and T-shirts, as well as cups emblazoned with the slogans of the day. Booklets and other information material were also distributed to the participants. The event closed with the opportunity for all participants to donate blood. The NBC also organized a small reception following the event during which donors could share their experiences and talk with young people about the benefits of blood donation for the population.

Source: http://www.euro.who.int

Uzbekistan

An official ceremony to mark the WBDD and recognize donors was conducted at the National Blood Centre (NBC) of Uzbekistan on 14 June 2012. Regular blood donors, young people, staff from NGOs, blood centre specialists and mass media representatives took part in the event. Welcoming speeches were delivered by Iskandar Ismailov, acting Head of the WHO Country Office in Uzbekistan, and Khamid Karimov, Director of the NBC. Donors and youth representatives also took the floor to advocate for blood donation.

Prominent donors were awarded with souvenir caps and T-shirts, as well as cups emblazoned with the slogans of the day. Booklets and other information material were also distributed to the participants. The event closed with the opportunity for all participants to donate blood. The NBC also organized a small reception following the event during which donors could share their experiences and talk with young people about the benefits of blood donation for the population.

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Vatican City

Pope thanks those who donate blood: “It’s indispensable for the life of many patients”

“World Blood Donor Day is celebrated on 14 June. The Pope thanked those who have donated blood by describing it as a form of solidarity, and as something that is indispensable for the life of many patients. The Pope is particularly sensitive about this issue. As a cardinal he always carried a card that identified him as an organ donor. He had to remove it though, when he was elected Pope, since the rules of Papal burials prevent the removal of organs.

2012 WBDD celebrations around the world

South East Asian region

Bangladesh

World Blood Donor Day 2012 was observed in a fitting manner in Bangladesh. The National Safe Blood Transfusion Programme along with the Bangladesh Red Crescent Society (BDRCS), Sandhani, the Transfusion Medicine Department of Bangabandhu Sheikh Mujib Medical University (BSMMU), the International Federation of the Red Cross (IFRC) and WHO jointly organized a rally, a seminar, a discussion meeting, an award ceremony and blood donation programmes.

The BDRCS and the IFRC health team worked together to develop two posters, leaflets and a brochure. In addition, as a motivational and marketing tool, they worked on developing a documentary on blood services. All of these were produced in Bangla and hence subtitles were used in the documentary film. The help of the Japanese Red Cross Society is gratefully acknowledged for its generous contribution for the publications and the documentary film. The 2012 WBDD was celebrated by BDRCS and supported by the IFRC in four districts of Bangladesh.

Dhaka

The main activities that were carried out by the BDRCS in Dhaka were a discussion meeting and awards for regular blood donors, blood program organizers and blood donor organizations. In the discussion meeting, Prof. Dr. Syed Modasser Ali, the Honorable Prime Minister’s Health and Family Welfare and Social Welfare Advisor, was the chief guest and the special guest was Prof. Dr. Khondhaker Md. Shafyetullah, Director General of the Directorate of Health Services, MOHFW. The main aim was to honor blood donors and encourage them to take part in blood donation activities more frequently. Forty-two crests were distributed among regular blood donors and organizers. During this event, 132 bags of blood were collected of which were 107 bags from Imperial College and 25 bags from the Holy Family Red Crescent Medical College.

WHO and BSMMU celebrated 2012 WBDD at the campus of BSMMU. The event started at 9.00 a.m. with a colorful rally. Blood donors and members of the organizing committee attended the rally and passed the campus with banners and placards marking World Blood Donor Day. The rally ended at 9.45 a.m. with a release of balloons into the sky. Later a seminar was held at the Nuclear Medicine Auditorium at 10.00 p.m. on the same campus, presided over by Professor Dr. Jolly Biswas, Chairperson of the Transfusion Medicine Department of BSMMU. It began with a keynote presentation by Dr. Murad Sultan, Expert on Blood Safety for the WHO. Then a brief session was held where blood donors delivered speeches and expressed their feelings and experiences in donating blood. Later a thalassaemia patient, Faiza, deliv-
The Sylhet Blood Centre arranged a rally on World Blood Donor Day 2012. In addition, a discussion meeting was organized with the District Board Administrator the chief guest. During this event 18 crests were awarded to regular blood donors with six more given to organizers. Furthermore, 27 bags of blood were collected during this event.

The Chittagong Blood Centre organized a rally for WBDD, together with a discussion meeting at which the chief guest was the Chairman of the Chittagong Sports Organization. Thirty-six crests were awarded to regular blood donors while six went to organizers. Also 54 bags of blood were collected during this event.

The Jessore Blood Centre organized a discussion meeting at which the Jessore Civil Surgeon’s representative attended as chief guest. During the occasion 37 crests were awarded to regular blood donors and 16 to organizers. In addition, 16 bags of blood were collected on WBDD 2012.

Contact: Dr. Shahnaz Parveen (shahnaz.parveen@ifrc.org)

Dr. Murad Sultan (sultanm@searo.who.int, murad.sultan@yahoo.com)

The Red Cross Society of the DPRK and the IFRC, together with the Ministry of Public Health (MoPH) and WHO, celebrated World Blood Donor Day in Pyongyang on 14 June 2012. On this occasion the MoPH had fixed May and June as the Months of Blood Donation and conducted a campaign for disseminating knowledge about blood donation and recruiting donors.

For the Red Cross Society this was day remarkable for introducing Club 25 to the wider young generation. The NS had already introduced Club 25 to the students of Pyongyang Medical University and collected its first members. Among them 11 donated their blood on this day. Mr. Han (aged 20, 5th grade, Traditional Medical Department) said of his first blood donation, “Frankly speaking, I was a bit scared and anxious about my decision, because I had never made a blood donation before and this was my first experience. But when I saw my blood flowing into the blood bag, I found myself getting calmer and slowly pride arose from deep inside of me...” He finalized his remark with wishes for more volunteers to share the gladness of saving others’ lives.

Contact: annamari.raikkola@ifrc.org
**India**

**Bangalore**

A state-level function under the chairmanship of the Hon. Health Minister and Principal Secretary of HFW was celebrated on 14 June 2012 at Bangalore and similar functions were conducted at the 30 districts. Month-long voluntary blood donation camps were conducted all over the state from 14 June to 13 July. We honored the best four blood banks which had 100% voluntary blood donations and 100% component separation during 2011 to 2012 and felicitated the organizations involved in the VBD. A total of 1,590 blood units were collected during the WBDD programme, and during the month-long period the number reached 17,629 units.

Contact: Dr. Ramesh H.C (jdbloodsafety.ksaps@gmail.com)

**Dharmapuri, Tamil Nadu**

We, Indian Pillars (a non-profit organization duly registered under Trust Act Reg. No. 92/2012) started new sub-organization named “Indian Blood Donors Club” to provide for all blood needs across Tamil Nadu. On 14 April the club started to organize blood and awareness camps for people to celebrate WBDD, and for the first time in India we started a new initiative namely Dial4Blood, India’s first 24/7 call center, to provide the needed blood in Tamil Nadu. Our initiative solves problems associated with blood demand by giving the donors the necessary information. The call center number is +91-94888 48222.

A blood donation camp was organized in May 2012 jointly with the Shivaramji Blood Bank, Salem, Tamil Nadu to honor and show appreciation to donors. Certificates were distributed by chief guests on 14 June, creating awareness among the audience. The chief guest of the day was Shri. Amit Kr. Singh, Superintendent of Police. The presidential address was given by Dr. M. Raveendran, M.B.B.S., D.C.P., Blood Bank Medical Officer, Govt. Mohan Kumaramangalam Medical College, Salem, who explained the need for blood and its importance.

