STORIES FROM AROUND THE WORLD

SRI LANKA HOSTS
WBDD 2014
OFFICIAL SPEECHES

Dr. Anil Dissanayake
Director / National Blood Transfusion Service of Sri Lanka .......................................................... 2

Mr. Maithripala Sirisena
Honourable Minister of Health of Sri Lanka ......................................................................................... 3

His Excellency the President Mahinda Rajapaksa
Democratic Socialist Republic of Sri Lanka .......................................................................................... 4

Dr Poonam Khetrapal Singh
Regional Director, WHO South-East Asia Region ................................................................................. 5

WORLD BLOOD DONOR DAY 2014
IN SRI LANKA ........................................................................................................................................... 7

WORLD BLOOD DONOR DAY 2014
CELEBRATIONS AROUND THE WORLD

AFRICAN REGION
South Sudan .................................................................................................................................................. 9

AMERICAN REGION
Brazil ....................................................................................................................................................... 10
Chile ......................................................................................................................................................... 11
Colombia ................................................................................................................................................. 12
El Salvador ............................................................................................................................................... 13
Grenada .................................................................................................................................................... 14
Honduras .................................................................................................................................................. 15
Mexico ...................................................................................................................................................... 16
Nicaragua .................................................................................................................................................. 18

EASTERN MEDITERRANEAN REGION
Iran ............................................................................................................................................................. 19
Pakistan .................................................................................................................................................... 21
United Arab Emirates ............................................................................................................................. 23

EUROPEAN REGION
Czech Republic ........................................................................................................................................ 25
Denmark .................................................................................................................................................... 26

France ...................................................................................................................................................... 27
Ice Land .................................................................................................................................................... 28
Italy ............................................................................................................................................................ 29
Montenegro ............................................................................................................................................... 30
Poland ....................................................................................................................................................... 31
Lithuania .................................................................................................................................................... 32
Tajikistan ................................................................................................................................................... 33

SOUTH EAST ASIAN REGION
Bangladesh ............................................................................................................................................... 34
Bhutan ....................................................................................................................................................... 35
India ............................................................................................................................................................ 37
DPR Korea ............................................................................................................................................... 38
Timor-Leste ............................................................................................................................................... 39

WESTERN PACIFIC REGION
Shanghai China ........................................................................................................................................ 40
New Zealand ............................................................................................................................................ 42
South Korea ............................................................................................................................................... 43
Kingdom of Cambodia ............................................................................................................................. 45
Viet Nam ................................................................................................................................................... 46
IT IS INDEED A GREAT PLEASURE for me to write this message to the souvenir prepared for the upcoming 11th Global Celebration of World Blood Donor Day (WBDD) in Colombo Sri Lanka.

Sri Lanka was selected to host the Global Celebration of World Blood Donor Day 2014 by the World Health Organization after a competitive bidding process. This opportunity was earned by National Blood Transfusion Service (NBTS) of Sri Lanka due to its unique achievements during recent past.

NBTS Sri Lanka is the sole supplier of blood and blood products to entire country and functions as a nationally coordinated system under the purview of Ministry of Health. The system consists of 90 hospital based blood banks clustered into 17 clusters and National Blood Centre acts as the technical and administrative headquarters of the service. Amongst several national and international recognitions the latest success of NBTS is the achievement of 100 % Voluntary Non Remunerated Blood Donations (VNRBD) during the year 2013.

Added to the success stories, NBTS with the Ministry of Health WBDD have organized the 11th global celebration of World Blood Donor Day 2014 in grand scale with local and international participation to felicitate the voluntary blood donors of Sri Lanka. Parallel to the main event at BMICH number of felicitation programmes have been conducted all over the country.

Hence, at this memorable event, I would like to pay my sincere gratitude to voluntary blood donors for their generous donations to maintain a quality and uninterrupted blood transfusion service in Sri Lanka. And also I am thankful to organizers of mobile blood donor camps and dedicated staff of NBTS for their valuable contribution in maintaining the service. Further, I am grateful to the stake holders who joined hand in hand to make this event a success.
IT GIVES ME IMMENSE PLEASURE to send this message for the global event of World Blood Donor Day 2014. It would be a great recognition for Sri Lanka as it becomes the 11th country in the world to host this prestigious event.

