STORIES FROM AROUND THE WORLD

PARIS HOSTS WBDD 2013
STORIES FROM AROUND THE WORLD
2013 WBDD COMMEMORATIVE CEREMONY IN PARIS, UNESCO
14 JUNE 2013

Opening: Getachew Engida,
Deputy Director-General of UNESCO

OFFICIAL SPEECHES

Francois Toujas,
President of EFS (Etablissement français du sang)

Alain Gazo,
President of FFDSE (French Federation for Voluntary Blood Donation)

Gianfranco Massaro,
President of IFBDO (International Federation of Blood Donor Organizations)

Dr. Che Kit Lin,
Asia Pacific Zonal Coordinator, GAP (Global Advisory Panel on Corporate Governance and Risk Management of Blood Services in Red Cross and Red Crescent Societies), IFRC (International Federation of Red Cross and Red Crescent Societies)

Judith Chapman,
Executive Director of ISBT (International Society of Blood Transfusion)

Snežana Samardžić-Marković,
Director General of the DG Democracy, Council of Europe

Dr Ties Boerma,
Director Health Systems Policies and Workforce, a.i, WHO (World Health Organization), and Margaret Chan, Director General of World Health Organization

Marisol Touraine,
Minister of Social Affairs and Health, France

Official speeches were followed by the official ceremony for the relay of the WBDD flame, to Sri Lanka representatives, Dr Anil Dissanayake, Director National Blood Transfusion Service and His Excellency Prof. Karunaratne Hangawatte, Ambassador of Sri Lanka to France and Permanent Delegate to UNESCO.

An international symposium on the global theme - Ethics and self-sufficiency - has been held in UNESCO on 14 June afternoon.

WORLD BLOOD DONOR DAY 2013 CELEBRATIONS AROUND THE WORLD

AFRICAN REGION

Benin 20
Burkina Faso 22
Eritrea 24
Ghana 26
Morocco 28
Namibia 30
South Sudan 32
Tunisia 33
Uganda 34

AMERICAN REGION

Argentina 36
Brazil 37
Chile 38
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Mexico 40
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EASTERN MEDITERRANEAN REGION

Iran 46
Jordan 47
Lebanon 48
Turkmenistan 49

EUROPEAN REGION

Austria 52
France 53
Italy 54
Lithuania 56
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SOUTH EAST ASIAN REGION

Bangladesh 60
Bhutan 61
Korea 62
India 63
Indonesia 65
Maldives 66
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Thailand 68
Vietnam 70

WESTERN PACIFIC REGION

China 74
Jiangsu 74
Hong Kong 75
Shanghai 78
Kingdom of Cambodia 80
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New Zealand 84

WORLD BLOOD DONOR DAY: ‘Ten years’ themes of WBDD

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06
DEPUTY DIRECTOR-GENERAL OF UNESCO

I would like to pay tribute to all the volunteers, to the entire association movement, whose commitment is to respect and the highest vigilance.

Blood donation is an example to us all of a simple, generous act of solidarity that saves lives - and it is an act that echoes our common humanity, which has huge implications for health and ethics, an act that demands respect and the highest vigilance.

I would like to pay tribute to all the volunteers, to the entire association movement, whose commitment is exemplary, to all those who strive to create a more effective and just health system with greater solidarity, and who are with us this morning:

- the World Health Organisation,
- the International Federation of Red Cross and Red Crescent Societies,
- the International Federation of Blood Donor Organisations,
- and the International Society of Blood Transfusion.

We congratulate the French Blood Establishment for the organisation of this Day, which this year is held in France.

This event brings us back to the other founding principle of UNESCO: the power of science and research to bring people and States together.

The presence of some 180 countries today attests to this "intellectual and moral solidarity" that UNESCO strives to build.

It has been 70 years since the death of Karl Landsteiner, the Austrian biologist awarded the Nobel Prize for his discovery of human blood groups.

We are delighted to pay tribute to this research figure at the tenth edition of World Blood Donor Day. We see this as a call to reinforce our unfailing support of all those who contribute to the progress of science, and who push back the frontiers of knowledge for the good of humanity.

This research is alive and promising: the discoveries on blood substitutes are opening the door to unexplored territory. Red blood cells have been created using blood stem cells from the recipient themself, then transfused to this same patient.

This represents great hope for the health of millions of patients around the world. In this domain as in others, we must strengthen countries’ capacities to turn these hopes into a reality - and train doctors, researchers, and professors who are the foundation of any effective health system.

Together, if we wish, we can implement a widespread, effective and safe global transfusion system around the world. This project itself can release an energy, a surge of cooperation between States, for both development and peace.

UNESCO is determined to do all it can to achieve this objective, and to contribute in its own way through education, science, and the sharing of knowledge and culture for a better health for all.

Mobilising volunteers is an essential condition to this. Because we can build all the laboratories we want, but nothing will ever replace the simple act of volunteers who give their blood out of solidarity.

This selfless act resembles that of a researcher, also selfless, and this resemblance gives an idea of the intellectual and moral solidarity that I mentioned.

I hope that the discussions that take place today will contribute to strengthening this solidarity, giving it the means to spread as far as possible.

Thank you.

Mr. the Deputy Director General of UNESCO,
Mr. the Representative of the World Health Organization,
Madam the Representative of the Council of Europe,
Mr. the Representative of the French Ministry of Health,
Ladies and Gentlemen the Representatives of the International Society of Blood Transfusion, the IFBDO, the Red Cross and the Red Crescent,
Excellencies, Ladies and Gentlemen.

France and its transfusion community are very honoured and very proud to host this event. We are delighted to welcome the delegations from all over the world who have come to celebrate voluntary, anonymous and unpaid blood donation together.

The establishment of World Blood Donor Day by the WHO 9 years ago was motivated by the need to promote voluntary, unpaid blood donation throughout the world. This is still very much a current issue today.

Only 62 countries use voluntary donors for their blood product supply. This is clearly not enough. As you all know, only a system based on the generosity of blood donors, alongside screening tests, guarantees patients safe blood products.

Blood transfusion is a beautiful and noble act, which links generous and altruistic men and women to patients who need blood to get better and to live, quite simply. I would like to address my heartfelt thanks to all voluntary blood donors, both here and elsewhere, to all these anonymous people who give part of themselves to help others. This is also the aim of World Blood Donor Day: to say thank you.

The choice of France to host this 10th edition is not random. Our predecessors, who I would like to pay tribute to today, made the choice of unpaid donation from the 1950s. The ethical values that the French transfusion system is therefore founded on, and that you all share, are universal and - we all hope - enduring values. They are absolutely essential to guarantee the safety of blood products.

The WHO’s target for 2020 is for every country in the world to source their blood product supply from voluntary donations. This is an ambitious aim but we must do our utmost to defend, promote and encourage the not-for-profit blood donation model. This World Day, which we are celebrating together today, contributes to this. It is therefore a crucial event, which must be widely publicised. The EFS also contributes to strengthening the ethical model through its many international collaborations in Africa, Asia, and South America.

To all of you here today, representatives of the international transfusion community, members of donor and recipient associations, EFS partners and collaborators, I thank you. We are gathered together on this 14 June with a single and common purpose: to celebrate voluntary, unpaid and anonymous blood donors. We are all actors in this great chain of solidarity that is blood transfusion and which ultimately aims, let us never forget, to save lives.

I salute and am very pleased to welcome our Sri Lankan counterparts, who will be hosting the 11th edition of World Blood Donor Day on 14 June 2014. I wish them great success in the accomplishment of this momentous day in honour of voluntary blood donation.

I wish you all an excellent day.
ALAIN GAZO
PRESIDENT OF FFDSB
(FRENCH FEDERATION FOR VOLUNTARY BLOOD DONATION)

Mr the Deputy Director General of UNESCO,
Mr the Representative of the World Health Organization,
Madam the Representative of the Council of Europe,
Mr the Representative of the French Ministry of Health,
Ladies and Gentlemen the Representatives of the International Society of Blood Transfusion, the IFBDO, the Red Cross and the Red Crescent.

World Blood Donor Day is an exceptional event, exceptional because this 14 June 2013 is the 10th anniversary of its creation,
Exceptional because, in addition, this day is being held in our country.
At the World Health Organization’s initiative, it took place for the first time in 2004 in South Africa, in Johannesburg.
Today, WBDD is celebrated in more than 190 countries. Every year, one of these is chosen to host this worldwide event.
After Argentina in 2011 then Korea in 2012, France has been chosen as the host country for the 10th anniversary before Sri Lanka takes over for the 2014 edition.
This event aims to raise awareness of the need for blood and safe blood products, and above all to thank unpaid voluntary blood donors for the lifesaving gesture they make in generously giving their blood.
In our country, blood donors support and share the code of honour, of which the four ethical principles are volunteering, anonymity, charity and non profit, principles that are difficult to translate but which, in our opinion, are important aspects of the non remuneration of elements of the human body. It is important to add the fine motto of our International Federation to these ethical principles: no border, no race, and no religion.
It is my great pleasure to welcome all of the architects of this day: the organisers, the blood transfusion staff
and in particular, the blood collecting teams involved in this event, both in Paris and around the country, the
official representatives, activists and organisers of donation association that are working today but also all-year-round to guarantee the success of collections, a guarantee of self-sufficiency, collections from people in good health to save lives, ease suffering and treat diseases.
I hope that our discussions and exchanges on the themes that have brought us together contribute to celebrating this magnificent act of universal generosity that is voluntary blood donation.
I wish you all a good day.

GIANFRANCO MASSARO
PRESIDENT OF IFBDO
(INTERNATIONAL FEDERATION OF BLOOD DONOR ORGANIZATIONS)

The year 2012 was very important for the International Federation of Blood Donors Organization, with many proposals and initiatives, that enabled us to achieve important goals. We reached 72 affiliated countries, we collected 21 million blood bags and we have approximately 15 million of associates now. We have achieved these objectives because our policies were clear, concrete and attractive. We were able to propose ideas and solutions, stimulate debates, obtain consensus and participations. Our mission is to promote Blood Donation Culture, in a broad sense meaning, all over the world. If we could project a new world, it would be founded on values such as responsibility, solidarity, consciousness, information and participation. The more we will answer to people’s needs and the more we will understand that in the world there is still a huge need for blood and a boundless need for solidarity, the more our actions will be effective and precious.

Today 92 million blood bags are collected and this is not enough, millions of people die because of lack of blood.
In Latin America, in 2011, 9.3 million units of blood were collected, 62% of which was from occasional or familiar donors.
In Africa the annual estimated needs is 9 million blood units and the countries of this region are merely able to collect half of it.
In Asia there is the same issue, but the incredible thing is that 94% of blood donations are from men, while the remaining are from women. This is, most of all, due to the low levels of hemoglobin.
IFBDO task is very hard and it encounters many difficulties, that we have to overcome with intelligence, creativity, will and a lot of conviction. Our challenge is to ensure the universal access to safe and qualitative blood and so we need to promote donation as a happy moment.
Finally, blood donors do deserve a special place; the people donating are an indispensable resource and it gives us the role of social coexistence builder. Donors have to act as expressive “school of life” for the younger generations, who are often researching, in a labored and difficult way, valid references in order to define one’s personality and one’s life guidelines. To donate means to promote values such as solidarity, social and civil participation and protect the right to health.
Solidarity has to be meant as a reciprocal tie of assistance, that links the individuals together and that links the man with the community; a society where donation culture is part of the general consciousness is a society where the needs of the transfusion system are fully satisfied. To Donate means to be able to always individuate new forms of growth and then behave by paying constant attention to the problems that arise from the contemporary world, contributing in building up a new formative dimension of education and solidarity.
The main goal of the solidarity culture development is personal growth; to gain a greater sense of responsibility, potentiate one’s relational skills and, above all, revise one’s way of considering life and the world. To Donate means to live a direct experience that can capture the value of a relationship of assistance, through which we can strongly and effectively affect the sense of responsible citizenship.
The awareness and openness of citizens comes from experience and initiatives that promote the supportive protagonism, an effective breeding ground for a new society. The main motivations that make it possible to develop the association, in such an important way, come from the values and the ideals of the gesture of donating itself.
DR. CHE KIT LIN

ASIA PACIFIC ZONAL COORDINATOR, GAP (GLOBAL ADVISORY PANEL ON CORPORATE GOVERNANCE AND RISK MANAGEMENT OF BLOOD SERVICES IN RED CROSS AND RED CRESCENT SOCIETIES), IFRC (INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES)

Thank you for hosting this most important event in the global blood transfusion calendar.

In closing, the Global Advisory Panel would like to acknowledge the roles of the French Government and the EFS on the occasion of this World Blood Donor Day event for 2013.

We are truly grateful to you for your generous hosting of this important event and opportunity to recognize the irreplaceable contributions of our voluntary blood donors and to raise further the awareness of regular blood donation as a significant gift of life.

France has a world-renowned and highly successful blood programme based entirely upon voluntary non-remunerated donations. The Global Advisory Panel shares the same ideology and is fully committed to the principle of 100% voluntary, non-remunerated blood donation as the most reliable foundation for a safe and sustainable blood supply. This is possible only through the generosity and selflessness of the many millions of blood donors worldwide who donate their blood voluntarily, regularly and freely.

In our daily lives, most of us have received and given gifts from and to others on special occasions and celebrations. Be it small or expensive, the gifts we give are usually something chosen with care and consideration to convey our feelings for the recipients. The theme of this year’s World Blood Donor Day is “Every blood donation is a gift of life” – indeed, giving blood for an unknown person to improve or save his or her life is probably the most precious gift most of us can ever give.

No matter how much further science and research advances, blood, which is a fundamental constituent of the human body, still cannot be made artificially. It is, therefore, very important that, on this particular day, we respect and recognize our voluntary blood donors. Millions of people worldwide owe their lives to these dedicated and motivated individuals.

In closing, the Global Advisory Panel would like to acknowledge the roles of the French Government and the EFS and their commitment to the principles of voluntary non-remunerated blood donation and for kindly hosting this most important event in the global blood transfusion calendar.

Thank you

JUDITH CHAPMAN

EXECUTIVE DIRECTOR OF ISBT (%INTERNATIONAL SOCIETY OF BLOOD TRANSFUSION)

As one of the four founding partners of World Blood Donor Day, ISBT is grateful to you for hosting this important occasion which recognizes the contributions of voluntary blood donors across the globe and raises the awareness of regular blood donation as a gift for life.

The first launch of WBDD took place in 2004, in Johannesburg, South Africa, promoting Blood, a Gift for Life. This therefore is the 10th World Blood Donor Day global event and fitting that the slogan is repeated “Give the gift of life: donate blood.”