Contact: Mr.N.Vinoth (vinoth@indianpillars.org)

**Gurgaon**

An elaborate celebration was held at the Artemis Health Institute, Sector 51, Gurgaon, Haryana, starting from the morning of 13 June and extending to the evening of 14 June; these days were celebrated basically to create awareness about the need for voluntary blood donation. Prior invitations were sent to voluntary donors associated with us by email, SMS and phone calls. There was a cake-cutting ceremony and voluntary donors expressed their views and experiences. Thank-you gifts were presented to donors, their nature depending on the number of donations they had made. Food, music and decorations were provided and, of course, blood donations were made by voluntary donors both from the hospital and from outside. They came especially to celebrate with us.

Contact : Dr. Rashmi Sood (dr rashmiso0d165@gmail.com)

**Hyderabad**

World Blood Donor Day was celebrated on 14 June at Navayuga Inspire SEZ, Serilingampally, Hyderabad, Andhra Pradesh. Classic Design Engineering System took the initiative to organize this event in collaboration with the NTR Memorial Trust Blood Bank, one of the best local blood banks with state-of-the-art facilities. The camp was organized at the office premises of Classic Design Engineering System and the blood bank provided us with a doctor and three paramedics, along with the necessary infrastructure. We had an overwhelming response to our call with 62 volunteers donating blood at very short notice. These volunteers included employees from Classic Design and others such as iSpace, Dolcera and Navayuga Infotech. Prior to that we used posters provided at the WBDD website for promotion of the event and it worked out quite well. We’ve succeeded in generating awareness for WBDD and on the importance of blood donation. We shall continue to do so every year on the same day, 14 June.

Contact: Praveen Balineni (praveen.balineni@classic-co.com)
World Blood Donor Day was celebrated all over the country on 14 June by the state chapters of the Indian Society of Blood Transfusion and Immuno-haematology (ISBTI). A function was organized at Jind District, Haryana by President of the ISBTI Dr. Yudhbir Singh to celebrate World Blood Donor Day. Voluntary blood donors, motivators and camp organizers from all over the state were invited for this program. More than 750 volunteers participated in the celebration on this day and shared their experiences and success stories related to voluntary blood donation. Since the theme of WBDD 2012 is “Every Blood Donor is a Hero” the donors were given special recognition, and motivators and camp organizers were given appreciation for their contributions in this field.

ISBTI also launched a SMS-based Helpline Service throughout the country on the eve of World Blood Donor Day to facilitate the search for voluntary blood donors by blood banks in case of emergencies, and in order to maintain their minimal inventory levels of each blood group. The idea is that “Safe blood should be waiting for the patient and not the patient waiting for the safe blood” which is the vision of the ISBTI.

Contact : Sanjay Gupta (isbti.org@gmail.com)

LUCY organized a mega-event of WBDD celebrations at Rabindra Sadan Open Area on 17 June. Various other organizations from Kolkata and outside were invited to be a part of the celebration. The program comprised group songs, street theater by Shilpobhumi, a quiz, an on-the-spot motivational campaign, recitations, performances by eminent singers from Kolkata, a slide show, a movie on blood donation etc. People from various spheres of life came and participated in the event and many blood donation camps were organized by LUCY in various parts of West Bengal. The month-long effort came to its final juncture when the LUCY team decided to celebrate the birthday of their youngest member, Biyat Basu Biswas, through a message of voluntary blood donation. LUCY organized a blood donation camp at the Tata Medical Center, Rajarhat, Kolkata on 15 July. Contact : Mr. Biswaroop Biswas (secretary@lucy.in)

Kerala

Terumo Penpol Limited, in association with CII and the State NSS Cell, celebrated World Blood Donor Day as a gala event. Dr. Shashi Tharoor, Member of Parliament from Thiruvanthapuram, inaugurated the World Blood Donor Day celebrations. A Director and the Chairman of Terumo Penpol Limited made speeches. Regular blood donors from all parts of Kerala were honored during the celebration. Awards were given to the best institutions, blood donor motivators and NSS program officers, the best NGO, and the best male and female donors. Posters and leaflets on blood donation were distributed to the general public and to school students. Articles related to World Blood Donor Day and repeat regular donors were published in Indian newspapers while the Manorama TV Channel and Radio Yentha provided coverage of the formal function.

A Thank-You Blood Donor greeting card design contest was organized for high schools, and higher secondary and college students, and the winners were rewarded on World Blood Donor Day. During the award ceremony, the winners presented their card to the best blood donors. Big FM Radio was the official radio partner for this event and provided wide publicity while the stage show by Big FM was a roaring success. The Music Concert was very impressive and the crowd enjoyed the show immensely.

Contact : Baby P.S (baby@terumopenpol.com)

As every year, Let Us Care for You (LUCY) celebrated World Blood Donor Day. The inaugural program was hosted in the premises of Dynamic Digital Technology, Salt Lake, Sector 5. The program started with an inaugural motivational speech by the leaders of LUCY. The theater group Shilpobhumi performed their street drama “Salute Blood Donors”, and an informational piece and the blood donation camp followed.

Contact : Baby P.S (baby@terumopenpol.com)
Mumbai

A blood donation camp was organized by Teledoctors at Mercy Mission Center on 15 July in collaboration with V.N. Desai Hospital (Govt), the first time in Mumbai for a joint venture between a government body with Teledoctors. The feedback given by Community Development Officer Mrs. Nishi Gandha on setup, location and arrangements, along with the response from our end, was positive. We are looking forward to more such blood donation camps in the near future.

Contact : Dr. Suhail Choudhary (teledoctors.india@gmail.com)

Patiala

We organized two blood donation camps, one on 14 June and the second next day through which we collected 147 units of blood. To recruit regular blood donors, we educated and made people aware of voluntary blood donations; we have organized more than 150 blood donations camps in the last three years.

Contact : Jatwinder Grewal (zamidara@yahoo.com)

S. Yanam village, East Godavari District, Andhra Pradesh

On WBDD 44 brave hearts of Cairn, India from Ravva Asset (an oil producing field) celebrated World Blood Donor Day by donating their blood. The Day was inaugurated by Mr. Jacob Mathew (Head, Ravva Plant) through the Lighting of the Lamp when he spoke about the importance of volunteer blood donors and being the life-line for thousands of vulnerable lives. Like a true leader he led the Asset team by becoming the first voluntary donor of the day. Following in his footsteps other staff members from Asset donated blood and showed their commitment towards this noble cause. It is to be noted that this was second straight year Ravva JV donated blood to the Amalapuram Govt. Hospital. As a token of recognition for Ravva JV, IM was presented with an appreciation certificate by the Medical Officer of the Government Hospital who also thanked the team for saving thousands of lives in the district and being a true responsible corporation.

Contact : Parthasarathi Changdar (Parthasarathi.Changdar@cairnindia.com)

Indonesia

To celebrate WBDD 2012, the Indonesian Red Cross Society (IRCS) cooperated with 3M Nexcare, a healthcare manufacturer in Indonesia. A media press conference and blood donation activity were carried out on 26 June at the headquarters of the IRCS. The activity target was to explain WBDD 2012 to the community, especially the theme ‘Everyone Can be a Hero’, and to promote ‘Let’s share with others’ which publicizes the need for blood in the nation. Speakers were drawn from the IRCS, 3M Nexcare and health practitioners, while the audiences were media journalists, university students and community members who support this activity.

Fortunately, this took place near to the Muslim month of Ramadhan, during the fasting season when blood donation is usually slack. Thus we had very positive responses from communities that helped break the myth about blood donation during the month of fasting. We hope that we can continue this activity in the future and get even better results when we celebrate the next WBDD.