The focus for this year’s campaign is “Safe Blood for Saving Mothers” which is aimed at increasing the awareness on the importance of timely access to safe blood and blood products for all countries as part of a comprehensive approach to prevent maternal deaths.

NBTS has clearly become a frontrunner in our health sector, providing quality assured safe blood supply throughout the year for the needy patients of this country. The Ministry of Health has fully supported the National Blood Transfusion Service in implementing various strategies to strengthen its blood collection program based on voluntary non remunerated blood donors.

Furthermore in line with the rapid expansion of health sector NBTS, with the support of the Ministry of Health has initiated introducing state of the art technologies like Nucleic Acid Testing, Stem Cell Transplantation facilities, Cord Blood Banking and Frozen Red Cell facility. I assure to extend the fullest support of the Ministry of Health to the National Blood Transfusion Service for its future developments.

I take this opportunity to thank our altruistic donor population for their invaluable noble act and to congratulate the NBTS staff for all their achievements at national and international level. I wish the global event of World Blood Donor Day 2014 a great success.
IT IS WITH GREAT PLEASURE that I send this message to the Global celebrations of the 11th World Blood Donor Day, with the great honour extended to Sri Lanka by being chosen as the first South Asian Country to host this global event.

World Blood Donor Day marked annually on June 14th, is an inspiration to countries and people throughout the world, helping to raise awareness on the need for safe blood and blood products, and bring honour to voluntary and unpaid blood donors for this lifesaving and extremely humanitarian act.

As a nation, it is both our duty and responsibility to appreciate the invaluable services rendered by voluntary blood donors and encourage their continued commitment to this noble act, to ensure a safe and quality assured blood supply in the country, saving the lives of innumerable patients.

I am most happy to note that the National Blood Transfusion Service of Sri Lanka has already achieved the WHO’s target for the year 2020 of achieving self sufficiency in blood and blood products from 100% voluntary non-remunerated blood donations. Exceeding this target well ahead of time, is indeed a historic achievement that demonstrate the Sri Lankan commitment to this humanitarian cause. It also highlights the great cultural tradition of humanitarian acts of this nature widely accepted in our country.

The remarkable progress in this valued field of activity made by the National Blood Transfusion Service is a result of good policies and continued support of government to expand the free healthcare services, giving necessary priority to infrastructure and technological enhancement, as well as professional development in the field of Transfusion Medicine.

I congratulate the National Blood Transfusion Service of Sri Lanka for their highly recommendable record of work in achieving success in this great humanitarian and deserving medical cause, and extend my best wishes for the inspirational success of the global World Blood Donor Day celebrations.
SAFE BLOOD SAVES MILLIONS of lives each year. Provision of safe blood is a fundamental need for the health system of every country. Blood cannot be synthesized artificially. Human beings are the only source of this lifesaving product. But unfortunately, a shortage of safe blood in developing countries often leads to unnecessary ill-health or death. Hence, there is an urgent need for more people to donate blood on a regular basis to save precious lives. This is the core message that the World Health Organization wishes to convey to everyone on World Blood Donor Day.

While blood is essential to save lives, it can also be a potential source of transmission of several diseases. These include, among others, HIV, hepatitis B and hepatitis C. The shortage of blood and the risk of often fatal infections can be considerably reduced by promoting voluntary, non-remunerated blood donations.

All over the world it has been shown that regular, voluntary, non-remunerated donors from low-risk population groups are the safest sources of this precious, life-saving material.

Against an annual estimated requirement of 18 million units of blood in the South-East Asia Region, only around 15.5 million units are collected every year, of which around 82% of donated blood is obtained from voluntary donors. There is a great variation between, as well as within, the countries. Ideally 1 to 3% of the total population should donate blood to fulfil the need.

I am glad to note that in Sri Lanka around 380,800 units of blood are being collected and 100% of donated blood comes from voluntary, non-remunerated donors indicating a strong national coordinated blood transfusion programme, supported by high social awareness coupled with the altruistic nature of the communities in this country. In this context, the political leadership that has given this programme the high priority it deserves to be highly appreciated and applauded.