The Etablissement français du sang is known for its technical expertise and efficiency. It works with French speaking countries around the world building up education and promoting safe blood transfusion practice. 100% voluntary non-remunerated blood donation is key to such practice and the foundation of a safe and sustainable blood supply. ISBT is committed to this principle as outlined in its code of ethics.

The millions of blood donors throughout the world who donate blood voluntarily and freely are the gift givers.

Gifts come in all sorts of sizes, shapes and value; the largest gift ever given was the Statue of Liberty. The people of France gave it to the United States in 1886 in recognition of the friendship established during the American revolution. It is 46.5 meters high and weighs 225 tonnes. The greatest monetary value gift was $31 billion from Warren Buffett to the Bill and Melinda Gates Foundation, Bill Gates in turn gave $10 billion for the development and distribution of vaccines for children. But the true value of a gift is not how big it is or its monetary value, but the story that is attached to it. Blood donation is such a gift.

Twitter gives us quick and easy access to donor stories:
- “I give blood because I can and people will always need it”
- “I give blood to repay the gift a stranger gave my father when he needed blood”
- “I give blood because donations really do make a difference to the lives of others”

And there are many stories of patients so grateful for this gift of blood however there are patients across the world who do not have access to this valuable gift leading to a diminished quality of life.

Let’s return to the example of the Statue of Liberty for a moment. It took a lot of effort by the people of France and the USA to raise the funds and see their dream come to fruition. It was worth it; over the years the Statue of Liberty’s symbolism has grown to include freedom and democracy as well as friendship.

WHO has a goal for all countries to obtain all their blood supplies from voluntary unpaid donors by 2020. This will take effort by all of us, however if we follow the example of the French and Americans all those years ago of hard work to achieve their dream, this goal can be achieved. This World Blood Donor Day let’s take the opportunity to thank our donors and encourage more people to give blood the gift of life.

As Anne Frank wrote “No one has ever become poor by giving”.
“Give the Gift of Life: Donate Blood”

Madame la Ministre des Affaires Sociales et de la santé de la France, Monsieur le Directeur Général Adjoint de l’UNESCO, Monsieur le Représentant de l’Organisation mondiale de la Santé, Mesdames et Messieurs les représentants des institutions et organisations françaises et internationales, Monsieur le Directeur du Centre d’information français du sang, Mesdames et Messieurs,

C’est avec un immense plaisir que nous avons accepté de nous joindre à l’invitation de l’Organisation mondiale de la santé à la célébration de la journée mondiale des donneurs de sang cette année à Paris.

Permettez-moi de continuer en anglais.

Although medical science has made great progress in the prevention and treatment of many medical conditions, the question of life or death can still depend on the availability of blood. In many respects, the need has grown over the years but blood supply is not keeping up with demand.

In 1953, a huge natural disaster in the Netherlands underlined the necessity for pan-European co-operation in this area. It rapidly became obvious that it was impossible to supply the disaster-stricken area with enough blood products. Moreover, the blood that was available could not even be used, due to a lack of standardized norms. This emergency situation led to the elaboration of two Council of Europe conventions in 1958 and 1962, which allowed the first exchanges of blood products between European countries.

Since then the Council of Europe has been working relentlessly to ensure the quality, safety and availability of blood and blood components, and to ensure their optimal use.

Our work is based on three main principles:

- self-sufficiency
- protection of both the blood donors and recipients and
- the non-commercialisation of blood, through voluntary and non-remunerated donation.

This last principle is outlined in a 1997 treaty drafted by the Council of Europe, which deals with various aspects of bioethics and which entered into force on 1 December 1999.

It is also in line with fundamental human rights as outlined in the European Convention of Human Rights, one of the first international treaties prepared by the newly formed Council of Europe, which entered into force in September 1993.

In addition, over the years the Committee of Ministers of the Council of Europe — the representatives of our 47 member states — adopted several dozen recommendations dealing with questions like the quality of blood products and the protection of the health of donors and recipients of blood transfusions. Out of these recommendations, I would like to mention one in particular: the recommendation adopted in 2001 which outlined measures to limit the risks of the possible transmission by blood transfusion of the “variant Creutzfeldt-Jakob Disease”, responsible for spongiform encephalitis, the “mad cow disease”.

Another milestone in this area is the publication of the Guide to the Preparation, Use and Quality Assurance of Blood Components”, which first appeared in 1995 and is now into its 17th edition.

In this work, the Council of Europe co-operates closely with various institutions of the European Union, with our member states and the World Health Organization. We are very happy to be part of this common endeavour and to support the “World Blood Donor Day”, as we have done every year since it was created 10 years ago.

To conclude, let me thank the government of France for the support it has provided to the Council of Europe particularly in the field of blood transfusion. I also thank the World Health Organization for its action and its never-wavering commitment to the common values we are defending.

But most importantly, on the occasion of the International Blood Donor Day, the Council of Europe — together with the other institutions present here today — has to honour and thank the hundreds of thousands of people who, throughout Europe and in the world, regularly offer their blood.

I invite all the others to follow their example.

We should never forget: “Give the gift of life — donate blood.”

N’oublions pas « Faites le don de la vie : donnez votre sang ». Thank you for your attention.
Yet, today many people do not have access to safe blood and demand continues to grow faster than supply.
Due to this, safe blood is more valuable than ever and today it is more urgent than ever to convey the message.
Women and children are most affected by blood shortages.
In low-income countries, up to 65% of blood transfusions involve children under five, often suffering from malaria or malnutrition.
Severe bleeding during childbirth is often the most common obstetrical cause of death. Access to safe blood would avoid one maternal death in four in these countries.
The shortage of safe blood also leads to deaths from anaemia or following injuries or road accidents, for example, which could have been avoided.
Today, campaigns in favour of safety and availability of blood are more dynamic than ever.
However, 75 countries report collecting less than one donation per 100 inhabitants and only 60 countries receive more than 95% of their national supply from voluntary unpaid donors.
In 73 countries, less than 50% of donations are collected from voluntary unpaid donors, the remainder is dependent on the patients’ families or paid donors.
We also know that blood must be safe, available, and used efficiently. On the occasion of the World Blood Donor Day, all countries should reflect on the best way to help their national transfusion programme to build up stable bases for voluntary, unpaid and regular blood donors.
We all know that blood transfusion is an essential way to save lives and improve health.
Every year in France, blood donation enables more than one million patients to be treated. The needs are enormous.
Firstly because blood is precious, it is irreplaceable. To date, neither treatment nor synthetic medicine exist that can replace blood products. Secondly, blood donation is crucial, even vital in many situations. During childbirth, in the case of haemorrhage for example, or to treat certain illnesses such as leukaemia. Each time blood donation is essential.
Lastly, the needs with which we are confronted are growing due to an ageing population and medical progress.
Which is why I firmly stress that the commitment of blood donors must be fully supported. We must also continue to recruit, to persuade those around us of the importance of giving blood. This donation is not a trivial matter. Which is why governments have the responsibility of regulating it.
There are currently three principles underpinning French blood policy.
The first of these principles is that of ethics. The voluntary, unpaid, and anonymous aspects are all values that govern blood donation in our country and it is absolutely essential that we reinforce these.
France also continues to promote ethical donation among its European partners and the World Health Organisation.
The second principle that we apply is that of self-sufficiency in blood products. This subject is central to France’s health objectives.
Promoting donation and donor retention should be at the heart of the French Blood Establishment’s action, naturally in close cooperation with associations.
Finally, the third principle that we must respect is that of donor and recipient safety. This principle is obviously fundamental.
It is a guarantee that must be provided at every stage of the transfusion chain. To strengthen this guarantee, a revision of our haemovigilance system is currently underway.
Today, all adverse recipient events, regardless of their degree of seriousness, are subject to declaration.
This is not the case for what we call donor adverse events, only the most serious of which are recorded. The Directorate-General for Health has therefore initiated a revision of all vigilance systems. The aim is to facilitate these, and to simplify reporting.
Proposals shall be submitted to me shortly.
Ladies and gentlemen, every year in France more than one million seven hundred thousand people give blood. Ninety-two million units of blood are collected every year around the world.
I would like to take this opportunity to thank all voluntary and unpaid blood donors. I also want to salute the daily campaigns waged by donor associations. Their work is invaluable, vital in extending government efforts in the field.
In this fraternal fight for life, we need each one of you.
Thank you.
WORLD BLOOD DONOR DAY 2013
IN FRANCE

For the 10th edition of the World Blood Donor Day, France was chosen by the World Health Organisation (WHO) as the host country for this year global event. On this occasion, a special Ceremony and an International Symposium on global blood transfusion issues were organized in Paris by the EFS (Etablissement français du sang, French National Blood Service), on June 14. They gathered more than 250 people from the international transfusion community.

At the national level, the EFS was involved once again on June 13 to 15, providing informative and entertaining events in Paris and all major cities, as well as blood drives all across France and the French overseas departments (Martinique, Guadeloupe, Réunion).

FRANCE, 2013 HOST COUNTRY CEREMONY AND INTERNATIONAL CONFERENCE AT UNESCO

Following an official dinner organized the previous evening, the global event for 2013 WBDD was held in Paris, at UNESCO on June 14. This event consisted in a Launch Ceremony in the morning, during which were delivered speeches from the Deputy Director-General of UNESCO and the President of the EFS first, and from the EFS’s national and international partners then, including the French Federation for Voluntary Blood Donation, the IFBDO, the IFRC, the ISBT, the Council of Europe, the WHO and the French Ministry of Social Affairs and Health.

At the end of the session, took place an official ceremony for the relay of the “WBDD Flame” which will belong to Sri Lanka in 2014, as it was designated by the WHO to be the next host country.

An international Symposium with two round-tables was organized in the afternoon, developing for the first time the global topic of Ethics and Self-Sufficiency through the presentations of blood transfusion global challenges and of the different experiences in South America, Africa and Asia. The second round-table was focused on Ethics and Sociology of blood donation.

Representatives from many of the EFS’s international partners attended the event: Argentina, Brazil, Chile, Algeria, Morocco, Tunisia, Benin, Cameroon, Guinea, Mauritania, Senegal, Albania, Italy, Luxembourg, Spain, Lebanon, and China.

Especially for the event, a book regarding the French organization in blood transfusion was published and offered to every participant.

IN PARIS, A SPECIAL 3-DAY EVENT

In the square in front of the Gare Montparnasse, a village opened on June 13 to 15. It allowed EFS to raise awareness among general public regarding blood donation, through:

- An information stand, to exchange and get answers on blood donation and, if needed, be oriented to the medical team for all related questions;
- « Cyclobulles », to take donors to nearby collection sites in case of influx of visitors, a clown to keep donors waiting and liven up the village, and a Caribbean band for a friendly atmosphere;
- Marisol Touraine, French Ministry of Social Affairs and Health was also present and gave blood on June 14.

WBDD 2013 IN FRANCE SOME FIGURES

Throughout the country, the general public was invited to donate blood at any of the 350 blood drives; all decorated in the event’s colors:

- 200 event-related blood drives during the week of June 14 spreading the values of unpaid, voluntary and anonymous blood donation, and aiming at encouraging people to donate;
- 135 EFS community sites payed homage to blood donors,
- Kits for donor and patient associations,
- Event covered by a “2013 WBDD module” created on the website www.dondusang.net, on Facebook, Twitter, with applications for smartphone, iPhone, or videos broadcast on the EFS channel on Youtube...

BLOOD DONATION IN FRANCE - KEY STATISTICS

1 million patients treated each year thanks to blood donations
10,000 blood donations needed each day to cover patient needs
1.7 million blood donors in 2012, 348,168 of which were first-time donors
More than 3 million blood units collected in 2012
AFRICAN REGION
Every year on 14 June, countries around the world celebrate World Blood Donor Day. This event aims to raise awareness of the need to thank voluntary and unpaid blood donors for the gift of life that they give in donating their blood to save lives.

The theme for this 10th anniversary of World Blood Donor Day was: Give the gift of life: donate blood.

This year in Benin, it was the gateway city of Djougou in the Atacora-Donga departments that hosted the official events.

On the morning of 14 June 2013, a procession organised in the city by the Benin Voluntary Blood Donor Association (Association des Donneurs de Sang Bénévoles du Bénin - ADSBB) drew large numbers. At the end of this procession led by Mr Rynce AGASSOUSSI, President of the ADSBB, the official ceremony began under the chairmanship of Dr Jacob NAMBIONI, Departmental Director for Health, representing the Minister of Health who was unable to attend.

The population took Independence Square in Djougou by storm on 14 June 2013, for an event that no-one wanted to miss.

Welcome by the Prefect of the Atacora/Donga departments, Mr Gervais N’DA SEKOU, surrounded by the Mayor of Djougou, Mr Mickael SOUMANOU DJARRA, Dr Oscar DJIGBENOUDE, Deputy Director-General of the National Blood Transfusion Agency (ANTS), the Director of the Order of Malta’s hospital in Djougou and the President of the Djougou Court of First Instance, the voluntary donors led by their President Mr Rynce AGASSOUSSI received thanks for their noble mission of giving some of their blood to save human lives.

During his welcome speech to the voluntary blood donors and different delegations, the Prefect said he was honoured that his region had been chosen by the Government to host the national events for the 2013 edition of WBDD.

The President of the ADSBB reiterated in turn his firm commitment to continue honouring voluntary blood donors throughout Benin. He said that it is essential for the ADSBB to win the fight against blood shortage in our health facilities by supplying blood in both quantity and quality.

As for the Departmental Director for Health in Atacora/Donga, representing the Minister of Health, he thanked the blood transfusion partners for their support of blood transfusion system in Benin in his speech on the 10th World Blood Donor Day, and the Belgium Cooperation in particular for its continued support. To end, he promised to continue to work towards reinforcing the promotion of voluntary and unpaid blood donation throughout Benin.

During this event, the twelve best voluntary blood donors and three retired executives were awarded the title of Knight of the French National Order of Merit for Blood. The former Blood Transfusion Director, Professor Isidore ZOHOUN (now retired), was made Grand Officer of the Order of Merit for Blood.

The ceremony featured entertainment by the Djougou women’s folklore group.

On 13 June 2013, the day before the event, the Minister of Health, Professor Dorotheé Akoko KINDE GAZARD, congratulated all blood donors in Benin. She then announced a week of voluntary blood donation in the Beninese public administration.
World Blood Donor Day (WBDD) is now an essential event for Burkina Faso. Our country thus honored the event on 14 June 2013, based on the subject “Every blood donation is a gift of life”.