Contact : Dr. Robby Nur Aditya (Robby_nuraditya@yahoo.com)

KomunitasAB_DKI (AB Type Blood Community, Greater Jakarta) held a Fun and Family Walk to celebrate 2012 WBDD that took place on Sunday 17 June starting at 07.00 a.m. and going from the Monument (Monas) to Bunderan Indonesia (Bunderan HI) on Jakarta Car Free Day through downtown Jakarta and the business center area where, at that time, people can play sports. The event was promoted through flyers, banners, Twitter and Facebook. www.tokobagus.com was the media partner and sponsor of the event. Many TV talk shows, including DAAI TV, MNC TV, Kompas TV, and Metro TV covered the story.

Contact : Anita Darienarita (anita.darienarita@yahoo.com)
Myanmar

This year the launching of World Blood Donor Day was held in the Yangon, Mandalay and Bago Regions, Mon State and Nay Pyi Taw with the support of the Myanmar Red Cross Society (MRCS) and the IFRC. Celebrations were launched in Kachin State, Shan (East and North) State, and the Ayeyawady Region with funding provided by the Japanese Red Cross Society.

In Yangon a celebratory event, coordinated by NBC and the MRCS, was held to meet the blood donors’ organization at the National Blood Center (Yangon). Yangon Region Red Cross Supervisory Committee members, Red Cross volunteers, local government officials, Departmental health officers, other NGOs and INGOs from the private sector, and community leaders from private blood donor clubs and religious groups attended this ceremony where MRCS gave WBDD T-shirts to attendees. Prof. Dr. Tha Hla Shwe, President of the MRCS, sincerely thanked blood donors and Dr. Nay Win, Director (National Health Laboratory) gave the opening speech.

Mandalay Region held a ceremony for honoring 500 regular blood donors by giving them honor cards and prizes. Red Cross members, local government officials, departmental health officers, other NGOs and INGOs from the private sector also attended this ceremony. A donor who has given blood 110 times was specially honored.

The Bago Region, Mon State Red Cross Supervisory Committee conducted the World Blood Donor Day ceremony and honored 400 regular blood donors by giving them honor cards, prizes and T-shirts. Bago Region Red Cross Supervisory Committee members, local government officials, departmental health officers, other NGOs and INGOs from the private sector also attended this ceremony where the Prime Minister of Mon State gave an opening address. Some 50 blood donations were collected during the mass blood donation campaign held after the ceremony.

Naypyitaw Red Cross Supervisory Committee celebrated the WBDD and honored 350 regular blood donors. Local government officials, departmental health officers, other NGOs and INGOs from the private sector also attended this ceremony. MRCS gave blood badges and WBDD T-shirts to attendees. Prof. Dr. Tha Hla Shwe, President of the MRCS, sincerely thanked blood donors and Dr. Nay Win, Director (National Health Laboratory) gave the opening speech.

Ayarwaddy Region Red Cross Supervisory Committee held a World Blood Donor Day ceremony at Pathein Township and honored 70 regular blood donors from among the attending 500 blood donors with cards and prizes. U Thein Aung, the Prime Minister of Ayerwaddy Region attended and gave an opening speech. Also Dr. Myat Thiri San, Pathologist from Pathein Township General Hospital, gave a donor education health-talk concerning blood donation.

WBDD ceremonies in States and Regions were very fruitful, especially in cementing cooperation among the MRCS/IFRC, State and Regional Red Cross Supervisory Committees and community authority persons, and the JRCS who provided funding. We are very hopeful that the partnership will take a step towards working together on 100% VNRBD in Myanmar. The salutes given to blood donors will raise the retention rate of regular blood donors and facilitate the National Society’s VBDR Program Plan of Action, empowering our efforts for the achievement of this goal. The MRCS also saw its image raised within the community and active community participation in the WBDD was an indicator of this. Red Cross voluntary blood donation services have won the interest of the general public and private blood donor clubs. Contact : Mr. Khin Maung Hla (ed-mrcs@myanmarredcross.org.mm)

Nepal

The Central Blood Transfusion Service Department (CBTSD) and district chapters of the Nepal Red Cross Society (NRCS) conducted various activities for the WBDD in Kathmandu and Chitwan districts, including a press meeting, an interaction programme, an open blood donation programme, rallies and competitions. The NRCS CBTSD organized the following activities in Kathmandu:

- A press meeting was held at the NRCS headquarters seminar hall on 11 June to disseminate blood programme activities and brief the media about World Blood Donor Day celebration activities. Altogether 38 people, including NRCS staff, volunteers and blood donors, participated in the meeting.
- An interaction programme took place on 12 June to help celebrate World Blood Donor Day and the blood programme. Participants of the meeting represented the NRCS District Valley chapter, sub-chapters of Kathmandu district and blood donor organizations. Altogether 52 persons (23 females and 29 males) participated in the program.
- An open blood donation and thanks-sharing programme was organized at the CBTSD on 14 June with some 200 people participating. Among them 61 people, including four women, donated their blood.

Pathein Township General Hospital, gave a donor education health-talk concerning blood donation.

WBDD ceremonies in States and Regions were very fruitful, especially in cementing cooperation among the MRCS/IFRC, State and Regional Red Cross Supervisory Committees and community authority persons, and the JRCS who provided funding. We are very hopeful that the partnership will take a step towards working together on 100% VNRBD in Myanmar. The salutes given to blood donors will raise the retention rate of regular blood donors and facilitate the National Society’s VBDR Program Plan of Action, empowering our efforts for the achievement of this goal. The MRCS also saw its image raised within the community and active community participation in the WBDD was an indicator of this. Red Cross voluntary blood donation services have won the interest of the general public and private blood donor clubs. Contact : Mr. Khin Maung Hla (ed-mrcs@myanmarredcross.org.mm)
Sagarmatha Television, Himshikhar Television and some FM radios broadcast interviews with key NRCS personnel including the Secretary General, the Director and the Deputy Director. Likewise various blood centers and NRCS district chapters also celebrated World Blood Donor Day at the local level.

Chitwan district chapter organized a national programme on World Blood Donor Day. An awareness rally, poems, folk songs and essay competitions, a motivation programme, a blood donation programme and donor recognition programmes were conducted on the occasion. A total of 56 people gave blood during the blood donation programme.

Contact: Ram Shrestha (ram.shrestha@nrcs.org)

Thailand

▶ The Thai Red Cross Society and the Ministry of Public Health held a celebration for the 2012 WBDD on 10 June at the National Blood Centre, Thai Red Cross Society. About 250 people attended the opening ceremony including the Secretary General of the Thai Red Cross Society, the Undersecretary of the Ministry of Public Health, and a representative from the IFRC. Awards were given to 48 donors who have made 100 blood donations or more and given blood every three months for 24 years (from 1987 to 2011), and to four donors who have made 100 platelet donations on a regular basis for five years (from 2006 to 2011). Active mobile blood coordinators and sponsors of the 2012 WBDD also won awards.

In order to celebrate the day, the Thai Red Cross held a Super-Hero competition in the fields of cartoons, posters and articles, and Landsteiner’s Awards were presented to the winners. Singers, actors, Club 25 members and Red Cross Youth volunteers performed, and 60 Provincial Red Cross chapters and 72 hospitals took part in the event while more than 5,000 people participated in blood donation. In total we collected 3,028 units of blood, of which 2,700 units were from regular blood donors and 328 units from new blood donors. “Every Blood Donor is a Hero” T-shirts were given to blood donors on World Blood Donor Day in which more than 5,000 people participated.