Screening of donated blood for transfusion transmitted infections (TTIs) is essential to make transfusion safe. In the South-East Asia Region, 100% of the blood collected is screened for TTIs. In 2000 WHO, developed a global strategy for safe blood to reduce the global burden of diseases due to unsafe blood transfusion.

This strategy emphasizes the need for establishing nationally coordinated blood transfusion services, collection of blood from non-remunerated voluntary blood donors from low-risk areas, testing of all donated blood for transfusion-transmitted diseases, testing for compatibility and blood grouping, reduction in unnecessary transfusion and rational use of blood.

The World Health Assembly in 2005 designated 14 June as World Blood Donor Day, to be observed as an annual event. Since then, countries around the world use this day, among other things to galvanize communities to come forward voluntarily to donate blood. The global launch of activities for this day for 2014 is taking place in Sri Lanka.

This event helps to raise awareness on the need for safe blood and blood products and to thank voluntary non-remunerated blood donors for their life-saving gifts of blood. The celebration of this day by several partners including WHO, the International Federation of Red Cross and Red Crescent Societies, the International Society of Blood Transfusion, and the International Federation of Blood Donor Organizations also aims to raise awareness globally about the need for regular and voluntary blood donation. The ultimate goal is that every country should achieve 100% voluntary and unpaid blood donation.

The slogan for this year’s campaign is “Safe blood for saving mothers”. Every day, about 800 women die from pregnancy or childbirth-related complications in the world. Almost all of these
deaths occur in developing countries. More than half of them occur in sub-Saharan Africa and almost one third in South Asia. Severe bleeding during delivery and after childbirth is a major cause of mortality, morbidity and long-term disability. However, access to safe and sufficient blood and blood products and the rational and safe use of blood transfusion remains major challenge in many countries.

WHO is continuously providing technical support to global efforts in augmenting the availability of safe blood and is working closely with the collaborating organizations for promoting voluntary blood donations through active involvement of governmental and nongovernmental organizations. Together, we are striving towards the ultimate aim of assuring universal access to safe blood and blood products. While there has been a steady increase in voluntary blood donations in developing countries, several myths prevail among communities that prevent them from becoming regular blood donors.

There is therefore a need to involve, educate, and empower communities to regularly and voluntarily donate blood to meet the national need.

I call upon all healthy and eligible citizens to voluntarily come forward and donate blood regularly for the benefit of mankind. Blood donation is not only a gift of life, it is the most precious gift one can give to a fellow citizen.
NAME OF CITY: COLOMBO

SRI LANKA CELEBRATES THE WORLD BLOOD DONOR DAY GLOBAL EVENT 2014

Sri Lanka was privileged to be selected as the host country for the 11th Global Event of World Blood Donor Day after the last event in France. National Blood Transfusion Service in collaboration with the Ministry of Health and WHO successfully organized the celebrations featuring the theme “Safe Blood for Saving Mothers”.

THE EVENT LINE UP RAN AROUND FOR TWO WEEKS

Event commenced with a media conference held on 4 June 2014.

On the same day (4 June 2014), parades of vehicles started their journey from all four corners of the country felicitating more than 10,000 blood donors. During these parades, massive public awareness programmes were conducted promoting voluntary blood donation. This was further boosted by the collection of signatures of well-wishers on a monumental flag which led to breaking of the Guinness World Record for the “largest number of signatures on a flag”. His Excellency the President of Sri Lanka Mahinda Rajapakse was the very first well-wisher to sign this massive flag.

SCIENTIFIC SESSION

A scientific session was organized by the Sri Lanka College of Transfusion Physicians on 9-10 June 2014 with the collaboration of College of Obstetricians and Gynaecologists and Family Health Bureau highlighting the theme of World Blood Donor Day and the collaboration between blood transfusion and maternal care services. This was held over two days addressing all categories of staff stressing the need for team approach to reach the target of timely supply of safe blood to save mothers.

MASS BLOOD DONATION CAMPAIGN

A mass blood donation programme was successfully organized at the Bandaranayke Memorial International Conference Hall (BMICH) on 12 June 2014. Over 1250 blood units were collected during this special campaign.