This year, the National Blood Transfusion Centre (Centre national de transfusion sanguine - CNTS) once again prioritized local community activities, to enable regional centers (Centre régional de transfusion sanguine - CRTS) to reach a maximum number of blood donors. In fact, the main objective in taking part in the event was to express the gratitude of the whole country to the generous men and women who make it possible to save thousands of lives each year.

One week prior to the WBDD, the CRTS were already preparing with musical events, broadcasting of tribute adverts and other invitation messages. As a result, donations on fixed sites steadily rose, reaching exceptional levels on the day of the 14th with:

- **169 bags** collected in the capital of Ouagadougou compared with an ordinary average of 30 bags per day;
- **129 bags** in Koudougou in the West-Central area compared with the typical average of 5 per day;
- **69 bags** in Bobo-Dioulasso, the second largest city in the country, compared with a typical average of 15 bags per day;
- **56 bags** in Fada in the Eastern region compared with a typical average of 5 bags per day.

This year, collection was particularly improved and all blood donors who attended were given a T-shirt and a thank you letter.

The WBDD 2013 received extensive media coverage, which, beyond the tribute paid to the blood donors, helped with a major information campaign on the need to give blood.

Motion of Thanks: the CNTS would particularly like to thank the national representatives of the WHO who have always provided their technical and financial support for the holding of the WBDD.

### WBDD IS NOW AN ESSENTIAL EVENT FOR BURKINA FASO

WBDD 2013 also provided an opportunity to start the implementation of a loyalty program. Female donors who had donated at least 07 times and male donors who had donated at least 10 times each received, in accordance with their loyalty level, a loyalty kit consisting of a certificate of recognition and several gadgets offered particularly by partners.

### OTHER MAJOR ACTIVITIES OF WBDD 2013

- Dedication of a collection of poems on blood donation entitled Sinistrés des hôpitaux by Jules BATIONO;
- Inclusion in media broadcasts;
- Organization of open days at the regional transfusion centers;
- Sending of an SMS of thanks by the mobile phone company to all its clients;
- A football match with blood donors playing against the staff of the CRTS in Ouagadougou (Score: 4 goals to 2 for the CNTS personnel);
- A “dust dance” which pitted blood donors’ dance moves against those of CRTS Bobo personnel.

The WBDD 2013 received extensive media coverage, which, beyond the tribute paid to the blood donors, helped with a major information campaign on the need to give blood.

### USEFUL CONTACTS

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**Director of Communications and Blood Donation Promotion Mrs Henriette O. BAMBARA:**
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The MoH has empowered the Voluntary Blood Donors Club (VBDC) to be self governed under the umbrella of the MoH. Thus, the VBDC showed its ability to lead the event by itself.

The June 14, 2013 WBDD was celebrated on the 14th of June 2013 to suit the attendance of the blood donors during week ends. More than 350 voluntary blood donors and invited guests attended the celebration. The objective of the celebration was to strengthen the club by recruiting new potential donors to follow the footsteps of the already voluntary donors.

The aim of the Club is step up their clubs status into a national association of voluntary donors. The VBDC activities are organizing blood donors in groups by work place, family and individual levels aiming at supporting the NBTS to find blood donors by their addresses and telephone numbers when ever they are needed by the blood bank.

To start the events proceedings, the VBDC gave welcome flowers to all participants and all participants were seated in their respective seats at Orotta hospital conference hall.

After the opening speech by the secretary of the association, Honourable Minister Amina Nurhusien, delivered a speech thanking the voluntary donors for their effort to save the life of victims in hospitals. In her speech, the minister promised to continue the support which is going on and empower the association to better organize themselves and contribute to the wellbeing of all patients awaiting their support regarding blood donation. As a good will of the minister, she offered one hundred thousand Nakfa (100,000.00 Nakfa) for the development of the club.

Consecutively, honorary president, chairman of the Club and the Medical Director of the blood bank delivered speeches referring the WBDD, 2013 theme. One heart touching story was read by a blood donor emphasizing the role of a blood donor in saving lives. One short comedy drama, one 25 minutes stage drama, songs and 5 poems in Arabic and Tigrignia languages were read.

At last and not least, all participants renewed their promises to continue their voluntary blood donations by recruiting their friends, relatives and colleagues. Blood donation panel was organized and 50 blood donors donated blood during the WBDD, 2013 ceremony. As a contribution for the strengthening of the VBDC, Total Company Eritrea funded the purchase of 50 T-Shirts for magnifying the event. One executive committee member of VBDC developed posters and leaflets covering all expenses associated with its production and distributions.

USEFUL CONTACTS
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E-mail: yifdat@yahoo.com

THE VBDC SHOWED ITS ABILITY TO LEAD THE EVENT BY ITSELF

WBDD, 2013 EVENT PROGRAM

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity/Description</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 9:00</td>
<td>Registration of participants</td>
<td>NBTS staff</td>
</tr>
<tr>
<td>9:00 – 9:10</td>
<td>Remembering martyrs</td>
<td>Maager cultural troop (music)</td>
</tr>
<tr>
<td>9:10 – 9:15</td>
<td>Opening speech</td>
<td>Master of ceremony (Medhanie)</td>
</tr>
<tr>
<td>9:15 – 9:20</td>
<td>Song</td>
<td>Maager cultural troop</td>
</tr>
<tr>
<td>9:20 – 9:30</td>
<td>Speech by honorary president of NVBDAE</td>
<td>B/G Tekie Russom</td>
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<tr>
<td>9:30 – 9:35</td>
<td>Speech by Chairman of NVBDAE</td>
<td>Ato Samson Gebreselassie</td>
</tr>
<tr>
<td>9:35 – 9:40</td>
<td>Speech by Honourable Minister of Health</td>
<td>Minister Amina Nurhusien</td>
</tr>
<tr>
<td>9:40 – 9:50</td>
<td>Speech by Medical Director, NBTS</td>
<td>Dr. Yifdeamlak Tesfamariam</td>
</tr>
<tr>
<td>9:50 – 10:05</td>
<td>Song</td>
<td>Maager cultural troop</td>
</tr>
<tr>
<td>10:05 – 10:15</td>
<td>Short comedy drama</td>
<td>Maager cultural troop</td>
</tr>
<tr>
<td>10:15 – 10:25</td>
<td>Short story Igbet “Satisfaction”</td>
<td>By iyob (Blood donor)</td>
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<tr>
<td>10:25 - 10:40</td>
<td>Poems (5)</td>
<td>Writers</td>
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<td>10:40 – 11:15</td>
<td>Stage drama</td>
<td>Maager cultural troop</td>
</tr>
<tr>
<td>11:15 – 11:20</td>
<td>Song</td>
<td>Maager cultural troop</td>
</tr>
<tr>
<td>11:30</td>
<td>Thanking and closing remarks</td>
<td>Master of ceremony</td>
</tr>
</tbody>
</table>
PUBLIC EDUCATION
During the celebrations, media announcements and programmes were organized to sensitize the general public on the need to donate blood. There were radio and television discussions to educate the public on blood donation which featured regular voluntary donors and resource persons from the Service.

ESSAY/ WHAT-DO-YOU-KNOW COMPETITION
The competitions centered on the theme of the World Blood Donor Day - “Every Blood Donation is a Gift of Life”. It was meant to create awareness about the need for adequate supply of blood and blood products and to promote voluntary unpaid blood donation.

Sixteen Second Cycle Institutions participated in the essay competition. Two entries from St. John’s Grammar School, Dome, were the proud winners of the first and second positions while the entry from Emit Electronic Institute came third.

The “What Do You Know competition” had five (5) participants from various groups and organizations. At the end of the competition, the positions were as follows: 1st – Blogging Ghana; 2nd – Rotaract Club of Adentan, 3rd – Scancom Ghana Limited (MTN); 4th – C.Y.B of the E.P Church and 5th – Dodowa Keep-Fit Club.

AWARENESS PROCESSION IN ACCRA AND KUMASI
Awareness processions, as its name implies, were organized to raise awareness on the need for people in good health who have never given blood, particularly young people to begin doing so.

Two of such events were organised by the Accra Area Blood Centre (AABC) and the Transfusion Medicine Unit (TMU) of the Komfo Anokye Teaching Hospital (KATH), Kumasi through some principal streets of Accra and Kumasi amidst singing, drumming and dancing.

Participants in the event were from different donor groups namely, Blogging Ghana, Christian Youth Builders of the EP Church, Association of Voluntary Blood Donors (AVOBLOD), Pentecost Vocational Institute and some Senior High Schools both in Accra and Kumasi and staff of the National Blood Service.

NATIONAL EVENT
The climax of the celebrations took place at the forecourt of the Ghana National Theatre between the hours of 12pm and 3pm.

The programme, which was chaired by the chairperson of the National Blood Committee, Dr. (Mrs.) Sylvia Boye was graced by a number of distinguished dignitaries.

Participants of the event were thrilled with musical performances by the Ashaiman Senior High School Choir and a hip life group. A motivational address was also given by a voluntary blood donation advocate, Mrs. Elizabeth Y. Adase who happens to be a blood recipient to inspire and thank all voluntary blood donors.

A special address was also given on behalf of the Minister of Health by Dr. Afi sah Zakariah, Director PPME, MOH pledging support from the Ministry of Health for such activities.

As part of the celebrations, a blood donation clinic was also set up for participants and the general public to donate blood. This exercise yield thirty two (32) units of blood.
MOROCCO
NAME OF CITY: RABAT

Morocco celebrated World Blood Donor Day, on June 14th, 2013. The theme of this year was «Give the gift of life : Donate blood». Several Regional Blood Transfusion Centers participated in the celebration.

The Regional Blood Transfusion Center of Rabat celebrated the World Blood Donor Day on Saturday, 15 June 2013 in collaboration with the Ministry of Health, the National Blood Transfusion and Hematology Center and the Royal Motorcycle Club of Rabat, in order to sensitize the general public to donate blood regularly.

ACTIVITIES OF THE REGIONAL BLOOD TRANSFUSION CENTER OF RABAT ON 15 JUNE 2013
The activities of the World Blood Donor Day focused on partners, donor agencies and donors of Rh negative rare blood groups, to strengthen their participation in voluntary and continuous blood donation, and to thank voluntary donors who donate blood regularly to save lives.

Also, collections of blood donation were held, and various awards were dedicated to the Regional Blood Transfusion Center of Rabat to voluntary donors, donor agencies and partners.

The national media (radio and television), with support from the Ministry of Health and the National Blood Transfusion and Hematology Center have called on citizens to donate blood voluntarily and regularly, stressing the importance of this action to save the lives of patients.

The launch of World Blood Donor Day was marked by messages sent to the Moroccan population by the national radio and television.

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The national responsible for the promotion and communication service gave a representation about the value of blood donation, the evolution of the number of donations in Morocco, as well as the success of the national blood donation campaign that was held between 08 and 24 March 2013.

AWARDS ON THE ACTIVITIES OF BLOOD DONATIONS
During the ceremony of the World Blood Donor Day, the National Blood Transfusion and Hematology Center took the opportunity to thank the volunteer and regular donors of rare Rh-negative groups, donors organizations and partners, providing them with certificates of recognition and merit, medals (gold / silver), trophies and promotion gifts (pins, key chains, T-shirts, caps ...).

The regional of Rabat Sâli Azemmirou Zaire, Marrakech Tensift el Hikaiz, Sous Massa Draa, Laayoun Bajdar, Elgharb Cherarda Bni Hassan, and Motorcycle Association Miss Moto Morocco and women bikers.

The ceremony of the day took place in the National Institute of Health Administration (INAS), and was chaired by the representatives of the Ministry of Health, the National Blood Transfusion and Hematology Center, The Regional Blood Transfusion Center of Rabat, the Royal Motorcycle Club of Rabat, the Royal Institute of Police (A donor organism ), Morocco 21 association, the National Association of thalassemia, voluntary donors and donors of rare groups, besides the responsible for the organisation of the World Blood Donor day.

During the ceremony, the representative of the Ministry of Health thanked all the volunteer blood donors at the national level as well as the partners who support the program, and called on the non-donors to make this gesture that saves human lives. He also asked that the donation should become a regular activity of the volunteer donors.

Also messages related to the WBDD’s theme were communicated by the various representatives.

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MESSAGES IN THE TRI-MEDIA (PRINT, RADIO, AND TELEVISION)
Important messages were broadcast on various national TV channels (2M RTM, Medi 1 TV, Asasadissa Al Amazighia), and also on different radio channels (Hit Radio Aswat, Med Radio, Chadia FM, Medi 1, inter chain, chain Mohammed VI, 2M Radio, Al Amazighia Lux Radio ...).

Advertising spots and entertainment on the national radio: the national radio broadcast adversiments in relation to the theme of the World Day of voluntary and regular blood donation.

Also, the radio hosts developed messages that show the importance of voluntary blood donation for health, and invite citizens to participate in this action.

Radio and TV broadcasts: Radio and television teams produced and broadcast programs during the World Blood Donor Day.

The press: the press has also showed, as usual, dedication to serve the humanitarian cause (MAP).

BANNERS, LEAFLETS AND POSTERS
Banners and posters were nationally posted a week before in all places where the activities took place (the Regional Blood Transfusion Centers of Rabat, Oujda, Guerzazate, Meknes ... etc).
Educational Pamphlets and awareness material were distributed during the two weeks of the event.

donors who have between 10 and 30 donations were honored.
170 volunteer blood donors participated in blood donation on the same day.

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NAMIBIA

NamBTS is the only Blood Transfusion Service in Namibia licensed to collect, process and disseminate blood and blood products. NamBTS collects about 25,000 units of whole blood and 500 apheresis (platelets) units annually and has 12,000 registered donors. It has 3 centres and serves 46 hospitals through 31 blood banks. The population of Namibia is 2.2 million.

The 10th anniversary of WORLD BLOOD DONOR DAY was also celebrated in Namibia by the Blood Transfusion Service of Namibia (NamBTS), as in all the years before.

As the slogan for NamBTS has changed to DONATE BLOOD, DONATE LIFE in May 2013, the WBDD’s slogan of GIVE THE GIFT OF LIFE, DONATE BLOOD fitted in perfectly for the celebration of WBDD in Namibia.

NamBTS specifically focuses on a comprehensive blood drive to boost the blood stocks during WBDD!

Following a central celebration in 2010 in Zoo Park in the Capital City in the presence of the First Lady and the Hon Minister of Health and Social Services (42 DONATIONS), a decentralised celebration with donor clinics all over Namibia in 2011 (8 mobile clinics outside Windhoek, 149 DONATIONS), a 3 day celebration with mobile clinics in Windhoek in 2012 (10 mobile clinics in Windhoek, 381 DONATIONS), this year’s celebration of WBDD was celebrated by having had 14 mobile clinics in a 5 day period leading up to WBDD on the 14th of June, in addition to the 2 fixed donor clinics.