Contact: Piyanun Kumkrong (piyanun_kh@hotmail.com)

▶ WHO Thailand also highlighted World Blood Donor Day through its website. In order to disseminate the importance of VNRBD, information about VNRBD and WBDD was posted at the WHO website, and also on Facebook and Twitter.

Contact: Dr. Maureen E. Birmingham (birminghamm@searo.who.int)
Western Pacific region

2012 WBDD celebrations around the world

Australia

The Australian Red Cross Blood Service (ARCBS) promoted 2012 WBDD through SNS. We sent out a tweet, and put up a post on Facebook.

The ARCBS in Queensland held Donor Recognition Ceremonies throughout the State in recognition of our donors who have reached significant milestones such as 50, 100, 150, 200 etc. donations during a specified period. The Brisbane Donor Recognition Ceremony was held at the The Sebel, King George Square on Saturday, 4 August. Certificates and thank-you gifts were handed out to our donors and there were speeches from Australian Red Cross Blood Service staff and a recipient. The ceremony was then followed by lunch.

The Governor of Queensland attended the event and published this information on the Government House website:

“In the morning, Her Excellency, Ms. Penelope Wensley AC, Patron, Australian Red Cross (Queensland Division), attended a Ceremony to mark National Blood Donor Week 2012, at The Sebel and Citigate, King George Square, Brisbane, welcomed by Chairman, Australian Red Cross Blood Service (ARCBS), The Honourable David Hamill AM; ARCBS Queensland Manager, Ms. Melanie Wilson and Community Relations Officer, Ms. Rhiannon Buglar, where the Governor presented a number of awards recognising the contribution of milestone blood donors, then joined official guests, donors, recipients and ARCBS Supporters for morning tea.”

I’m at the Chermside centre and during National Blood Donor Week we had an information stall at the Australian Taxation Office to recruit donors. The Australian Taxation Office is one of our biggest supporters and allows staff to donate during work hours.

Contact: Rhiannon Buglar (rbuglar@redcrossblood.org.au)
Cambodia

With the commitment of the Ministry of Health to improve blood safety in Cambodia, the National Blood Transfusion Centre (NBTC) in collaboration with development partners such as GFATM, WHO, US CDC and the Cambodian Red Cross Society, on 14 June organized World Blood Donor Day this year at Sofitel Phokeethra Phnom Penh Hotel. Three posters and one logo for the 2012 World Blood Donor Day campaign material were adopted and used by the NBTC for this event, during which the blood donation session was organized by the NBTC. The local Radio ABC Cambodia made announcements daily for two weeks before the WBDD, mobilizing people to donate blood during the event. As well as the media, Vital Premium Water company provided drinking water to all participants. Minister of Health H.E. Mam Bun Heng gave the opening speech and presented many Certificates of Appreciation to thank our unsung heroes who give blood regularly and save many lives.

The WBDD this year was very successful and attended by 800 participants and 198 units of blood were collected from regular and new voluntary donors. Participants included honored guests such as the Minister of Health, the Deputy Governor of Phnom Penh Municipal and the President of the Phnom Penh Red Cross Committee. Blood donations from these honored guests are really appreciated and have motivated voluntary blood donations. Some 162 donors received certificates in recognition of being regular blood donors, the greatest achievement being by one donor who has donated 76 times. The event aired on every TV channel in Cambodia and two of the most popular radio programmes (National Radio Programme and ABC Radio Cambodia). It was also in the headlines of three of the most popular newspapers (Reaksmey Kampuchea, Koh Santepheap and DAP) which gave the message that “Every Blood Donor is a Hero”.

WBDD is the major event that motivates the activities of the Cambodian Youth Association and other groups to donate blood and save the people of Cambodia as recommended by WHO and supported by the Cambodian Prime Minister’s “Blood Bank for Life” program which promotes voluntary blood donation under the theme of WBDD 2012.

Contact : Dr. HOK KIMCHENG (hokkimcheng@gmail.com)

Cook Islands

On WBDD we recognized VNRBDs through newspaper adverts, CITV News, and by giving small gifts of thanks. We also recruited 64 VNRBDs, with 94% of them under the age of 25. Five Club 25 members assisted in recruiting the new donors.

A total of 234 voluntary donors from the past year were acknowledged with small token gifts. Three schools (Mangaia School, Titikaveka College and Tereora College) participated in the Giant Blood Droplet activity. Ten workplaces were recognized, thanked and received flower arrangements on WBDD June 14 2012. Five Youth Peer Educator Volunteers from Rarotonga (main island) travelled to two outer islands (Mangaia and Aitutaki) to support their WBDD activities.

Other WBDD commemoration activities took place in outer islands.

Mangaia Island: Red clothing, distribution of gifts, giant blood droplet, locally produced documentary on WBDD.
Aitutaki: Radio program, distribution of gifts, WBDD night market (encouraging healthy food), acknowledging donors and engaging the community.
Manihiki: Games night in commemoration of WBDD
Rakahanga: Sports night in commemoration of WBDD

Contact : Toakase Ratu (toakase.ratu@ifrc.org)
World Blood Donor Day Celebration was celebrated in Fiji on June 16 at the national level. The celebration was conducted and hosted by the Northern division, and held at the Seaqaqa Police Station compound, while representatives from the other divisions were invited to attend and witness this occasion. Our chief guest of the day was Mr. Waisale Tuidama, Manager Northern Development Project, who replaces the Commissioner Northern. The major objectives of this activity were to honor our precious blood donors for their continuous support in generously donating their blood to save other people’s lives, and to promote awareness by the public. The event was followed by a blood drive.

This year we continued to honor our organizations and institutions by presenting them with certificates and trophies, especially to those who donated the most in 2011. Moreover, the celebration not only focused on the above two objectives but also managed to incorporate other health programs. A Non-Communicable Disease Awareness segment was also included in which the Seaqaqa team was involved with medical screening. The HIV Team from the North was also present to raise awareness in the community, as were our partners from the Fiji Red Cross Society.

The communities at large were given free medical check-ups by the Seaqaqa Health Centre staff. Some of the questions brought up by the community were answered as they toured around the booths. Blood donor recruitment was also part of the day’s activity in which 16 donors gave blood, 11 for the first time. Furthermore, a total of 50 people went through our Seaqaqa Health Centre Team booth for medical check-ups provided by the team.

Despite a few management problems in coordinating this event, the half-day program was a success and a good stepping-stone for spreading the word about blood donation to rural communities. More has been achieved and information concerning health has been disseminated through IEC materials and verbal communication by the MC, while free medical service on NCD was provided. This surely strengthens the concept of wellness upon which the Ministry of Health is focusing.

Contact: Mr. Joseva Bolaqace (josefa.bolaqace@govnet.gov.fj)
The event was created to highlight this year’s WBDD theme “Every Blood Donor is a Hero”. Because we are also celebrating the HKRC BTS 60th Anniversary this year, we organized an event titled World Blood Donor Day cum BTS 60th Anniversary Celebration Ceremony, held at Telford Plaza, a busy shopping mall. We deliberately chose the Saturday (16 June) immediately following the WBDD to hold the event for the purpose of encouraging more people to attend. Our Secretary for Food and Health, Dr. York Chow; Chief Executive of Hospital Authority, Dr. PY Leung; and Deputy Chairman of the Hong Kong Red Cross, Mr. Vincent Lo, were the guests of honour officiating at the event.