INTERNATIONAL SYMPOSIUM ON “REDUCING MATERNAL MORTALITY THROUGH IMPROVED SERVICE DELIVERY AND ACCESS TO SAFE BLOOD FOR OBSTETRIC CARE”

An international symposium on “Reducing maternal mortality through improved service delivery and access to safe blood for obstetric care”,...
organized by WHO, was held on 13 June 2014 at the auditorium of the National Blood Centre. A number of international and local experts including consultants from NBTS Sri Lanka participated at this event. Dr Poonam Khetrapal Singh, Regional Director, WHO-SEARO made the inaugural speech at this event.

INTERNATIONAL MEDIA CONFERENCE

An International Media Conference was conducted on 13 June 2014 evening to mark the World Blood Donor Day Global Event with the participation of Hon. Deputy Minister of Health, Mr Lalith Dissanayake, Dr Poonam Khetrapal Singh, Regional Director, WHO-SEARO, Dr Palitha Mahipala, Director General of Health services, Ministry of Health, Dr Firdosi Rustom Mehta, Country Representative, WHO and other dignitaries.

MAIN EVENT OF WORLD BLOOD DONOR DAY 2014

The main event of World Blood Donor Day 2014 was held on 14 June 2014 at BMICH with the participation of international and local delegates. Honourable Minister of Health, Mr Maithripala Sirisena graced the occasion as the Chief Guest. Dr Poonam Khetrapal Singh, Regional Director, WHO-SEARO participated at the global event as the Guest of Honour. The achievement of blood supply through 100% voluntary non-remunerated blood donor base was highlighted during this event. This is a laudable achievement of NBTS Sri Lanka well before the target date set by WHO.

‘REDUCING MATERNAL MORTALITY THROUGH IMPROVED ACCESS TO SAFE BLOOD’

A side-meeting of a small group of international experts working on key deliverables on ‘Reducing Maternal Mortality through Improved Access to Safe Blood’ was organized on 15-16 June 2014 in Colombo by WHO.

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Safe blood for saving mothers
AFRICAN REGION

SOUTH SUDAN

RAISE AWARENESS ON IMPORTANCE OF VOLUNTARY AND REGULAR BLOOD DONATIONS

In South Sudan main focus on World Blood Donor Day is to raise awareness on importance of voluntary and regular blood donations. Media programmes were conducted to increase awareness and clarify doubts regarding blood donation. Events in South Sudan were organized by the South Sudan National Blood Service and Ministry of Health with the support of WHO, Red Cross and Red Crescent Societies, CDC and Canada and other partners in the health sector.

Celebrating the silent heroes

[Image of a banner with the message: Give blood for those who give life.]

Give Blood at your nearest blood collection centre. Promote voluntary unpaid blood donation to the community, friends and relatives.
WORLD BLOOD DONOR DAY 2014 CELEBRATIONS AROUND THE WORLD

AMERICAN REGION

BRAZIL

NAME OF CITY: SÃO PAULO

“SAFE BLOOD FOR SAVING MOTHERS”

The World Blood Donor Day 2014 at Sírio Libanês Hospital in Brazil highlighted the slogan of the year: “Safe Blood for Saving Mothers”. Dr. Silvano Wendel explained the importance of the voluntary unpaid blood donors who are always contributing for safe blood supplies by their donations, so that the attendance of common obstetric urgencies in several countries of the world can be effective in preventing maternal deaths.

HIGHLIGHTING THE IMPORTANCE OF BLOOD DONATION

The importance of the World Blood Donor Day in Brazil was also remembered in the games during the World Cup on June 14th that occurred in Brazil this year. There was a display celebrating this date which was seen by approximately 1 billion people in the world. The WBDD was also celebrated by the Brazilian team of volleyball at the beginning of the game of Volleyball League, which happened on the 6th of June in São Paulo, Brazil.

FELICITATING BLOOD DONORS

As it happens every year, we offered an award certificate to many honored donors, specially those who donated blood 25, 50, 75, 100, 150 and 175 times, as well as many companies, which have been our partners in our mobile blood donation. It is important to say that the number of companies which have looked for us for campaigns of donations has increased in the last years, especially in the universities.

One of these blood donors who organized the campaign in her university gave a testimonial about the experience of the students in relation to the blood donation and the desire of them to give blood again, so that they are important partners for the future.