459 donations have been collected, which is a steady increase of collections during our WBDD celebrations. This total is even more impressive, considering that we had 2 major blood donations drives just prior to the WBDD celebrations due to a relative shortage in our blood stocks and we had anticipated a certain amount of donor fatigue.

Donors were specially treated and thanked with gifts of WBDD chocolates, WBDD sweets, regular donor gifts, WBDD T-shirts and lanyards depicting the new NamBTS slogan DONATE BLOOD, DONATE LIFE; all this extremely successful and well received by the donors.

To make the WBDD drive successful, alert donors of clinics, thank donors and recruit new donors, advertisements were placed in all newspapers, radio stations and daily interviews and updates were arranged with the press, focusing on the number of donations, the need for safe blood and blood products, the value of donated blood to the recipient patients and thanking the voluntary unpaid donors. Voluntary, unpaid donations have a tradition in Namibia going back to 1946, when the first voluntary donor donated blood.

Social Media and the NamBTS’s Face Book page, launched in May 2013, were also used extensively for the first time to create awareness and disseminate the WBDD messages. The YouTube message of Dr Margaret Chan for WBDD was also posted and shared on our FB page.

All the above culminated in a successful WBDD 2013 for NamBTS.

Due to the increasing importance of donation clinics at High Schools and Tertiary Education Institutions in Namibia, NamBTS would like to focus the WBDD celebrations for next year (WBDD 2014) on these institutions.

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NamBTS gained a LEVEL 3 ACCREDITATION BY THE AFSBT, THE FIRST SERVICE TO HAVE RECEIVED THIS ACCREDITATION.

TABLE TO SHOW TOTAL COLLECTIONS OF WBDD CELEBRATIONS 2010 - 2013
SOUTH SUDAN
NAME OF CITY: JUBA

This year on June 14th South Sudan joined the rest of the world to celebrate the World Blood Donor day. The day serves 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.

This event organized by Ministry of Health with support from World Health Organization (WHO) and Centers for Disease Control and Prevention (CDC) was the first celebration held in South Sudan. Other sponsors of this event included Canadian International Development Agency (CIDA) and South Sudan Red Cross (SSRC). UNDP provided material support for blood transfusion commodities.

The celebrations were marked by announcements through mass media such as airing of jingles, radio and TV talk shows also attended by His Excellency the Minister of Health Dr Michael Milly Hissen; distributions of brochures and door to door community campaigns using mega phones and loud speakers.

The event selected for this celebration was a football match between two most popular teams in Juba – Malakia and Kator. The match was officiated by His Excellency the Deputy Minister of Health Dr Yatta Lori Lugor, who was flanked by a representative from WHO and Secretary General to South Sudan Red Cross. A procession led by Prisoners brass band, followed by the football teams and event organizers marched across the Juba football stadium. Dr Yatta delivered a speech on the theme for the World Blood Donor day to a fully packed stadium. The key message in his speech was that of ensuring adequate supply of safe blood to the entire country. He remarked that “every year approximately 5,000 blood donations are collected from the 29 Hospitals across South Sudan which falls far short of the need. He further stated that, in South Sudan the greatest use of donated blood is for pregnancy-related complications, severe childhood anaemia and in surgical emergencies related to injuries. Many patients requiring transfusion in the country do not have timely access to safe blood.” He reiterated the government commitment to strengthening systems for delivery of safe and adequate blood and blood products to the entire population. The Ministry needs to establish a system of collection of blood that relies on voluntary non-remunerated blood donors. He thanked partners especially WHO for the support not only for organizing the event but also for strengthening blood transfusion services in the country.

Thirteen people donated blood on this day in Juba Stadium in a camp set up by WHO in collaboration with Juba Teaching Hospital (JTH) blood bank team. The service continued in the hospital, with donation of blood from additional voluntary blood donors. The SSRC volunteers provided first aid assistance to the injured footballers and supporters.

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TUNISIA
NAME OF CITY: TUNIS

Since the month of April we started the preparations for the celebration of World Blood Donors Day. We have organised the working session with blood donor association, and with the department heads of blood collection. Together we have prepared the program for the blood donor day. This program has several activities:

1/ IN NBTC
In the parking of NBTC we have set up tents, banderols with WHO logo, and in a festive atmosphere we welcomed the voluntary donors. On this occasion we have thanked and congratulated the voluntary blood donors for their donation.

2/ DOWNTOWN AVENUE BOURGUIBA
In downtown we placed two pickup trucks and we decorated the avenue with banderols and posters featuring the slogan of the World Day and with the collaborative blood donor association and voluntary blood donors we organized a blood collection.

3/ RADIO INTERVENTION
In this session we have explained the interest of regular voluntary donation and we talked about blood donation in Tunisia and around the world.

4/ CELEBRATION IN THE REGIONAL BLOOD TRANSFUSION CENTRES
In Tunisia we have five regional blood transfusion centres. Virtually the same celebration program was performed in regional blood centres.

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Every year, on 14 June, countries around the world celebrate World Blood Donor Day. The event serves to raise awareness of the need for safe blood and blood products.

VISION
To be a national, efficient, effective, well resourced, accountable and sustainable organization.

MISSION
To achieve a safe, efficient sustainable national blood transfusion service, based on healthy volunteer donors and able to meet the needs of Uganda’s health care system while promoting a good blood transfusion system.

WORLD BLOOD DONOR DAY CELEBRATIONS
(14TH JUNE 2013)
The day was celebrated in Gulu and the US Ambassador H. E Scott H DeLisi together with the Minister of Health Dr. Ruhakana Rugunda officiated over the function. It was a colorful celebration where hundreds of blood donors appeared for the event. The activities of the day included; marching from Gulu Post office through the town to the Regional Blood Bank, the Uganda Peoples Defense Forces played the band, Uganda Police led the procession, Blood donation and award of complements to the blood donors. Complements were categorized into two; 30 Blood donors received sealed certificates and 10 Blood donors also received plaque certificates in recognition of their generous donations of more than 30 times of blood donations. H E. Ambassador of USA and the Hon. Minister of Health, Uganda awarded the certificates in recognition of the numerous blood donations and thus sharing the Gift of life.

DISTRICT DIGNITARIES
As an effort to appreciate the efforts of our various stake holders, all district leaders were invited for recognition since blood bank cannot exist on its own. Speeches by the District officials were so impressing that health care was only mentioned and credit given to the US contribution and WHO among others.

BLOOD DONATION ACTIVITIES THROUGHOUT THE COUNTRY
- In Central region where the UBTS headquarters are located, blood donation took place and many corporate companies joined in celebrating the day. Crane bank sponsored a blood donation drive in Kampala Capital City at the Constitutional Square and 320 Units of blood were collected.
- World Health Organization participated in commemoration of the day. WHO staff donated blood at their country office; they distributed WBDD T-Shirts to blood donors in recognition of their contribution to life. A total of 24 Units of blood were donated by WHO staff.
- CBS FM radio sponsored and publicized the day and 264 Units of blood were collected at CBS headquarters in Bulange, Kampala City.
- In Gulu where the national celebrations took place 219 Units were collected.
- In Jinja district, Umeme sponsored a blood drive and 57 Units of blood were collected.
- Mbarara Regional blood bank collected 273 Units of blood on WBDD.
- Fort portal Regional blood bank also carried out blood donation activities and collected 120 Units of blood.

A total of 1277 Units of blood were collected in commemoration of WBDD in Uganda.

THE NATIONAL BLOOD TRANSFUSION SERVICE
The Uganda Blood Transfusion Service is a central-ly coordinated department in the Ministry of Health. It is semi-autonomous. Is composed of seven (7) regional blood banks – Arua, Fort-Portal, Gulu, Kitovu, Mbarara and Nakasero-Six (6) blood collection centers – Holma, Jinja, Kabale, Rukungiri Lira and Soroti. are all coordinated by a National headquarters at Nakasero Blood bank, Kampala.

GEOGRAPHICAL COVERAGE: UBTS/URCS
ARGENTINA

On 13 June 2013 in the city of Paris, as part of the celebration of World Blood Donor Day, a cooperation agreement was signed between Argentina and France, represented by Dr Andrés Leibovich, the Under-Secretary for Policy, Regulation and Control at the Argentine Ministry of Health and Dr Alain Beauplet, International Affairs Director of EFS. The EFS is a French public state authority which manages all activities related to human blood and has been co-operating for several years with different countries around the world. France has been a pioneer in organising blood transfusion systems. The signed framework-agreement will consolidate and increase the progress made in recent years in the National Blood Plan in the area of planning, management, and staff training in the fields of blood donation, and the preparation and transfusion of blood products.

Specific agreements shall be implemented from this Framework Convention. During the meetings in Paris, two areas for action were identified:
1. The introduction of a Diploma in Transfusion Medicine intended for professionals who are active in the field in the 24 jurisdictions in Argentina.
2. The foundation of the National Blood Institute.

The French experience in this area is recognised worldwide as an example of public policy introduced by the government.

In addition, many activities have been held throughout Argentina to mark World Blood Donor Day. It is important to remember that Argentina has a surface area of 2,780,400 km² and a population of 42,000,000 inhabitants, organised into 24 jurisdictions, which explains the amount and variety of celebrations.

Over the past 10 years and since the creation of the National Plan, blood donation has increased by 57% across the country. But more importantly, is that in addition to the quantitative growth, the qualitative growth can be seen in the increase in voluntary donation of 1,060% in the same period, making 35% of the total donations. This increase results in a greater availability of blood for everyone and improved quality.

Our country is proud to have been the first Latin-American country to host the 2011 World Blood Donor Day celebrations on 14 June. This represented a turning point that allowed us to increase the visibility of this issue and the number of volunteers, and to rally individuals and donors from civil society to the cause.

In 2013, World Blood Donor Day was celebrated, as usual, in all the provinces and these are some of the activities performed.

Professor Gabriela Fernández Cid
Secretary for the Promotion of Blood Donation – National Blood Plan Ministry of Health - ARGENTINA

BRAZIL

HOSPITAL SIRIO LIBANÊS, SÃO PAULO

This year, the celebration of the World Blood Donor Day at the Sirio Libanês Hospital in Brazil emphasized the efforts and great value given by the population of voluntary blood donors who are completely loyal and committed to the importance of blood donation.

Dr. Silvano Wendel spoke to a big audience of voluntary non-remunerated blood donors, highlighting the slogan of this year: «Give the gift of life: donate blood».

Besides that, particularly this year, the blood bank of the Sirio Libanês Hospital hosted a campaign called «I give blood for the city of São Paulo», which usually happens during the month of June together with other hospitals of São Paulo and also was remembered in the World Blood Donor Day. The objective of this campaign was to disclose the importance of people giving blood voluntarily and regularly in order to maintain sufficient and safe stocks of blood in the blood banks.

Also every year, we always offer an award certificate to many honored donors, especially those who donated blood 25, 50, 75 and 100 times, as well as many companies, which have been our partners in our mobile blood donation program. One of these repeated blood donors, who is responsible for a big religious group, which has been donating blood for approximately 10 years, gave a testimonial about his experience as a blood donor and explained how and why he became a repeated blood donor.

The ceremony finished with an amazing show with beautiful Arab dancers that delighted all the audience. It was so lively that most of the blood donors, staff and employees of the blood bank danced happily with the Arab dancers.

Finally, once again we had a wonderful and unforgettable celebration remembering and honoring our dear repeated blood donors who have been granting the gift of life to our patients.

«GIVE THE GIFT OF LIFE: DONATE BLOOD.»
Dr. Silvano Wendel

36-37 | 2013 WBDD Around the world
SANTIAGO: 18 JUNE 2013

The main activities were held in the Blood Donation Centre in the Metropolitan Hospital on Avenida Vitacura 0115, Santiago, where a promotional advert was launched, with the participation of emblematic football players who participated in various national selections. The video invited donors to “get behind the big red cause, by giving blood and offering the gift of life”, which was to be screened by SUBTV in the Santiago Metro.

During this, Kevin Silva, a young boy who lost his legs after a road accident, gave his testimony as the recipient of a blood donation that saved his life.

He also thanked blood donors who had become permanent voluntary donors, having given blood more than three times in a single year.

“Every blood donation is a gift of life”, and is the most noble, loving gesture that a person can make”, notes the Director of the South-East Metropolitan Health Department, Fernando Betanzo in an allusion to the slogan used by the WHO to celebrate this initiative.

The Director of the Metropolitan Blood Centre, Loreto Vergara, explained that in Chile the culture of donating blood on a permanent and voluntary basis is not very developed: 23 percent at the national level and 31 percent in the Metropolitan Region of total donations. For a country like Chile, the Pan American Health Organization has set itself the target of a minimum of 20 donors for every thousand inhabitants. Chile currently has 16.5 voluntary donors for every thousand inhabitants.

CONDITIONS FOR DONATION:
- Be aged between 18 and 65.
- Weigh more than 50 kilos.
- Have eaten in the last 6 hours.
- Attend with ID card.

The Pan American Health Organization coordinator, called upon the entire population to donate blood and contribute to saving the lives of individuals who for a variety of health-related reasons, such as women with obstetric complications, children with severe anemia, persons with severe injuries caused by accidents, many patients undergoing surgical procedures, and cancer patients, need to receive this gift of life.

Dr Maria Isabel Rodríguez, Health Minister, suggested that attendees form a Blood Club, by means of which each club member would find 15 voluntary donors to increase Blood Bank reserves.

In this regard, Dr. José Ruales, PAHO Representative, called upon the entire population to donate blood and contribute to saving the lives of individuals who for a variety of health-related reasons, such as women with obstetric complications, children with severe anemia, persons with severe injuries caused by accidents, many patients undergoing surgical procedures, and cancer patients, need to receive this gift of life.

In the city of San Salvador, on 13 June 2013, personnel from PAHO and other UN agencies celebrated the voluntary Blood Donor Day.

The Pan American Health Organization coordinated and developed a Day with the staff of United Nations System agencies to collect safe blood from voluntary donors.

33 individuals interested in donating came forward and 31 voluntary donations were made, of which 16 were PAHO staff members; six were from the Ministry of Health; five were from the UNDP; four were from the FAO and two were from NGOs. With the total blood collected it will be possible to save 93 lives.

This Voluntary Blood Donor Day was a record for the collection of blood from UN agencies which had previously coordinated similar days and voluntary donors were awarded the status of Heroes who have given the gift of life.