Blood donors from the past six decades (1952 to 2012) were invited to recollect their blood donation experiences. We also invited a trauma surgeon and his patient to join the event and to highlight the WBDD theme “Every Blood Donor is a Hero” through the recollection of the tragic accident experienced by the latter. Appreciations to blood donors were made by the various guests and, in addition, a popular local canto-pop music group, “C AllStar” joined the event to show their support and appreciation for the blood donors. To enhance the visibility of WBDD, we chartered an open-top bus to parade through Hong Kong Island and the Kowloon Peninsula before and after the ceremony. Invited guests and volunteers, including members of our Youth Donor Club, participated in the event which also included the distribution of WBDD souvenirs to passers-by in two busy shopping areas of Hong Kong.

We organized two Annual Donor Award Ceremonies during the WBDD period. Donors who have made 25 blood donations or its multiples cumulatively during the previous year were invited to attend the ceremony to receive awards in recognition of their generosity. The total number of donors eligible for the award has reached a new record of 2,542. Award recipients and their families were invited to attend the event which also included a delicious Chinese dim-sum lunch and music performances by volunteers. We also invited patients who have received blood transfusions, and their attending doctors, to share their experience in blood transfusion. The events attracted a lot of media attention and their reports enabled extensive publicity for the WBDD. A poster promoting this year’s WBDD theme was designed and displayed at various places including in the media, at public transport intersections, and in residential and commercial estates. Messages expressing appreciation for blood donors were sent through mass media and publicity channels including radio, magazines, newspapers, and social media such as Facebook etc.

Contact: Dr. Che Kit Lin (cklin@ha.org.hk)

In celebration of World Blood Donor Day (WBDD) on 14 June, to show gratitude for those who have contributed blood while promoting awareness of the need for a stable supply for the safe transfusion of blood, and requesting further understanding and cooperation, the Japanese Red Cross Society (JRCS) called for the attention of the public in Japan through various publicity activities, as follows:

PR posters for the WBDD were printed (10,000 sheets) and distributed to all Japanese Red Cross (JRC) Blood Centers at 47 prefectures nationwide. The JRCS runs seven Block Blood Centers, 47 Blood Centers, and 169 branches and offices across Japan. We held a live music event “Love in Action Meeting” on June 13 and 14 during which fourteen artists sent messages through their whole-hearted songs. This live event, simultaneously screened at six movie theaters, was a significant occasion that reminded people of the need for enthusiasm and the importance of blood donation at each location across Japan. With regard to the activities organized at the local Blood Centers of 47 prefectures nationwide, we may summarize as follows:
In celebration of WBDD, Saitama Blood Center offered a “Kenketsu-chan” cotton bag at all donation sites in Saitama Prefecture for those who contributed blood on 14 June. This offer was made to show gratitude for the constant support and cooperation for blood donation. ‘Kenketsu’ means ‘blood donation’ in the Japanese language.

From 10 to 14 June Wakayama Blood Center published and distributed a pamphlet to celebrate and disseminate the WBDD. With the support of donation-promoting student volunteers, Wakayama Blood Center organized a street promotion on 10 June to disseminate the WBDD while showing gratitude for the constant cooperation for blood donation and requesting further continuous support.

Iwate Blood Center made a signboard to promote the WBDD. On 10 June, JRC Iwate Blood Center also arranged the allocation of a mobile donation car to Rikuzentakaka City, the first time since the Tohoku Earthquake, under the sponsorship of the Rikuzentakaka Youth Chamber of Commerce and Industry Association. This attracted wide media attention across Japan as it marked the restart of local mobile-car operations in Rikuzentakaka where an earthquake had caused severe damage.

Contact: Yukiko Izutani (y-izutani@jrc.or.jp)

Kiribati

Kiribati Red Cross Society (KRCS) spent over a week campaigning for blood donation just before World Blood Donor Day, and even earlier in May during the World Red Cross Day. Different methods to encourage blood donors included radio spots, dramas, the distribution of pamphlets, and public sessions and visiting groups educating them about the need for blood and attempting to mobilize individuals and communities to donate blood on a non-remunerated basis. KRCS volunteers continue to work with the Ministry of Health and existing donors to recruit more blood donors. The target for this year is to get at least 100 new blood donors and to maintain the existing donors.

The drama group reached three big communities in Betio and it is thought that over 2,000 community members gained awareness of the importance of blood donation. It is estimated that 75% of the total population of 105,000 received the message, not only on South Tarawa and Betio but also on the outer islands. After the sending of the messages, some people turned up at the office offering to volunteer as blood donors. More than 40 people registered their names and 25 new blood donors were tested. There are 30 donors who have not yet undergone the test but who are on the waiting list for HIV and Hepatitis B and C screening and blood tests. Some 1,000 IEC materials were distributed during the World Red Cross Day in May and World Blood Donor Day, of which 500 were distributed to communities.

Contact: Toakase Ratu (toakase.ratu@ifrc.org)

Lao People’s Democratic Republic

On 14 June more than 1,000 people gave blood at the World Blood Donor Day (WBDD) Celebration event organized by the Lao Red Cross at the National Blood Transfusion Centre, Lao-ITECC Centre in the capital, Vientiane, where at least 600 blood units were collected in a drive to boost stocks and mark World Blood Donor Day. The donors included local residents, staff and students from the University of Health Sciences, the National University of Laos, colleges, various organizations in both the government and private sectors, and secondary schools in and around Vientiane. Deputy Minister of Health Assoc. Prof. Dr. SomOck Kingsada; President of the Lao Red Cross, Dr. Snivourast Sramany; Secretary General of the Lao Red Cross, Dr. Keedaeng Thammalangsy and high ranking officers from various organizations also attended the event. The event started with an opening ceremony, followed by a movie presentation of the Blood Safety Programme and activities in Laos. A live concert ensued, along with various entertainment events such as shows and Lao traditional dancing.
The blood collection staff was divided into two teams: the first (still on duty and worked at our Blood Centre) while a second team of 50 members from the Lao Red Cross Blood Transfusion Centre, hospitals and volunteers worked hard with a smile all day. We collected 618 bags of blood at the Lao-ITECC and 22 blood bags at our Centre, 640 blood units in total.

In addition, World Blood Donor Day Event was also organized on Friday 22 June in Borikhamxay province, and more than 600 participants attended the event. Some 219 blood bags were collected in the morning session while in the afternoon the Lao Red Cross, in cooperation with the Borikhamxay authority, organized a meeting chaired by Dr. Snivoursat Sramany, Deputy Governor; Mr. Khambounnat Sayyanoh, Deputy Governor; Dr. Dounchan Bounmany, NBTC Deputy Director; Mrs. Sophal Chanthavong, Head of the Provincial Red Cross Branch; and Mr. Khamphan Raschack, Regular Blood Donor Representative. The meeting started with an opening speech about the importance of blood and blood donors, a regular blood donor’s point of view, appreciation for blood donors and the awarding of appreciation certificates and rewards to regular blood donors and supporting organizations. The Lao Red Cross thanks all blood donors and organizations for their support and assistance in cerebrating WBDD in Laos and believes that this year we can collect more blood than last year.

Contact: Dr. chanthala souksakhone (chanthala2010@gmail.com)

Malaysia

With the theme of “Every Blood Donor is a Hero” the National Blood Centre (NBC) had an opportunity to thank blood donors, the unsung heroes who donate blood voluntarily to save lives, by celebrating this year’s World Blood Donor Day with them. The celebration was a success as it saw almost 400 blood donors turning up at the blood centre to commemorate this event as well as to donate blood, and because 700 blood donors came forward to give blood at the mobile blood donation clinics organized on that day. This event was publicized via the NBC’s homepage, and a banner was also put up to raise awareness of World Blood Donor Day as well as to invite the public to this event. Invitations were also sent out via emails and short text messages (SMS) to blood donors, especially those born on 14 June, to celebrate their birthday with us.