Finally, the celebration finished with a very funny show of a magician, which cheered the audience and honored our dear blood donors, staff and employees of the blood bank.

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World Blood Donor Day was highlighted in the World Cup tournament
CHILE

NAME OF CITY: SANTIAGO

PROMOTING BLOOD DONATION THROUGH DONOR RECRUITMENT

Chilean Red Cross during WBDD 2014 worked in different localities and blood banks with which they have partnerships. For these activities (according to our program called “Safe Blood”) we divided our work in the following way:

• A component that organizes activities in the Metropolitan Region of the country, as this is the region having the largest number of blood banks.

• Another component that organizes activities in the other regions of the country.

In the different activities performed during this day we had a very active participation of volunteers who play a key role in the promotion, donor recruitment and organization of this huge celebration. We also developed activities such as cycling to raise awareness about blood donation and healthy lifestyles in urban contexts.

METROPOLITAN REGION

On the 13th of June we performed 3 blood collections where we invited everyone to donate blood and also we rewarded those frequent blood donors. We worked in parallel with 3 blood banks: 1) Banco de sangre de Hospital de asistencia pública HUAP, 2) Hospital Barros Luco y 3) Hospital Mutual de Seguridad. Volunteers from different branches supported in all the activities. During this occasion people from the National Donor Circle of the Chilean Red Cross donated blood for the first time. Hospital Mutual de Seguridad took this opportunity to recognize the work of the Chilean Red Cross for their 10th anniversary of strong collaboration in the topic of voluntary blood donation.

Collection of 60 blood units
Sensitization to more than 200 people
NAME OF CITY: BOGOTÁ

CELEBRATING WORLD BLOOD DONOR DAY & WISHING GOOD LUCK FOR THE NATIONAL FOOTBALL TEAM

On June 13th took place the celebration of World Blood Donor Day 2014 to reward our blood donors in the National Blood Bank (located in Bogotá). We had a special function with the famous Colombian humorist Andrés López, who performed his stand up comedy called “Llegar a marte”, after that we rewarded our blood donors with some jerseys from the Colombian Football Team as our National Team was participating in the World Cup.

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EL SALVADOR

NAME OF CITY: SAN SALVADOR

FELICITATING BLOOD DONORS

On the 14th of June 2014, in the Auditorium of the Salvadorian Red Cross took place the celebration of the World Blood Donor Day 2014 that counted with the participation of more than 300 blood donors. 20 blood donors received a plaque as an award because they have donated between 70 y 130 times. To those blood donors who have donated between 5 y 65 times we offered a recognition pin. We also awarded companies, universities and churches with a certificate of recognition for all their support to perform extramural collections. The mainstream media in the country covered the whole event.

FORMING PART OF THE TABLE OF HONOR

On the 21st of June in Hospital Nacional de la Mujer we participated with a stand as well as forming part of the table of honor in the event coordinated by PAHO in our country in collaboration with the National Network of Blood Banks, Salvadorian Red Cross, Ministry of Health, National Institute of Social Security and National Institute of Health.

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20 blood donors received a plaque as an award because they have donated between 70 years 130 times
BRINGING AWARENESS ABOUT VOLUNTARY BLOOD DONATIONS

‘Friends of The Blood Bank, Grenada Incorporated’, celebrated WBDD 2014 under the theme, ‘Safe Blood for Saving Mothers’. A week of activities was organized which started off with a Church Service and included a Health Fair, a Blood Drive and numerous radio and television interviews, to bring awareness about voluntary blood donations. The week culminated with a grand Social event which took place at the National Stadium. There, the celebrations placed emphasis on women who have died from pregnancy or childbirth-related complications locally and internationally. There were various speeches from key government officials as well as from members from the medical fraternity. However, the most interesting and emotional speech was given by a twenty-five years old mother who had childbirth related complications and whose life was save as result of blood donations.

Awards were given to some of the most outstanding voluntary blood donors. The evening ended with entertainment form a local steel orchestra. Light refreshments were provided to the voluntary donors. The evening was quite enjoyable!