PAHO medical staff and technicians from the Blood Bank at the National Maternity Hospital formed part of the team that attended the volunteers.

To be able to donate blood, the requirements are to be over 18, weigh more than 110 pounds and meet the requirements that protect both the donor and the recipient.

We also coordinated a march with the Health Ministry through the National Health Institute and the Blood Bank Unit. This was held in a major street in the city of San Salvador on Saturday 15 June 2013. The march started at the Monumento al Divino Salvador del Mundo, and progressed to the Plaza Fuentes de Beethoven on the Paseo General Escalón, where it ended with a ceremony and a health fair.

Dr Valladares, INS (Instituto Nacional de Salud) coordinator, noted that despite advances in science and technology, human blood cannot be produced artificially, and we must rely upon the generosity of individuals, as so many depend on blood donations to carry on living. She added that every day in Salvador at least 50 people’s lives are saved with a transfusion and that voluntary donation is far from being sufficient.

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MEXICO

NATIONAL BLOOD TRANSFUSION CENTRE

The purpose of the day is to raise awareness on the need for the availability of safe blood and blood products and to thank those who give blood on a voluntary and unpaid basis.

The theme of the 2013 World Blood Donor Day was: Give the gift of life: donate blood.

The transfusion of blood and blood products helps to save millions of lives each year. It makes it possible to increase life expectancy and quality of life for patients with potentially fatal conditions, and to carry out complex medical and surgical procedures. It also plays a vital role in maternity and peri-natal care by saving lives.

The goal of the World Health Organization is for all countries to obtain their own supplies of blood from voluntary unpaid donors.

2013 WORLD BLOOD DONOR DAY IN MORELOS

As part of the World Blood Donor Day, the Health Secretary of Morelos announced that more than 10,000 blood donations had been given in 2012 alone.

In an interview, Dr Richardson López-Collada called upon people to redouble their efforts to strengthen the culture of giving blood, through a campaign entitled «Blood Brothers», which to date numbers 1,200 blood donors.

«This year’s task is to develop greater awareness about the practice of giving blood, mainly on a voluntary basis, so that when a phone call is made, donors are ready to support those in need», she said.

She added that in 2012 over 13,000 residents of Morelos had given blood, but that this practice still needs further development, which is why citizens were being asked to become volunteer donors, and come to give blood at least once a year in order to save lives.

In Morelos there are four Blood Banks located in the State Blood Transfusion Center (Centro Estatal de Transfusión Sanguínea - CETES) in Cuernavaca, in the Mexican Social Security Institute (Instituto Mexicano del Seguro Social - IMSS) on Avenida Plan de Ayala, at the Hospital Centenario de la Revolución run by the Institute of Social Security and Services for State Workers (Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado - ISSSTE) in the municipality of Emiliano Zapata and at the Cuernavaca Delegation of the Red Cross.

Voluntary donors are required to be over 18 and under 60, weigh more than 50 kilos, not have tattoos, not have taken drugs, not have any sexually transmitted diseases, or hepatitis, have good oral hygiene, be a sound sleeper, and in the case of women, not be menstruating, and not be pregnant or breastfeeding.

For Odilon Martínez, giving blood and meeting the requirements was a necessity, since his sister required a transfusion; a carpenter by profession, he said that it was the third time that he had given blood for the benefit of a family member. «It is vital that these kinds of activities are carried out as blood is very scarce at the moment», he stated.

Pedro López, originally from the state of Guerrero, found out that he couldn’t give blood despite meeting the requirements of the blood bank because his latest test revealed that he had high cholesterol which meant that he wouldn’t be able to donate.

«Mexicans are very generous with their donations, however they need information and facilities to enable them to give blood», which is why it is vital to set in place schemes to take external collection programs to remote places, and also universities religious groups, businesses, etc.

Julieta Rojo Medina, Director General of the National Blood Transfusion Center, warned that in Mexico the national average for voluntary blood donors is just 3% of the total number of units that are used each year.

As part of the celebration of World Blood Donor Day, she called upon the public to redouble its efforts in support of voluntary and «repeat» donations, as the challenge set for the country to achieve in 2020, is for all transfused blood to come from voluntary donors.

When asked directly, she explained that the state with the highest number of voluntary blood donors is Chihuahua with 30% of the total under these requirements, followed by San Luis Potosí and Quintana Roo, whilst Yucatán is in eighth place with 6% of voluntary donations.

She stated that in line with international standards, there should be 100 donors for every 100 thousand inhabitants, however, in other states such as Oaxaca, Chiapas and Veracruz, these numbers will be much lower owing to their topography.

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WORLD BLOOD DONOR DAY: IN MEXICO, ONLY 3% IS COLLECTED VOLUNTARILY

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»Mexicans are very generous with their donations, however they need information and facilities to enable them to give blood«, which is why it is vital to set in place schemes to take external collection programs to remote places, and also universities religious groups, businesses, etc.

Rojo Medina explained that the increased demand for blood is as a result of scheduled surgery —such as open heart surgery—, in cancer patients and in patients with onco-hematological conditions, particularly in the pediatric population, and emergency care for massive hemorrhaging associated with road accidents.
MEXICAN RED CROSS CELEBRATES WORLD BLOOD DONOR DAY

México City, 14 June 2013.- As part of the World Blood Donor Day, the Mexican Red Cross called upon the public to become voluntary blood donors, as in our country only 3% of this vital resource is provided voluntarily.

Currently, according to official data, the greatest numbers of donations are for families or friends of individuals in need of blood for their recovery, hence the importance of creating a culture of voluntary donation for safer supplies of blood.

During the ceremony, held at the heliport of the Red Cross Central Hospital in Polanco, the national vice-president Francisco Xavier Britoño Ramirez pointed out that, “one of the fundamental principles of the Mexican Red Cross’s Private Assistance Institute, is Humanitarian. And no act is more humanitarian than donating blood”.

He pointed out that the Mexican Red Cross can donate groceries, winter clothing, personal hygiene articles or articles for the home, the goal of which is solely to alleviate suffering, but that donating blood means a chance for a new life for people.

“This is why giving blood is important, because it saves the lives of people injured in accidents, having difficult births, and in situations associated with chronic diseases such as hemodialysis and cancer, among others”, he added. Mexico City’s Red Cross Blood Center receives between 6 and 9 persons every day and as much as 65% of voluntary donations are collected by the Mobile Donation Unit. The main collection points across the country, in Sinaloa, Coahuila, Tabasco, Chiapas, Mexico City, Michoacán, Guanajuato, Tamaulipas and Baja California.

The Mexican Red Cross has 9 blood banks across the country, in Sinaloa, Coahuila, Tabasco, Chiapas, Mexico City, Michoacán, Guanajuato, Tamaulipas and Baja California. The Mexican City Blood Center is located in Calle Benito Pérez Galindo No. 139 in Colonia Polanco, between Av. Ejército Nacional and Av. Homero and is open Monday to Friday from 08:00 to 13:00.

For further information please call 5557-8926 or 5557-5122.

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The support of PAHO was offered in the creation of t-shirts, caps, banners and leaflets with slogans and information promoting donation. A central ceremony for donor day was held. Activities begun with a march which kicked off on 14th, June, at the Periodista roundabout at 8AM, and ended on Avenida Universitaria (UNI).

SILAIS MANAGUA
- The Fund set aside for project NIC/025 for this activity operated through SILAIS Managua.
- It organized the meeting with its Health and Community Promoters.
- It managed tarpaulins and other materials needed for the activity, in addition to the transportation of bands, etc.

PAHO – DISCLOSURE AND PRESS MINSA
- It assisted in the manufacture of 1,500 t-shirts, caps and banners.
- It provided the logos and the slogan to be used for the deliberations.
- Educational material were distributed to activity participants.

The convening of students, cultural student events, obtained permits for street use from the Police. Open and close ceremonies were also organised with dignitaries.

NARCARUGUA

The celebration of the world donor day was conducted in coordination with the Nicaraguan Red Cross, PAHO/WHO CONASA (National Blood Commission) and the UNAN Managua Faculty of Medicine

- CONASA
  Dr. Alcides González - Executive Secretary
  Dr. Armando González - Luxemburg - CONASA
  Technical Assessor
  Dr Reina Lorena Martínez - Transfusion Medicine Specialist
  Elsa Videa - Clinical Bioanalyst

- RED CROSS
  Johely López - National Promotions Coordinator
  Ana Carolina Picado - Promotions Department

- MINSA CENTRAL
  Vilma Arias Morales - Press MINSA

- SILAIS
  Celia Castillo
  Martha Pacheco Rodríguez - Head of Teaching

- PAHO
  Dr. Roger Montes Flores
  Dr. Meynard, UNAN, Managua.

This aimed to hold a unique celebration, with a Central ceremony to celebrate the WORLD BLOOD DONOR DAY, to combine forces with all related institutions, especially with the Red Cross to invite all of its active donors to take part in a single ceremony.

The celebration was conducted in coordination with the Nicaraguan Red Cross, PAHO/WHO CONASA (National Blood Commission) and the UNAN Managua Faculty of Medicine.

- Dr. Meynard, UNAN, Managua.
- Dr. Roger Montes Flores
- PAHO

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- It provided the logos and the slogan to be used for the deliberations.
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UNITED STATES

NEXCARE GIVE PROGRAM IN PARTNERSHIP WITH AMERICA’S BLOOD CENTERS AND THE AMERICAN RED CROSS

Although blood donation is an important act of community service, less 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 2013 marking the initiative’s fifth year, the give program inspires action by thanking those who donate blood and encouraging 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 2013 Nexcare give bandages were inspired by the seasons of the year to show that “Giving Blood is Always in Season.”

In 2013, more than 4,000 America’s Blood Centers and American Red Cross locations participated around the country, helping distribute 1.3 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 2013 program earned over 450 editorial news stories in support of blood donation. In total, these stories amount to more than 172 million media impressions promoting World Blood Donor Day in national and regional print media, websites and broadcast TV outlets.

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

PARTICIPATING MARKETS INCLUDED (NOT EXHAUSTIVE LIST)

• ALBUQUERQUE, NM
• AUGUSTA, GA
• BALTIMORE, MD
• BIRMINGHAM, AL
• CHARLOTTE, NC
• CLEVELAND, OH
• DAYTON, OH
• DETROIT, MI
• HOUSTON, TX
• KANSAS CITY, MO
• LITTLE ROCK, AR
• MEMPHIS, TN
• MOBILE, AL
• NASHVILLE, TN
• ORLANDO, FL
• PITTSBURGH, PA
• RICHMOND, VA
• SALT LAKE CITY, UT
• SPRINGFIELD, IL
• TUCSON, AZ
• ATLANTA, GA
• AUSTIN, TX
• BATON ROUGE, LA
• BUFFALO, NY
• CHICAGO, IL
• DALLAS, TEXAS
• DES MOINES, IA
• HONOLULU, HI
• INDIANAPOLIS, IN
• LEXINGTON, KY
• LOUISVILLE, KY
• MIAMI, FL
• MONTGOMERY, AL
• NEW ORLEANS, LA
• PENSACOLA, FL
• PORTLAND, OR
• SACRAMENTO, CA
• SAN DIEGO, CA
• ST. LOUIS, MO

The Nexcare give program distributed over 1.3 million bandages emblazoned with the word “give” around the country. The 2013 Nexcare give national awareness program thanked those who donate blood, encouraged others to get involved for World Blood Donor Day and reminded Americans that “It’s Always in Season to Give Blood.”

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IRAN

To commemorate World Blood Donor Day (WBDD) in 2013, two Iranian cyclists departed Tehran to take part in WBDD celebration in Paris. (The official host of 2013 WBDD).

This event which is organized to raise global awareness of the importance of blood donation and pay tribute to more than 2 millions blood donors in Iran is a unique way to mark 10th anniversary of WBDD.

Every Blood Donor is a Hero

Mostafa Sanamiri, a three-time participant of such event, and Aliasghar Salavatian, a fifty-time blood donor, started their trip from Milad Tower on Monday 19 May. In their 25-day ride, they will pass Hungary, Slovakia, Austria, Germany and Swiss to reach Paris in 14 June, 2013.

The tour organized by Iranian Blood Transfusion Organization (IBTO) and Tehran Municipality in cooperation with WHO office in Tehran.

Along with international community IBTO celebrates WBDD since 2004. A similar event was held last year in which three Iranian cyclists took the road of Tehran to Ankara to promote 2012 WBDD theme “Every Blood Donor is a Hero”.

JORDAN

NAME OF CITY: AMMAN

MOH Jordan celebrated the World Blood Donor Day (WBDD) on 16.06.2013 under the patronage of his excellence Minister of Health and the collaboration of WR in Jordan, Arab Blood Transfusion Association (ABTA) and Civil Society of Blood Donation (CSBD), at Crown Plaza Hotel. The event was organized by the Directorate of Blood Bank (DBB-MOH) and the three Regional Blood Banks. 200 participants were attended, 130 of them were Voluntary Non-Remunerated Blood Donors (VNRBD) and 20 NGO’s.

Also, the Regional Blood Banks, each celebrated in its region. The media got involved in the event, TV interview about the importance of blood donation to the public from social and religious aspects.

Outside blood donation campaign held.

Give the Gift of Life - WBDD, 2013 – WHO JORDAN CALLS FOR BLOOD DONATIONS.

The need for blood and blood products in Jordan is increasing every year, and many patients requiring life-saving transfusion do not have timely access to safe blood and blood products.

In 2011, nearly 83 million blood donations were collected worldwide from voluntary unpaid blood donors, an increase of close to 8 million donations from 2004. Regular voluntary unpaid donors are the safest source of blood as there are fewer bloodborne infections among these donors than among people who give blood in exchange for money or who donate for family members in emergencies.

In low- and middle-income countries, such as Jordan, blood transfusion is usually given for the management of complications of pregnancy and childbirth and the treatment of severe childhood anaemia.

To celebrate this day – WHO-Jordan in collaboration with the Ministry of Health, and the Jordan Blood Bank launched the “Give the Gift of Life” event. During this celebration WHO-Jordan’s Dr Sana Naffa expressed the importance of blood donation – reiterating the need for volunteers to give blood regularly. She stated that “providing safe and adequate supplies of blood and blood products should be an integral part to Jordan’s national health care policy and infrastructure.”

Following this event WHO-Jordan team members joined the Jordan Blood Bank to promote the donation of blood. Held at a large Jordanian mobile service provider company, the Jordan Blood Bank with support from the Ministry of Health and WHO requested employees of the company to donate blood at their mobile clinic.