Mongolia

The 2012 celebration held to advertise and promote the significance of the WBDD was linked to the importance of the voluntary blood donor program among the population, and to show appreciation for and acknowledge the dedication of voluntary blood donors. It was also aimed at increasing the number of blood donors and actively involving the young generation in donating safe blood. A 45-day campaign started with a press conference by OT and the
Mongolian Student Union in order to educate and increase the number of VNRBDs among university students as an event preceding the WBDD. Campaign ToR were sent to the selected eight top universities in Ulaan Bator, and promotion and training sessions were held according to the set graphic by eight mid-level district committees and special units. As a result 1,230 students attended and 982 of them became blood donors.

Vitafit LLC, part of the JCI Capital international organization, has been a regular sponsor for the event and they donated their products to the amount of 3 million MNT for blood donors. The IFRC provided 2,500 CHF (3,325,000 MNT) which was spent on invitation and greeting card printing for delivery to donors and invitees, souvenirs and flowers (keycaps and four berh shagai) for voluntary donors, previous and new honored donors, and other event expenses.

The WBDD was held in the open air at the State Drama Academic Theater on 14 June. President of the Mongolian Red Cross Society (MRCS) Enkhbold N and Member of State Ikh Khural gave a speech during the opening ceremony and expressed appreciation for the donors. Management and special invitees from the UN, WHO, MoH, IFRC, MRCS, ADB, Oyu Tolgoi LLC and other organizations participated, and gave the congratulatory and appreciating speech for those who give their blood. Mobile blood collections were made during the event, collecting blood from 15 persons including not only invitees and representatives but also from the general public. The event was broadcast through many TV stations and other media. The singers, dancers and artists gave performances for the blood donors, who have been providing their blood to whoever needs it, without knowing to whom they have donated.

Oyu Tolgoi LLC awarded the winning universities of the contest, and MRCS mid-level branches as well as other organizations whose employees donated blood received certificates and other awards. The representatives expressed their heartfelt appreciation to the donors. Around 300 local people from national agencies, international invitees, students, donors, donor organization staffers and users of blood and its products participated actively in the ceremony.

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New Zealand

World Blood Donor Day is the major annual profiling campaign for the New Zealand Blood Service. The objective of the activities is to thank current donors for their contribution while aiming to boost donor numbers through the recruitment of new donors and to encourage those people who have not donated for a while to return. The theme of the 2012 World Blood Donor Day campaign “Every Blood Donor is a Hero” focused on the idea that people can become heroes by giving blood, and recognised the silent and unsung heroes who save lives every day through their blood donations. The take-home messages for this year’s event were that individual acts of heroism (blood donations) are helping save Kiwi lives every day and that blood donors are modern-day heroes, ordinary people that take an hour out of their busy days, a few times every year, to give a simple but life-saving gift.

The Blood Service had a lot of support from media organisations again this year with some really positive stories showing blood donors as unsung heroes alongside other people we recognize as heroes in our community such as emergency services staff, sports people and celebrities. Many of the stories showed that without blood donors, emergency and medical services would not be able to function. Without blood donors the lives of our loved ones could be lost. A story typical of those prepared for TV and newspapers was about the premature baby of New Zealand and Wellington Phoenix footballer Ben Sigmund and his wife Deanna. Cameron was born at 24 weeks at Wellington Hospital and spent the first four months of his life in the Neonatal Intensive Care Unit. He required many blood transfusions as part of his treatment.

The New Zealand Blood Service received great support for WBDD and its heroes’ theme from real life heroes in the emergency services such as fire fighters and ambulance medics. In Auckland we had the support of some police dog handlers who are also regular plasma donors. They came in on the day with their dogs and their story made it to TV and several web site publications.

New Zealand Blood Service staff and donors celebrated World Blood Donor Day at the 11 fixed site donation centres right across New Zealand. Many of the staff got in to the spirit of the day by wearing super-hero capes. Overall WBDD was a great success in New Zealand with over 120 articles appearing on TV, radio, newspapers and magazines.

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**Papua New Guinea**

As part of global solidarity and celebration, the National Blood Service of Papua New Guinea organized and celebrated World Blood Donor Day 2012 with great enthusiasm in order to raise awareness of the need for safe blood and blood products. In commemoration of WBDD, a big crowd turned out from all walks of life. The event was organized outdoors in a public place attended by various dignitaries, health professionals, corporate groups, schools students and staff, media groups and the general public. The Papua New Guinea Red Cross Society organized a walk that joined the public event organized by the National Blood Service. The audience was addressed by the Acting Health Secretary, the WHO Representative and the Chief Clinician and included testimonies from long-time regular blood donors.

In his speech the Acting Health Secretary reaffirmed that the National Department of Health recognizes the Blood Service as an integral part of the health service and the government is committed to support the National Blood Service. In his public address Dr. Adu-Krow stated that, “In Papua New Guinea, only about 30,000 blood units are collected yearly of which 35 percent of the blood donations are met by family/replacement donors.” Apart from the delivery of speeches, a theme song was played and various drama groups performed cultural shows highlighting the importance of voluntary blood donations. Appropriate posters, leaflets and T-shirts were produced and distributed. Distribution of the leaflets will continue nationwide. An appropriate banner was made and displayed at the venue. The event received good coverage from the news media.

Papua New Guinea is committed to World Health Assembly Resolution WHA 58.13 and is working hard to reach 100% voluntary blood donations by the year 2020 in line with the Melbourne Declaration. The WBDD event will help create awareness on voluntary blood donation, and will contribute to converting family replacement donors to voluntary blood donors and increase the total blood collection, which will enhance universal access to adequate safe blood and blood products. As part of the advocacy support given by the media, prior to the main event on 14 June the National Broadcasting Corporation (NBC) provided very good information to the public through national TV and radio in order to create awareness about voluntary blood donations. NBC aired talk-back shows that were very instrumental in the dissemination of various facts and messages on voluntary blood donations. Apart from the World Blood Donor Day celebration at the national capital, the event was also celebrated at different provincial capitals in Papua New Guinea.

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**Samoa**

Samoa Red Cross Society (SRCS) was featured in a 30-minute TV-3 national program called, “Samoa i le aso” depicting Samoa Today, to further promote awareness on WBDD’s theme “Every Blood Donor is a Hero” and acknowledging VNRBDs. Blood drives were held at the offices of two local telecommunication companies, Blue Sky and Digicel, during which a total of 22 units of blood were collected. The Making a Difference (MaD) Club, made up of hospital staff (doctors, nurses, lab techs, SRCS health staff and volunteers) in the country met to finalize their Plan of Action.

The theme of WBDD was also the theme of the Samoa Red Cross biannual pageant in August. This was organized by the SRC youth of three branches, and two outer islands branch representatives and supporters traveled to the main island for the pageant. The competitors displayed costumes and talents related to VNRBD and the theme “Every Blood Donor is a Hero”.

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Singapore

World Blood Donor Day 2012 took place on 16 June at the Singapore Flyer. Revolving around the central theme of “Heroes” each blood donor was invited to the Singapore Flyer (a landmark attraction located in Marina Bay, featuring Asia’s largest observation wheel) for a day of fun and celebration. This year, as usual, the Champion Blood Donor Recognition Ceremony took place on the same day as the celebrations. Every blood donor who has passed their respective milestones in blood donations was invited to an award ceremony at the Singapore Flyer.