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LEBANON
NAME OF CITY: BEIRUT

Donner sang compter celebrated World Blood Donor Day 2013 with a conference. Among the speakers were Dr Rita Feghali from RHUH, former Miss Lebanon Nadine Njeim, 23-year old Leukemia survivor Charbel Maroun and Assad Khoury, father of a late volunteer Cynthia who lost the battle with Leukemia.

At the end of the conference, the Top 100 donors were called to the stage to receive a recognition award. All those who have donated more than 25, 50, 75 and 100 times were awarded.

The conference was followed by the “One Blood” exhibition by Hady Sy, illustrating 365 photos from around the world of donors giving blood. Following that exhibition, a 3-day drive was organized at Zaitounay Bay Downtown Beirut on June 14, 15 and 16th where 187 donors gave blood.

More than 2500 volunteers joined hands at the Forum de Beyrouth to form the biggest human blood drop on record. Hosted by Nerm Abou Nassar with performances by popular bands, it was followed by a blood drive with 144 units collected. Among the donors, Dany Tinawi, the champion blood donor of Lebanon with over 115 donations. Mr. Tinawi gave blood blood and witnessed his son donating for the first time also.

TURKMENISTAN
NAME OF CITY: ASHGABAT

World Blood Donor Day is celebrated every year on June 14 in Turkmenistan since 2005. It is well-known that for seven consecutive years, the initiators of this action are the newspaper «Neutral Turkmenistan», the Ministry of Health and Medical Industry, Health Information Centre and the Blood Center, with the support of the Turkmen State Publishing Service and World Health Organization Country Office in Turkmenistan.

This year’s event, which took place under the slogan «Give life: become blood donors,» was held at the free creation on June 11. Voluntary donors included not only editorial staff and publishing service, including the heads of the media, but the media freelance writers and their readers. For this purpose, mobile unit arrived specifically to the site of action of voluntary donor to receive the blood - a specially-equipped bus with laboratory, where there is everything you need to collect blood, and to produce blood components.

The initiative of the newspaper did not leave indifferent those who came that day to donate their blood for those in need. In addition, it was supported by many athletes who donated their blood during another action, on June 13th at the capital’s stadium «Ashgabat».

Blood Center of the Office of Communicable Disease Center of the Ministry of Health and Medical Industry of Turkmenistan hosted a scientific conference devoted to the topic of voluntary blood donation, as well as on the safety of donated blood, which was attended not only by medical professionals, but also the heroes of the world holiday - regular donors. The same issues were raised at the actions and events organized by the Ministry of Health and Medical Industry of Turkmenistan in collaboration with international and non-governmental organizations.
WORLD BLOOD DONOR DAY 2013 CELEBRATIONS AROUND THE WORLD

EUROPEAN REGION
Every year 420,000 blood units are required in Austria. They are provided by people with heart and commitment”, says Werner Kerschbaum, Secretary General of the Austrian Red Cross. A number of different organizations commit themselves to helping other people by encouraging their employees, members and students to donate blood. These efforts are annually honored by the Austrian Red Cross with a celebration and a special award, the “Blood Award”.

The 2013 winners of the “Blood Award” are: Vienna Municipal Utilities (Wiener Stadtwerke Holding AG), Bank for Labour and Business Corporation and Postal Savings Bank (BAWAG PSK AG), State Professional College Langenlois (Landesberufsschule Langenlois), EURO PLAZA office park and the Facebook group “Blood Donation Party”.

Additional awards went to families in Vienna, Lower Austria and Burgenland, where no less than three generations are donating blood on a regular basis.

Every year 420,000 blood units are required in Austria.

For the 10th edition of the World Blood Donor Day, France was chosen by the World Health Organisation (WHO) as the host country for this year global event. On this occasion, a special Ceremony and an International Symposium on global blood transfusion issues were organized in Paris by the EFS (Etablissement français du sang, French National Blood Service), on June 14. They gathered more than 250 people from the international transfusion community.

At the national level, the EFS was involved once again on June 13 to 15, providing informative and entertaining events in Paris and all major cities, as well as blood drives all across France and the French Overseas departments (Martinique, Guadeloupe, Réunion).

See previous section page 16 et 17.
ITALY

ROME: THINK-THANK-TALK

On June 14th, the 2013 World Blood Donor Day celebration took place at the S. Camillo Forlanini Hospital, in Rome. It consisted of two joint events: a round-table talk with the motto “Think-Thank-Talk” and the presentation of the exhibit “Globulandia. Un’avventura in rosso”. The Director General of the Italian National Blood Center (CNS), Dr. Giuliano Grazzini, the President of the Italian Healthy Cities Network (WHO Healthy Cities project in Europe) Dr. Simona Arletti and all Presidents of voluntary blood donor associations (AVIS, CROCE ROSSA, FIDAS, FRATRES) attended the celebration. The Minister of Health, Hon. Beatrice Lorenzin was the chief guest.

The event started at 9.00 a.m. The Minister of Health gave the opening address. She thanked the organizers of the ceremony, CNS, and stated that the event provides an opportunity for drawing public attention to the importance of blood donation. She said: “I would like to express my appreciation to all volunteers, who are about 1,700,000, for their ordinary and special gesture to contribute in saving lives. My deep appreciation also goes to the entire Italian Blood Management System that puts a great deal of effort in achieving and maintaining national self-sufficiency of blood, as well as in raising public awareness on the importance of these themes.”

Dr. Giuliano Grazzini, CNS Director General, gave a speech emphasizing two issues: the future of blood donation in Italy and the appropriate use of blood products in transfusion medicine. In particular, he focused on Patient Blood Management, which consists in the prompt application of evidence-based medical and surgical concepts aimed at achieving better patient outcomes by relying on a patient’s own blood rather than on donor blood.

The ceremony was then followed by the exhibit inauguration: “Globulandia. Un’avventura in rosso”.

Globulandia is an interactive, interdisciplinary exhibit promoted by the CNS in collaboration with the Italian Healthy City Network under the scientific supervision of the Italian Society Of Transfusion Medicine and Immunohaematology (SIMTI). The exhibit tells the story of the blood universe where a stream of computer generation animations coupled with light and audio effects offer an all-round experience.

The exhibit was opened to the public free of charge from June 14th to 21st.

During the visit, the visitors could both experience the reconstruction of a blood-vessel (6m x 3m) and receive cultural and scientific information about blood and blood donation thanks to the assistance of a specialized personnel tutor. Furthermore, in a special dedicated game-area, children could play and download free smartphone-games on blood group compatibility, story of medicine and biology.

During 2013, Globulandia was held in several Italian cities affiliated to the WHO Healthy Cities Network and is certainly going to continue its journey to foreign venues as well.

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LITHUANIA

From 13–21st June 2013 National blood centre organized the tour through major towns (Vilnius, Kaunas, Panevėžys, Šiauliai, Alytus, Marijampole, Mažeikiai, Visaginas) in Lithuania to celebrate the World Blood Donor Day.

The theme of this year “Voluntary blood donation tour through Lithuania”. The tour in each town was accompanied by a concert and lasted three hours. The goal of this tour was to raise awareness of the need for more regular voluntary blood donors. Also, to remind citizens of the importance of giving blood and to recognise blood donors worldwide for their altruism.

More than 500 people gave blood during this tour and even more people expressed their willingness to do this in the future. Majority of these people gave blood for the first time and mentioned that they found out about this event through social media networks. Local and national media were informed and attended these events helping to give blood for the first time and mentioned that they found out about this event through social media networks. Local and national media were informed and attended these events helping to give blood for the first time.

Throughout the entire tour: 649 were interested in blood donation (361 – first time) 526 – blood donations taken.

CONTACT DETAIL
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Results:
- Vilnius 246 – were interested in blood donation (89 – first time), 196 – blood donations taken.
- Panevėžys 58 – were interested in blood donation (32 – first time), 50 – blood donations taken.
- Visaginas 99 - were interested in blood donation (56 – first time), 33 - blood donations taken.
- Šiauliai 92 - were interested in blood donation (86 – first time), 73 - blood donations taken.
- Mažeikiai 84 - were interested in blood donation (56 – first time), 69 - blood donations taken.
- Klaipėda 77 - were interested in blood donation (49 – first time), 62 - blood donations taken.

SLOVENIA

NATIONAL BLOOD DONATION DAY AND WORLD BLOOD DONOR DAY 2013 IN SLOVENIA

Slovenia has also joined to celebrate World Blood Donor Day. The celebrations started on June 4th, the National Blood Donation Day which also marked the 60th anniversary of voluntary, anonymous and unpaid blood donation in Slovenia under the Slovenian Red Cross. With a little help from local celebrities, the press conference stressed and emphasized the importance of blood donation and the long and successful tradition it holds in Slovenia. This year, the Blood Donation Campaign under the slogan “Donate Energy for Life”, sponsored by the Petrol Group, The Institute for Transfusion Medicine of the Republic of Slovenia and the Slovenian Red Cross has also concluded its third consecutive run.

The message that giving blood is one of the most honourable altruistic gestures an individual can make was proven with the help of Slovene celebrities such as Marko Potič, Manca Špik, Ana Marija Mitič, Urška Majdič, Vinci Marija Mitič, Urška Majdič, Vinci Marko Potič, Manca Špik, Ana Marija Mitič, Urška Majdič, Vinci Čukur and Nika Marolt Čukur, many of them also participating in the campaign. The organizers of the campaign wanted to show that Slovenes are all well connected, they all know each other and depend on each other. And most of all: that they can be stronger if they stick together and help each other. The donors were also encouraged by means of billboards at Petrol gas stations.

The campaign was also concluded publicly donating blood at the event. The celebrations of the National Blood Donation Day and World Blood Donor Day concluded with the traditional 24th meeting of Slovene blood donors in the town of Veržej.

A virtual network of supporters was formed. The organizers of the campaign wanted to show that Slovenes are all well connected, that they all know each other and depend on each other. And most of all: that they can be stronger if they stick together and help each other. The donors were also encouraged by means of billboards at Petrol gas stations.

The campaign received a lot of media coverage, with all of the major news stations among them.

Donate Blood, a mobile app sponsored by The Institute for Transfusion Medicine of the Republic of Slovenia and the Slovenian Red Cross in the context of the international project BESSY was also presented publicly. The app allows users to monitor their donation schedule, check blood supply levels and find out about the dates and locations of oncoming blood donation campaigns.

The campaign also took place on Facebook under the slogan I WOULD GIVE MY BLOOD FOR YOU where users were encouraged to symbolically donate a drop of blood to their friends. The application invited anyone to join and digitally donate blood even if they could not or would not, for various reasons, do so in real life.
WORLD BLOOD DONOR DAY 2013 CELEBRATIONS AROUND THE WORLD

SOUTH EAST ASIAN REGION
**BANGLADESH**

**THE NAME OF CITY: DHAKA**

The World Blood Donor Day 2013 was observed in a befitting manner in Bangladesh on June 14. To mark the day, the National Safe Blood Transfusion Programme, along with the Blood Transfusion Society of Bangladesh, the Medicine Club and the National Institute of Cardio Vascular Disease (NICVD) organized a rally and seminars in the city.

The day’s event started with the release of colourfull balloons at the premise of NVICD Hospital at 10.00AM and then the rally started moving across the hospital and finally ended through crossing the main street. Quite a few blood donors, seminar organizing committee members, as well as doctors and NICVD staff members joined the rally. Representatives from neighbouring Shaheed Suhrawardi Medical College also joined the rally. The senior members of Bangladesh Medical Association (BMA) led the rally. At 11.00AM the scheduled seminar on the celebration of World blood donor day was held at NICVD Conference Room and it was presided over by Professor Dr Mosleh Uddin Ahmed, President of Blood Transfusion Society of Bangladesh. Dr Murad Sultan, WHO Expert on Blood Safety, presented the keynote paper in the seminar where he gave an account of World Blood Donor Day (WBDD). He projected the current status of blood donation, and identified lapses and gaps in voluntary non-renumerated blood donation programme in Bangladesh. He mentioned that Blood transfusion service in Bangladesh integrated with tertiary, secondary level Hospitals. To ensure of safety blood and blood products, testing of five infection markers that includes HIV, Hepatitis B, Hepatitis C, Syphilis and Malaria, is mandatory in the country. Yearly in Bangladesh more than 600,000 units of blood is required. Almost 31.03% of total collection of blood is contributed by voluntary non remunerated blood donors and 68.96% by the relative blood donors. Out of total blood donation 16.90% is converted into various blood components. The prevalence of infections marker as reported in 2012 is still remain below 1% indicating effective quality assured testing and effective assessment of blood donor pre- valued in the country. Later voluntary blood donors of different organizations spoke about their feeling and experience during donation of blood specially for the victims of recent tragedy occurred due to building collapse nearby Dhaka city. Other voluntary donors spoke about the feeling when they donate blood for Thalassaemia patients.

Later a Thalassaemia patient delivered her speech and appreciated blood donors who volunteered to donate their “Best Gift” to ailing people. Professor Mahumud Hassan, President of BMA was present as the chief guest in the seminar delivered speech highlighting the importance of World blood Donor Day. Professor Dr Md Iqbal Arslan, BMA Secretary General, said that Bangladesh should set a target for achieving 100% self-sufficiency in blood collection from safe voluntary blood donors by year 2020. Dr Md Ashadul Islam, member secretary of National Blood Transfusion Expert Committee, also spoke on the occasion and highlighted the important aspects of the Day. Aside from the programmes in capital Dhaka, voluntary donor organizations like Bangladesh Red Crescent Society, Sandhani, Bangladesh Thalassaemia Foundation were reported to have organized similar programmes throughout the country. Seminars and rallies including blood donation programmes were also held in different institutes, medical colleges and district hospitals across the country.

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**Rally for celebration of World Blood Donor Day 2013 led by Bangladesh Medical Association**

**A patient of Thalassaemia is acknowledging the donors for donating blood for them**

**BUTAN**

**THE NAME OF CITY: THIMPHU**

2013 marked the 10th anniversary of World Blood Donor Day, which was observed worldwide with the theme: “Give the gift of life. Donate blood.”

On 14 June 2013, Bhutan observed this day with the main event at the Clock Tower Square in the capital city, Thimphu. The active involvement of the society and other stakeholders was witnessed through the co-sponsored event by two semi-private agencies namely Bank of Bhutan and Bhutan Telecom Ltd. in partnership with Ministry of Health and WHO.

The highlights included:

- Felicitation of ten regular, voluntary blood donors and ten donor organizations by Ministry of Health.
- Official release of OFID/MoH-WHO joint project publications namely:
  - National Guidelines on Screening of Blood for Transfusion Transmissible Infections (TTIs)
  - National Standards for Blood Transfusion Service
- Overhauling support shown by Thimphu residents to donate blood resulting in 500 units collected in a span of 5 hours.
- Development and dissemination of two new information materials for donors.

Dasho Mr Nima Wangdi, Health Secretary and chief guest for the occasion urged Bhutanese people to donate blood voluntarily and regularly. In his keynote address he stressed that donating blood is not only a social obligation but a virtuous deed.

The WHO Representative in Bhutan, Dr Nani Nair, read out the message from the Regional Director, WHO South East Asian Regional Office. She congratulated the country on the excellent implementation of the two broad strategies under the National Blood Policy, namely “Safety of blood products from the transfusion transmissible infections” and “Appropriate clinical use of blood and safe bedside transfusion practices”.

Director General, Department of Medical Services, Dr Ugyen Dophu also explained the key message from MoH on the need for more blood donors with the increasing demand for blood by people suffering from chronic, non-communicable illnesses with the change in disease patterns as a result of socio-economic development in the country.

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**A regular, voluntary blood donor being felicitated by Secretary, MoH**

**Group photo of the organizers, chief guest and blood donors/donor organization at Clock Tower, Thimphu**
Commemorative speech was delivered by senior official of MoPH wherein the theme of this year’s world blood donor day ‘Every blood donation is a gift of life’ was highlighted and he encouraged youth of DPR Korea to come forward in larger number to donate blood. Country head of IFRC also delivered a speech. At the event regular blood donors and students including from medical university attended in large numbers. Posters and other information materials from WHO and partners were put on display at the venue. Exemplary donors were felicitated on the occasion. A special blood donation drive was organized for the event.

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

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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 Immunohaematology (ISBTI). On the eve of WBDD, ISBTI conducted various activities in order to celebrate noble and honorable human mission ever.

Activities celebrated for the WBDD includes:
- An open blood donation camp
- An Interaction program to honor & thank current donors, donor motivators and camp organizers
- Thank-you cards, certificate of appreciation, small thanks gifts like t-shirts, picture mugs, text messages, e-cards sent out to thousands of donors
- Online Competitions

Indian Society of Blood Transfusion & Immunohaematology (ISBTI) organized a blood donation camp at ISBTI Headquarter, Panchkula to motivate people to donate blood and to understand the responsibility towards society. The act of kindness began at 8 am with lamp lighting by all the female guests and female participants present over there in the program. The donation of blood was conducted in a very pleasant and cheerful atmosphere.

Volunteers of ISBTI motivated the aspirants and explained the importance of donating blood. Since the theme of WBDD 2013 is «Give the gift of life: donate blood», volunteers created awareness in all the participants & guests about the importance of giving back to the society by sharing success stories of patients, blood donors, donors motivators and camp organizers. Kesar Singh, earlier a patient now a blood donor and a donor motivator shared how he injured in an accident and how an unknown blood donor by donating blood not only saved his life, but also helped him live longer and more productive life.

The objective of the program was 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.

“They are real heroes donating blood, saving lives and making a difference in the lives of family members, friends and society”, said Sanjay Gupta, Chief Operating Officer, ISBTI.

The activity was held 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.

The day’s celebrations ended with a special lunch hosted by the President of ISBTI, who invited all the guests and awardees, expressed sincere gratitude.
to blood donors for their heroic acts, and encouraged them to participate by regularly giving blood. Continuing with our zest for promoting Voluntary blood donation, ISBTI organized Online Slogan Writing and Poster making competition at National Level in order to celebrate WBBD. ISBTI invited young and responsible minds to paint and write their ideas on blood donation theme. Various participants of all age groups from different states actively participated in the competition. The contest was open to everyone regardless of age, gender, occupation etc.

Competition held at two age group levels:
- Up to 18 years age group
- Above 18 years age group

Submission of entries was exclusively online. Participants were entitled to submit any number of poster and slogan proposals. There was no entry fee for the participants. All the winners were awarded Certificate of excellence and mementos. Certificate of participation was presented to all the participants who successfully participated in the event.

All the entries were judged by a selection committee comprising of representatives from Government and Private sectors. Slogans and posters created by students will be used by us in different campaigns to raise awareness on this issue.

ISBTI, Non Profit Voluntary Organization operating at National Level, has a mission to achieve 100% Voluntary Blood Donation in the country and to attain Quality Standards in Blood Transfusion Services.

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To celebrate World Blood Donor Day, Ministry of Health Indonesia coordinated with Indonesian Red Cross (IRC), conducted some activities as below:

A. Mass blood donor action was done for MoH staffs in MoH building on 26 June 2013. This event were implemented by IRC-Blood Centres Jakarta and Government Blood Centre, Fatmawati Hospital successfully recruited 250 blood donation from Ministry of Health. Along with the Blood Donor event there were also Workshop with theme “Give the Gift of Life: Donate Blood” - The Workshop was opened by Secretary General MoH attended by representatives from inter-sector, inter-program, Social organization, Blood Centres, IRC, District/ City Health Office, Hospitals and Public Health Centres around Jakarta that known as “Jabotabek” (Jakarta, Bogor, Tangerang, Bekasi) with total around 100 participants.

The Workshop material including:
1. “Ministry of Health policy on Blood services” (presented by Director of Basic Health Care- MoH)
2. “Indonesian Red Cross Policy on voluntary blood donation retention” (presented by Director of National Blood Centers-IRC)
3. “Thalassemia - Early detection and its Management” (presented by Head of Blood Centres, Fatmawati Hospital)
4. “The role of Civil society Association in recruitment and retention of voluntary blood donation” (presented by Organization of blood for life and Community of the negative rhesus)
5. “Testimony” from the people who were save (by Thalassemia patients) and representative from Blood donation (by dr Bambang Suardjo) who has donated his blood 100 times and received highest award from Presidn Republic of Indonesia.

B. MoH suggestion to all Provincial Health office to conduct blood donor action in their province.

C. Other than MoH, some activities also conducted by Indonesian Red Cross (IRC) to celebrate WBDD co-ordinated with Nexcare (Medical private company) started with blood donor action in some places (Bank Mandiri, Telecommunication office, Gandaria city mall, etc) few days before the big event of WBDD celebration. These activities successfully got 44 blood donations. The big event of WBDD celebration were done in Gandaria City Mall with other activities that were talk show about benefit of the Blood Donation with resource person from IRC (Manager of blood services as well as dr Ulla Suryani from National Blood Centres IRC). The talk show was facilitated by Net TV (private television). Granting Awards for the coordinator of donor recruitment from (AHM,FIP) Blood Centres & other institution were conducted on 15 June 2013.

D. Press conference in television with Director of Jakarta Blood Center who told about their role, activities and capability in supporting blood services in Indonesia, including socialized blood screening and its usefulness, and the new technology of screening with NAT method.

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MALDIVES

THE NAME OF CITY: MALE’

This year’s theme for World Blood Donor’s Day is “Give the gift of life: donate blood”. Maldives Blood Services successfully carried out a rally and a blood camp to celebrate the world blood donor day, 2013. In addition to that ribbons (red coloured, blood drop shaped) were distributed among the private organizations, government offices etc.

Below is the description of the main events:

Rally: This rally was held to increase the awareness about the blood donation and to thank the donors for their life saving gift of blood. The rally was opened to the whole public and there was no age limitation for the event. Colour code for the event was red. Participants carried posters with different messages for the donors with them.

This rally was held from 1600 to 1800 hrs and was around the capital of the country-Male city, which is a distance of approx 5.5km.

Main participants of the event were from Amana Takaful Insurance Company, Maldives National Defence Force, Maldives Police Services, Villa College, Ministry of Health, and Maldivian Red Crescent (provided first aid), Maldives Custom Services and government offices etc.

The event was sponsored by Amana Takaful insurance company.

SRI LANKA

THE NAME OF CITY: COLOMBO

14th June, 2013 was a memorable day for the Maldivian Blood Services. A total of 80 donors approached to donate blood. Out of 80 donors, 66 donors could donate blood. Fourteen were deferred due to different reasons such as high/low Bp and Haemoglobin level etc.

A red apple (wrapped in red paper) and a thank you card was given to the donors as a compliment gift.

This event was also sponsored by Amana Takaful insurance company.

Wearing red: Maldivian blood services also requested the public to wear red on 14th of June 2013. Red ribbons were also distributed to offices with a letter, requesting to wear the ribbons on donor’s day. This was announced with the help of radio and TV stations and by written letters to organizations and government offices.

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Maldivian Blood Services successfully carried out a rally and a blood camp to celebrate the world blood donor day, 2013. The event was held on 22nd of June 2013 at the premises of Maldivian Blood Services.

Addressing the gathering, the President said that anyone who has donated even a single drop of blood has rendered an invaluable service to the nation. He also commended the achievements of NBTS culminating in winning the first-ever ISBT award for Transfusion Services in Developing countries.

Secretary to the Ministry Dr. Nihal Jayathilaka, in his welcome speech, touched briefly on the rapid progress made by the NBTS in the recent past. This was followed by a traditional cultural performance which signalled the commencement of the felicitation ceremony. In addition to the President who felicitated the best of our silent heroes, Minister of Health Hon. Mathripala Sirisena; Deputy Minister Hon. Lalith Dissanayake; Secretary to the Ministry Dr. Nihal Jayathilaka; Director General of Health Services Dr. Palitha Mahipala and Deputy Director General of Laboratory Services Dr. Garnini Samaraninge also joined the felicitation.

Some of the blood donors and mobile blood donation camp organizers who were invited for the felicitation

Minister of Health felicitating a mobile blood donation camp organizer

One of the cultural events included foreign delegates and a large number of high ranking officials from the Ministry of Health.

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Over 3500 regular blood donors and mobile blood donation camp organizers selected from all parts of the country started arriving at the location from early hours of the day. They were greeted on arrival by staff of the National Blood Transfusion Service led by Dr. Senarath Jayasekara, the Senior Consultant Transfusion Physician on behalf of the Director - Dr. Anil Dissanayake.

National Blood Transfusion Service, Sri Lanka representatives, Dr Anil Dissanayake, Director National Blood Transfusion Service, Sri Lanka and Ambassador of the Democratic Socialist Republic of Sri Lanka; His Excellency Maithripala Sirisena; Deputy Minister Hon. Lalith Dissanayake; Secretary to the Ministry Dr. Nihal Jayathilaka; Director General of Health Services Dr. Palitha Mahipala and Deputy Director General of Laboratory Services Dr. Garnini Samaraninge also joined the felicitation.

Socialist Republic of Sri Lanka; His Excellency Maithripala Sirisena; Deputy Minister Hon. Lalith Dissanayake; Secretary to the Ministry Dr. Nihal Jayathilaka; Director General of Health Services Dr. Palitha Mahipala and Deputy Director General of Laboratory Services Dr. Garnini Samaraninge also joined the felicitation.

Addressing the gathering, the President said that anyone who has donated even a single drop of blood has rendered an invaluable service to the nation. He also commended the achievements of NBTS culminating in winning the first-ever ISBT award for Transfusion Services in Developing countries.

Other dignitaries present at the felicitation ceremony included foreign delegates and a large number of high ranking officials from the Ministry of Health.
THAILAND

THE NAME OF CITY: BANGKOK

ORGANIZERS
- The Thai Red Cross Society
- Ministry of Public Health
- The Committee for Recruitment and Promotion of Voluntary Blood Donors of the Thai Red Cross Society
- Provincial Red Cross Chapters / Regional Blood Centre / Provincial Hospitals
- National Blood Centre, Thai Red Cross Society

OBJECTIVE
- To share the Thai Red Cross Society activities with WHO, IFRC, FIODS, ISBT
- To promote and make a comprehension of voluntary non-renumerated and regular blood donor recruitment
- To thank regular blood donors, increase number of new blood donors as well as to promote a sustainable regular blood donation
- To celebrate 10th Anniversary of World blood donor day in Thailand

BRIEF DESCRIPTION OF EVENT

In total we collected 3,574 units, of which 3,138 units were from regular blood donors and 436 units from new blood donors. “10th Anniversary Celebration of World blood donor day” T-shirt were given to blood donors on World Blood Donor Day in which more than 5,000 people participated. There were more than 2,500 donors writing invitation words to promote blood donation on the Wall of Humanity.

And also 8 Regional Blood Centres, 72 Provincial Red Cross Chapters and 91 Hospitals took part in the event while more than 7,000 people participated in blood donation thought out the country.

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GIVE THE GIFT OF LIFE: DONATE BLOOD

In the day we had a highlight The parade of bicycle to and deploy the parade form letter into national flag to celebrate the 10th anniversary of World Blood Donor Day. Giving shield fame to the highest number of donors from 100 time blood donor club, RH negative donor club, Club 25 of Thailand and bone marrow donation - Stem cell. The show from actors, The star and actor’s beloved Auction.
VIETNAM

Various activities and communication campaigns such as exhibitions, blood donation day, music shows... were organized in the whole country in order to recognize and honor regular blood donors and to collect more blood in those days.

Some activities were co-organized by the National Steering Committee for Voluntary Blood Donation Recruitment and National Institute of Hematology and Blood Transfusion at national level.

- A press conference was conducted in Hanoi to introduce all activities of World Blood Donor Day (WBDD);
- A national ceremony to mark the WBDD and recognize donors was celebrated on 14 June, 2013 as an annual activity. 100 outstanding donors selected from 63 provinces were honored at the ceremony with the participation of representatives of Central Party, Government, National Steering Committee for Voluntary Blood Donation Recruitment, Ministry of Health, Vietnam Red Cross, National Institute of Hematology and Blood Transfusion and media agencies.
- The blood donors had an opportunity to take part in a program called “Journey to the Root” to Hung King’s Temple in Phu Tho province. A three-region meeting among top 100 blood donors from North, Central, and South of Vietnam was held there. Other main highlight of the event is the visit to Ho Chi Minh President’ Mausoleum which was the first experience of many blood donors.

Attending the national honoring activities, Ms Phan Thi Tam, from Binh Phuoc province shared: “Giving blood makes me feel happy that my little action can help people in need. However, I didn’t think that I would have a chance to join in such a wonderful honoring ceremony for blood donors. I donated twenty-two times and I plan to donate as much as I can”.