Other main highlights of the event include a large-scale carnival, roaming cosplay displays, an official unveiling of the new Blood Buddy mascot, as well as the public launch of the Hero campaign in dramatic fashion, dubbed “Unmask the Hero.” As the central focus of the event is on the unsung heroism of our blood donors, many prizes and gifts were distributed on that day at the carnival’s lucky draw. Each blood donor also stood a chance of winning Flyer tickets by participating in various games.

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Solomon Islands

Three major activities constituted the WBDD program: a WBDD Parade, the Official Program and the WBDD Awards Night. Invitations to participate in the public parade were sent out few weeks before the WBDD. Invitees include previous volunteer blood donors, and people from secondary schools and technical institutions, companies and private firms, government ministries and departments, including hospital staff. The parade got underway at approximately 8.00 a.m. and went from the Town Ground Area, right through the heart of Honiara City and ended at the NRH Outpatient Car Park Area, the main venue for the WBDD Official Program. The parade was escorted by a team of police officers from the Traffic Division of the Honiara Police.

The WBDD Awards Night Program commenced with the arrival of invited volunteer blood donors and youth groups, private company representatives, VIP guests and media people. The highlight of the night was the presentation of Certificates of Appreciation to all volunteer blood donors who were invited to the Awards Dinner party. While everybody enjoyed the buffet dinner, personal testimonies were presented by a champion blood donor (Mr. Peter Araiasi). Other volunteer blood donors took time to share their blood donation journey and encourage others to continue this life-saving act of humanity. The beautiful evening atmosphere and weather were rounded out by entertainment provided with the compliments of the Heritage Park Hotel.

The 2012 WBDD program increased public awareness of the importance of blood donation and celebrated and expressed appreciation to all volunteer blood donors in the Solomon Islands.

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Tonga

As with the aim of the day, the Tonga Blood Transfusion Service wanted to focus this year’s celebration on thanking blood donors and increasing public awareness of the event. Fortunately, funding from the World Health Organisation (WHO) was available to fund media events and the programs, with help from the Tonga Red Cross Society (TRCS).

Media programs included three 1-hour live talk-back radio programs, a 30-minute panel discussion the night before 14 June involving representatives from the Laboratory, TRCS, a previously transfused patient and a regular voluntary blood donor. A 30-minute documentary of thank you messages from the public, including Prime Minister Lord Tu’ivakano and our own Minister of Health the Hon. ’Uliti Uata, MOH staff and patients, and blood donors, was also shown on TV.

The day was marked with a beautiful ceremony in the village of Veitongo to initiate the launch of the village blood drive campaign that TRCS and the MOH will be working on together. The one-hour ceremony attended by no less than three royals, and by other distinguished guests. The WBDD address was delivered by Director of Health Dr. Siale ‘Akau’ola. The ceremony was later broadcast on radio and TV. After the ceremony the Hon. Etani Tuku’aho generously donated blood, which was then covered as a news item by the media. A total of 15 units of blood were donated that day, plus the registration of 70 new voluntary donors. The TRCS handed out t-shirts and provided refreshments for the donors.

The success of this years’ celebration would not have been possible without the initiative and support of the TRCS who were fundamental in organizing the ceremony. In addition funding from the WHO allowed us to broadcast media events. Our Health Promotion section was also very helpful, especially with the production of the ‘thank you’ documentary. Finally, we would like to express our appreciation to each and everyone who took part in this year’s celebration; we thank you and hope for your continued support. Encouraging and increasing voluntary blood donation improves the safety of our blood supply and ultimately raises the standard of our healthcare service.

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Tuvalu

The second drive was conducted on 13 June at the Tuvalu Government Building foyer. Some 20 people participated at this time and 11 of them voluntarily registered as Voluntary Non-Remunerated Blood Donors. On 14 June, the actual commemoration day of the World Blood Donor Day 2012, there was a live radio talk-back show where staff from the Tuvalu Red Cross Society, the Ministry of Health’s Tuvalu Media Department, and some of the blood donors participated in a two-hour live-broadcast radio program.

The week-long program ended with dinner hosted by the Tuvalu Red Cross Society at the Vaiaku Lagi Hotel as a token of appreciation for all the blood donors and Tuvalu Red Cross volunteers, medical staff and everyone who participated in the Blood Donor Drive for 2012. Lastly the Tuvalu Red Cross Society and the Ministry of Health would like to acknowledge all the hard work done by the staff and volunteers during this week-long program, not forgetting the sponsors of the program, for their continuous support throughout this World Blood Donor Day 2012. Without such help we wouldn’t have moved a step forward or fulfilled our program. May we continue working together and supporting each other in whatever programs we undertake in the future.

Contact : Puae Willy (puaesewillyfalavi@gmail.com)
Vietnam

National Institute of Hematology and Blood Transfusion

Various activities and communication campaigns such as exhibitions, a blood donation day and music shows were organized across the country in order to recognize donors and collect more blood. Some main activities were co-organized by the National Steering Committee for Voluntary Blood Donation Recruitment and the National Institute of Hematology and Blood Transfusion (NIHBT) at national level including:

- Thank-you letters, text messages, e-cards sent out to thousands of donors.
- 100 outstanding blood donors from 63 provinces and cities joined the “Kind-Hearted Journey” to Hanoi, paid a visit to the Office of President, met Vice President Nguyen Thi Doan, which once more encourages donors to give blood and recruit their friends and relatives as donors. They also visit the Ho Chi Minh President Mausoleum.
- A three-region meeting for 100 top blood donors from the North, Centre and South of Vietnam was held on 8 June at the (NIHBT). They exchanged their experiences, sang together, had interesting talks and listened to the stories of transfusion patients.
- A National Ceremony to honour 100 outstanding donors was organized in Hanoi with the attendance of party leaders, government officials, National Steering Committee for Voluntary Blood Donation Recruitment members, Ministry of Health staff, Vietnam Red Cross members etc.
- A blood drive on 10 June was an important part of the event. A large number of students and residents joined in an “I Like Giving” festival with the key message “One Action, Sharing Life”. During the festival participants received a small gift, enjoyed the Red Hero exhibition and had a great opportunity to register for creating the world record for the largest human blood drop. Making the shape of the largest human blood drop will take place on Blood Donation Day on the occasion of 65th anniversary of Invalids' and Revolutionary Martyrs' Day to show gratitude for veterans.

It was estimated that thousands of blood donors were honoured at provincial level on the occasion of WBDD this year. These activities attracted the attention of media agencies as well as the general public and are a communications’ solution to call for more blood donation during this summer.

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American Chamber of Commerce (AmCham Vietnam)

The American Chamber of Commerce (AmCham Vietnam) CSR Group is working with the Hospital of Hematology and Blood Transfusion and the Ho Chi Minh City Humanitarian Blood Donation Center of the Red Cross of Ho Chi Minh City to organize an AmCham World Blood Donor Day from 7:30 a.m. to 11:00 a.m. on:
- June 12 at Hoa Sen University, Lot 10, Quang Trung Software Park, District 12
- June 14 at New World Saigon Hotel, Floor, 76 Le Lai, District 1
- June 15 at Avery Dennison, 38 Dac Lap Street, VSIP, Binh Duong Province
- June 15 at Michael Jordan Room, Floor 13, Nike Office, Metropolitan Building, 235 Dong Khoi Street, District 1, at Victoria Healthcare, 135A Nguyen Van Tri Street, Phu Nhuan District.