The honoring ceremonies and blood drives also took place at provincial and district level. The following are some example of these activities:

- In Hanoi: A big blood donation day named “Kind-hearted summer” was organized. The event was also the first activity of Hanoi Association of Young Blood Donor Recruiters in Voluntary Summer Campaign. Along with music show, “Champion ABO” camping, interesting games, 803 life-saving gifts were given to patients.
- In Bac Giang province: Steering Committee for Voluntary Blood Donation Recruitment of Bac Giang province honored outstanding 24 families which have many members donating blood and honored 227 donors.
- Thai Binh province held 3 blood donation days to respond to the World Blood Donor Day, 449 blood units were collected.
- In Dong Thap province (in the south of Vietnam): 196 typical blood donors, 25 families and 13 institutions were certified by Vietnam Red Cross and People’s Committee for their significant contributions to blood donation activities.
- In Ho Chi Minh City, Steering Committee for Voluntary Blood Donation Recruitment of Thu Duc district honored 24 families and 24 blood donors who donated more than 20 times.

These events attracted a lot of media attention and called for more blood donation and to motivate donors to become regular and apheresis donors.

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WORLD BLOOD DONOR DAY 2013 CELEBRATIONS AROUND THE WORLD

WESTERN PACIFIC REGION
The transfusion delegation of Jiangsu Province participated in the global event for WBDD in Paris, France, on 14 June 2013 and made interactive communications by web, blog official and mini message between Nanjing and Paris.

The Jiangsu Province Blood Center organized event and street activities for the 10th Anniversary of WBDD at Place GOLOU, Nanjing, on 14 June, over 4000 citizens participated in the event and 900 units of blood are donated and release 4000 commemorative badges of Youth Olympic Games in live. 70000 blessing messages were send the same day.

Jiangsu Province Red-Cross as well as Jiangsu Province Blood Center launched a major campaign of voluntary blood donation in June: 2 press conferences were told, various blood donation activities were reported 23 times by provincial televisions, newspapers, radio and other media, 2000 phonetic advertisings were played at public transport system, 20000 «reader» magazines advocating voluntary blood donation were delivered, 1000 posters or panels were posted, 18 activities for donation promotion were organized, over 30 promotional arches, banners were set up at donation site and universities.

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In celebrating this year’s World Blood Donor Day (WBDD), the Hong Kong Red Cross Blood Transfusion Service (HKRCBTS) launched a series of publicity activities and events to enhance the public awareness of the Day and to motivate more people to join blood donation.

2013 WORLD BLOOD DONOR DAY CELEBRATORY PROGRAMMES

<table>
<thead>
<tr>
<th>Date</th>
<th>Programme</th>
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<tbody>
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<td>1 June to 9 June</td>
<td>Message Card Campaign</td>
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<tr>
<td>1 June to 14 June</td>
<td>“Give Your Best Shot” Programme</td>
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<tr>
<td>2 June an 9 June</td>
<td>Annual Donor Award Ceremony</td>
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<tr>
<td>10 June to 18 June</td>
<td>“Gift of Life” Blood Donation Week</td>
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<tr>
<td>14 June</td>
<td>World Blood Donor Day Hospital Visit</td>
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The HKRCBTS organized two Annual Donor Award Ceremonies during the WBDD period. Donors who have cumulatively achieved 25 blood donations or its higher multiples during the past year were invited to attend the Ceremony, in the company of his invited family or friend, to receive an award in recognition of their contributions. This year, the awards were presented by our officiating guest of honour, Dr Wing-man Ko, Secretary for Food and Health, HK Special Administrative Region. The total number of donors receiving awards has reached a new high of 2,637 people. Blood recipients and their attending doctors were invited to attend the Ceremony to express their gratitude to blood donors and to highlight the importance of blood donation in saving lives. The recipients also met their blood donors for the first time at the Ceremony. Following the award presentation were a Chinese banquet lunch and singing performances. The events had attracted a lot of media interests and their reports enabled extensive publicity of WBDD.
“GIVE YOUR BEST SHOT” PROGRAMME (1 JUNE TO 14 JUNE)
A specially designed “World Blood Donor Day Photo Stand In” was put up at donor centres for blood donors and public to create their most memorable photos with vivid facial expressions and funny postures.

MESSAGE CARD CAMPAIGN (1 JUNE TO 9 JUNE)
During the campaign period, blood donors were invited to write down on the specially made message cards encouragement and best wishes for blood receiving patients. The message cards were then hung on “The Tree of Life” for public viewing at our Headquarters Donor Centre. It was also exhibited at the Donor Award Ceremony. Some message cards were selected for distribution to patients during the hospital visit on 14 June.

WBDD PUBLICITY
To enhance public awareness of the WBDD in general, a territory-wide advertising and publicity campaign was launched one month in advance. The theme of WBDD, “Every blood donation is a gift of life”, was echoed throughout the entire campaign by the use of a graphic image which is a blood drop tied with a ribbon resembling a gift in all our publicity materials.

WBDD posters and banners were displayed at bus shelters, the Star Ferry pier, public libraries, public hospitals, commercial and residential estates around the city. In addition to the HKRCBTS own vehicles, the body of commercial minibus and double-decker bus on selected routes were also used for advertising the WBDD.

In view of the colossal number of internet users, online banner advertising in high-traffic news websites was employed this year in order to expand the reach of potential target audiences, in particular the young generations.

Engaging the media was again the focus of this year’s publicity strategy. Newspapers and radio stations were invited to cover the reporting of WBDD activities. A full-page feature was published in a popular free newspaper. The print media was also invited to join the last stop of our hospital visit on 14 June to further attract attention from the public by covering the visit and writing about a donor and patient story. In that connection, the use of blood by chronically ill patients was highlighted through an interview of a thalassemia patient.
THEME CAMPAIGN FOR WBDD 2013

The theme campaign on World Blood Donor Day with the theme of “Give the gift of life: donate blood” was held on 14 June 2013 in People’s Park, which located near Nanjing Road, a famous street in Shanghai. More than 50 volunteers from many countries collected affection signatures from 614 pedestrians on site.

A SERIES OF ACTIVITIES FOR WBDD 2013

1- “WARM LOVE FOR SHANGHAI - THE GIFT OF LIFE FROM INDIA”

One hundred Indians donated blood to celebrate WBDD. The voluntary unpaid blood donation drive for more than 100 Indian residents was held by Shanghai Blood Center on June 15th, successfully collecting 114 units of whole blood in the end.

2- NINGBO VOLUNTARY BLOOD DONORS CAME TO SHANGHAI TO DONATE BLOOD COMPONENT

There are 101 voluntary blood donors, coming from Ningbo, Zhejiang Province to Shanghai Blood Center donating blood on June 10th, who finally donated 112 units of platelet and 5 units of whole blood.

3- “LOVE WITHOUT BOUNDARY” ONE HUNDRED FOREIGNERS DONATED BLOOD

About one hundred foreign friends participated in the blood donation held in Oriental Land, Shanghai on May 26th.

4- THE STAFFS OF HAEMONETICS CHINA DONATED BLOOD

More than 50 staffs and cooperative partners of Haemonetics China Corporation donated blood in Shanghai Blood Center on May 20th.

5- SHANGHAI IT ELITES DONATED BLOOD

Voluntary unpaid blood donation drive was held by Shanghai Blood Center on May 11th, in which 40 young people from IT companies in Shanghai participated.

6- THE STAFFS OF FRESENIUS KABI DONATED BLOOD

Eight youth blood donation team members of Fresenius Kabi Corporation donated blood component in Hangzhou Blood Center on May 4th.

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In line with the commitment of 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 Phnom Penh Red Cross, organized the World Blood Donor Day (WBDD) this year at SOFITEL Phokeethra Phnom Penh Hotel on 12th of June 2013 with full funding support from WPRO. Two posters and one logo of 2013 World Blood Donor Day campaign material were adopted and used by NBTC for this event. Vital Premium Water company provided drinking water to all voluntary donors.

The NBTC has participated in WBDD activities since 2004 and the event has continued to grow every year so it is important to maintain the momentum as the support for voluntary blood donation increases. At WBDD this year, NBTC invited 650 guests from ministries, community groups, private sector, NGOs, universities, schools, religious groups and media including 250 repeat donors who were rewarded with Certificates of Appreciation for their life-saving donations.

This year’s event was exceptionally participated by guests who are leaders from 21 provinces nationwide. Three participants from each province include Head of Provincial Health Department, youth leader representative (Union of Youth Federation in Cambodia) and Head of Provincial Blood Transfusion Centre. The reason for inviting these provincial leaders is that, according the National Strategic Plan 2013 - 2017, there is a need to improve blood donor activities in the provinces and WBDD is an opportunity to build advocacy with them who have the authority and power to mobilize donors and promote awareness of the importance of voluntary blood donation to the community.

The WBDD this year went very successfully with the attendance of many new and regular voluntary blood donors including high honorable guests such as Minister of Health, Governor of Phnom Penh municipality and President of Phnom Penh Red Cross Committee. A blood donation session was organized by NBTC and BBC Media Action in the venue from 7:30 am to 4:00 pm with life performances of singers and bands from BBC Media Action ‘Loy 9’ team. The blood collection finished successfully with a record number of 228 units.

The event was on air in every TVs and radios to give message to the people under the theme of WBDD 2013 “Give the gift of live: Donate blood”.

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Our programme on the WBDD started in front of the Independence Square at 11:00 on 14 June, 2013. Mr. Z. Enkhbold, Speaker of the State Great Khural, Mr. N. Enkhbold Member of Parliament and the President of the MRCS, and Dr. Govind Salik, Public health specialist of WHO in Mongolia, Dr. Ya. Amarjargal, Ministry of Health, Dr N. Erdenebayar, General director of National Center for Transfusion Medicine made opening speeches appreciating and glorifying the blood donors in Ulaanbaatar. And 26 Blood banks in 21 province celebrated WBDD simultaneously all over Mongolia. About 4000 participants of the WBDD celebration attended the event.

97 new Honoured Donors were identified and awarded with this title. 42 of all new Honoured Donors were donors who regularly donate their blood to National Center for Transfusion Medicine (NCTM). Moreover, the best Donor organizing groups of Mongolian Red Cross Society (MRCS) were selected and awarded. Music, songs and programmes greeting and appreciating the role of voluntary blood donors were performed during the day. Special guests and honoured donors accompanied with performance of flying balloons ceremony was a spectacular show, made great impact on young people to join the donor ranks and was a memorable event not only for the young people, but also for all public in general. Marking the WBDD for the 10th time in Mongolia had contributed much to gain knowledge of the population and public on donor movement and the participation of the broader organizations, more sponsors, population and media people activities had shown its growing importance from year to year. Advertisement by many TV programmes, representatives of main newspapers and radio transmission of WBDD activities improved awareness of the public on donors activities. Mobile blood collection session was organised during the event and collected blood from 13 donors. Mr.Z. Enkhbold, Speaker of the State Great Khural, T. Ulssbold, President of the Association of Mongolian students who study abroad and others had donated blood voluntarily. It was big motivation and advertisement for blood donation for all public. Advertisement education materials on blood donation was published and distributed to 21 aimags and population (posters leaflets, memos, notebook, pens, cups and etc.)

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APPRECIATING AND GLORIFYING THE BLOOD DONORS IN ULAANBAATAR
NEW ZEALAND

NAME OF CITY: AUCKLAND

NEW ZEALAND BLOOD SERVICE (NZBS) WBDD CAMPAIGN BACKGROUND

- World Blood Donor Day 2013 (WBDD13) was celebrated across New Zealand on Friday 14 June.
- This year’s theme, adapted from the international theme, focused on taking pride in New Zealand’s self-sufficient status for blood and blood products and thanking the thousands of donors who make this possible.
- Softer, highly targeted campaign, with no direct call to action, as increasing donor take-up was not a key driver for WBDD13.
- The campaign took into account potential issues arising from a facilities review scheduled for early August 2013 that has subsequently resulted in the closure of two donor centres.
- In keeping with the low-key approach to WBDD13, and unlike previous years, celebrity ambassadors were not used as part of the communication strategy.

WHAT WE SET OUT TO ACHIEVE

- Maintain the tradition for the NZBS to celebrate WBDD but on a reduced scale - concentrated efforts in the main centres - Auckland, Hamilton, Wellington and Christchurch.
- Tightly control media coverage and ensure key messages came across to mitigate upcoming sensitivities in the NZBS forthcoming facilities review.
- Raise awareness and celebrate New Zealand’s self-sufficient status.
- Educate donors on the right time, right type and right place, requirements of donating to tie in with self-sufficiency and the changing collection methods of the NZBS.
- No call to action to donate on WBDD13 – a measurable increase in the number of donations around WBDD was not an objective. We did not want an increase in “walk in” donors.
- We avoided some mainstream media outlets (e.g. 6pm News or entertainment radio) due to increased likelihood of mixed messages – this avoided the usual default journalist response “donate now NZBS needs your support”.

PURPOSE

- Continue NZBS’s support of WBDD.
- To publicly recognise and say thank you to existing donors.
- To establish the value of NZBS’ self-sufficient status (and therefore the value of blood donors) and how the organisation is ensuring it retains this status.
- Use self-sufficiency as a means to build understanding and acceptance of different donor requirements depending on blood type.

STRATEGIC APPROACH

- A national media campaign focused on mainstream print publications.
- Use human interest stories in key areas to help bring the theme to life.

A NATIONAL MEDIA CAMPAIGN FOCUSED ON MAINSTREAM PRINT PUBLICATIONS

DESIRED OUTCOMES

- In the recent past, WBDD has been NZBS’s primary communications event with specific calls to action to donate blood. This required a substantial volume of coverage across the breadth of New Zealand. This year the strategy ensured tightly controlled coverage focused on the four main centres:
  - National coverage concentrated in high-profile outlets and main centres (Auckland, Hamilton/ Tauranga, Wellington, Christchurch).
  - Little or no TV coverage.
  - Little or no coverage in smaller community outlets (NB: this significantly impacted amount of coverage overall).
  - Quality coverage that delivered specifically to key messages around self-sufficiency.

ACTUAL OUTCOME

- Key media in every major donor centre covered the story, with the exception of The Press in Christchurch.
- 33 items of news and entertainment coverage were obtained across print, radio, television and online. NOTE: in previous years we have had more than 120 news items across press, broadcast and on-line media. We deliberately were not trying to achieve this level of coverage this year.
- 23 of which contained key messages around self-sufficiency.
- Print and news broadcast coverage delivered a potential reach of almost 2.5m people.

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Joseph and Melissa Heke and family at the Epsom Donor centre in Auckland on WBDD 13. Both Joseph and Melissa are blood donors and Joseph has also donated bone marrow.
Each year, the four sponsoring organizations together set a specific focus for World Blood Donor Day. The theme of 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.”

2013: “GIVE THE GIFT OF LIFE: DONATE BLOOD.”