Contact: Amy Nguyen (amy.nguyen@amchamvietnam.com)

Vietnam Red Cross Society

To support the Vietnam National Red Cross (VNRC) in implementing its planned activities under the WBDD theme, financial support by the Japanese Red Cross and coordination by the Health Unit of AP Zone, CHF 2,500 was provided to the VNRC for two training sessions of Club 25 leaders. The training sessions were organized in Hanoi in July, shortly after the WBDD and the VNRC’s national congress for leaders of Club 25 in northern provinces. A total of 48 participants were trained. They come from various backgrounds but are all under 25 years-old and have never had updates on Club 25 development and activities in the RCRC. A mixture of presentations, group discussions, group work and individual experience-sharing was used in the training.

Mr. Trung, an active Club 25 member in Hanoi, came to share his experiences on involving members of Club 25 in other social activities. In 2011 Mr. Trung and about 200 Club 25 members in Hanoi successfully contributed and joined the organizing of World AIDS Day held by the VNRC in Hanoi with support from the IFRC and the American Red Cross.

At the end of their training all 48 participants were familiar with the skills that will help them as leaders of Club 25 to reach out to more young people, and motivate them for blood donation. A session on blood donation knowledge including health conditions for blood donors, tips for donor motivators and the six steps in behavioral change for communication were provided to participants. All funding has been spent on the planned activities and reports were submitted to the IFRC delegation in Hanoi in July 2012.

Contact: Ms. Thuan Nguyen Duc (thuan1029@yahoo.com)
As a host country of the 2012 World Blood Donor Day, the Republic of Korea organized events that were focused on recognizing the noble action of voluntary blood donors and encouraging unpaid voluntary blood donations around the world. The Republic of Korea National Red Cross, being a host organization for the global event, began a series of 2012 WBDD celebrations by creating the largest human blood drop in the world. Some 3,006 students and faculty members of Baekseok University (current and future blood donors) got together at the ski slope in February and created a human blood drop. It won a Guinness World Record which received great media attention.

As another celebration of the 2012 WBDD, an "Every Blood Donor is a Hero" campaign was held at Cheonggye Square in Seoul on 27 April. More than 1,000 citizens, including 100 children who were invited by the Korean Red Cross, participated in various events held during the campaign including the OX quiz show, a photo zone, a message board, a puppet show and a donation ceremony for mobile blood collection vehicles. Events that involved children’s participation to raise their awareness of giving blood were more important because they can help in promoting future blood donation for the next generation. Blood donation education and floating paper boats to show support for reaching the blood donor population of three million in Korea were also held. The festival was filled with joy and citizens learned how the gift of blood can help them.

At the commemorative ceremony for the 2012 World Blood Donor Day Global Event, representatives of the founding international organizations from WHO, IFRC, IFBDO, and ISBT were joined by the Minister of Health and Welfare of the RoK Rim Chemin, and President of the Korean Red Cross Yu Jungkeun. In a spirit of solidarity they paid tribute to the tireless dedication of blood donors, not just in Korea but all across the world. Dr. Shin Young Soo, Regional Director of the Western Pacific Region of WHO said that “Every one of us can become a hero by giving blood, and by recognizing the unsung heroes who save lives every day through their donations.” Minister of Health and Welfare Mr. Rim Chemin said, “I believe that the WBDD gives us a chance to pay more attention to voluntary non-remunerated blood donation and to thank blood donors.” At the ceremony not only individual blood donors but also representatives from the corporate, public and private sectors were recognized as heroes in practicing social responsibility.
The largest human blood drop in the world, Seoul, Korea
At a scientific symposium held later in the day, blood experts from around the world joined with staff and volunteers involved in blood service delivery, shared their experiences and discussed the international perspective on self-sufficiency for blood and blood products based on voluntary unpaid blood donation. In this way, as in other years, WBDD celebrations became the catalyst for enlisting the support of a wide set of actors as partners in the quest for universal access to safe blood. Besides the symposium and commemorative ceremony, Korea saw many other events to celebrate the WBDD. A ceremonial first pitch at a Korean baseball game put on by blood donation heroes was featured around the nation. Famous baseball players became PR envoys for giving blood and an appointment ceremony was held after the pitch. Moreover the country’s main bridges and the N Seoul Tower shone in brilliant red light to commemorate this special day. The campaign evoked citizens’ empathy for the importance and necessity of blood donation and raised the future blood donor generation’s awareness that giving blood is heroic conduct that saves lives.

The day’s celebrations ended with a special dinner hosted by the Prime Minister of Korea who invited all the foreign guests and awardees, expressed sincere gratitude to blood donors for their heroic acts, and encouraged them to participate by regularly giving blood.

Finally, the series of 2012 WBDD celebrations ended with a concert for blood donors. Invited guests included 1,000 blood donors and famous K-pop (Korean pop) celebrities including Super Junior and Wonder Girls celebrating the true joy of blood donation together. Overall, the 2012 WBDD campaign in Korea was a huge success in presenting the importance of safety in transfusion, promoting and appreciating unpaid voluntary blood donation, and emphasizing the importance of blood policy and processing. Next year this global celebration for thanking those who give so selflessly moves on to Paris.

Every blood donor is a hero. You can become a true hero!

Contact: Sunhee Kim (sunny-mom@redcross.or.kr)
124 2012 World Blood Donor Day in Seoul, Korea

The WBDD flag was handed over to delegates from France.

N Seoul Tower, Korea
World Blood Donor Day

▶ In May 2005, the governments of 192 countries via their health ministers adopted a resolution to name 14 June each year as World Blood Donor Day. Resolution WHA58.13 urged member states of the World Health Organization (WHO) to celebrate this day in paying tribute to those people throughout the world who give their blood freely and anonymously so that the lives of many patients can be saved, or their quality of life improved.

World Blood Donor Day is sponsored by four international organizations working in partnership towards 100 percent voluntary, unpaid blood donation:

- World Health Organization (WHO)
- International Federation of Red Cross and Red Crescent Societies (IFRC)
- International Federation of Blood Donor Organizations (IFBDO)
- International Society of Blood Transfusion (ISBT)

The date of 14 June is significant in being the birthday of Karl Landsteiner, the Nobel Prize winner who first discovered the ABO blood group system, and thus opened the way for successful transfusion.

In a few short years, World Blood Donor Day has proved to be an enormous success, being celebrated conspicuously in many countries in all regions of the world. Celebrations take a diversity of forms, but at the heart of all of them regular, voluntary blood donors are given recognition, appreciation and thanks. The celebrations have a high profile within each country, helping the wider global campaign of raising awareness among the general public of the need for voluntary, unpaid blood donation, and the reasons behind the need.

The themes of World Blood Donor Day

Each year, the four sponsoring organizations together set a specific focus for World Blood Donor Day. The theme of each year is as follow.

- 2004 ‘Blood, a gift for life. Thank you.’
- 2005 ‘Celebrating your gift of blood’
- 2006 ‘Celebrating the gift of blood’
- 2007 ‘Safe Blood for Safe Motherhood’
- 2008 ‘Giving Blood Regularly’
- 2009 ‘100% voluntary non-remunerated donation of blood and blood product’
- 2010 ‘New blood for the world’
- 2011 ‘More blood more life’
- 2012 ‘Every blood donor is a hero’
WBDD Celebrations

World Blood Donor Day celebrations around the world

• 2005 - London, UK

• 2009 - Wales, UK

• 2009 - Australia

• 2009 - Mt. Everest, Nepal

• 2009 - St. Petersburg, Russia

• 2010 - USA

• 2010, 2011 - Ireland
WBDD Celebrations

World Blood Donor Day celebrations around the world

• 2011 - Argentina

• 2011 - New Zealand

• 2011 - Papua New Guinea

• 2011 - Japan

• 2011 - Switzerland

• 2011 - Italy
Every blood donor is a hero.