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Awards were given to some of the most outstanding voluntary blood donors
HONDURAS

NAME OF CITY: TEGUCIGALPA & SAN PEDRO

VOLUNTARY BLOOD DONATION AWARENESS WALK

An awareness walk was performed in Honduras. It started in Hospital Escuela Universitario, then moved to Parque Central where it ended with cultural events. We had the participation of the Ministry of Health, the First Lady of Honduras, PAHO, Universities and Companies. We had advertising spots with renowned figures such as the First Lady of the Country, all of this with the intention of raising awareness about the importance of voluntary blood donation. This big celebration helps us to raise greater interest at an institutional level, among companies and media. In total 600 people donated blood, 150 volunteers and 150 permanent staff from Tegucigalpa and San Pedro Sula participated.
CELEBRATING BLOOD DONORS

For the 2014 edition of the World Blood Donor Day, Mexico was chosen by the PAHO as the host country for the Region of the Americas. To commemorate this date, a special ceremony was organized at the Federal Ministry of Health on Friday, June 13th, 2014. This event gathered more than 250 people from the national transfusion community and international guests. The ceremony was transmitted via Livestream so that every country of the Americas could take part of the event and it was covered by different media.

This ceremony was presided by the Minister of Health, Dr. Mercedes Juan, accompanied by Doctors Maureen Birmingham (Representative of PAHO / WHO in Mexico), Julieta Rojo Medina (General Director of the National Center of Blood Transfusion), María Dolores Pérez-Rosales (Regional Advisor for PAHO / WHO), a voluntary blood donor Mitzi Ramirez and blood recipient Amelia Muñoz.

“GIVE BLOOD FOR THOSE WHO GIVE LIFE-SAFE BLOOD FOR SAFE MOTHERHOOD”

After Dr. Julieta Rojo’s welcome message, Dr. Birmingham pointed out the importance of this day and noted that 800 women die every day around the world due to complications during pregnancy and childbirth. She mentioned that PAHO / WHO recognizes Mexico’s efforts to reduce maternal death from haemorrhage and called on the countries of the Region to coordinate programs to establish the necessary mechanisms that contribute to the universal access to safe blood to save lives and reduce maternal mortality. It is estimated that in 2013, in the Region of the Americas, 21% of these deaths was related to bleeding, reason of the slogan of this year: “Give blood for those who give life-Safe blood for safe motherhood” that seeks to create awareness about the importance of having access to safe blood on time to prevent maternal diseases.

“CAMPAIGN TO PROMOTE VOLUNTARY BLOOD DONATION”

Amelia Muñoz shared her experience of receiving blood after a high-risk pregnancy and thanked those anonymous heroes that allowed her to enjoy her family again. After that, awards were given to voluntary donors, donor organizations, and to 7 out of 32 State Centers of Blood Transfusion that achieved between 12 and 40% of voluntary blood donation. Finally, Mitzi Ramirez shared her experience as a volunteer and altruistic blood donor and said that “miracles are not divine, they are human and we can make them, don’t lose the opportunity how it feels to save a life”.

During the ceremony, Dr. Mercedes Juan, Minister of Health, conducted a ribbon cutting to symbolize the launch of the 2014 “Campaign to Promote Voluntary Blood Donation”.

BLOOD IS THE UNIQUE THERAPEUTIC RESOURCE TO SAVE LIFE

Finally Dr. Mercedes Juan said that sometimes blood is the unique therapeutic resource to save life, and that is why all patients need safe blood. Universal access to blood components is a fundamental issue for Mexico that is why more altruistic donations are needed. Therefore, it is necessary that all medical institutions promote regionalization of blood services and voluntary blood donation as the unique source of blood, developing friendly, quickly and easy processes in the blood banks; this strategy will result in the increase of blood donors. She highlighted that the efforts of the National Center of Blood Transfusion with the Center for Gender Equity and Reproductive Health, and a multidisciplinary group of health professionals helped to reduce maternal mortality due to haemorrhage.
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“Miracles are not divine, they are human and we can make them, don’t lose the opportunity how it feels to save a life”. 
NICARAGUA

NAME OF CITY: MANAGUA

MASSIVE MARCH ORGANIZED BY NICARAGUAN RED CROSS

The World Blood Donor Day, which falls on June 14 every year, was celebrated on June 13 with a massive march organized by Nicaraguan Red Cross, together with the Ministry of Health, the Pan American Health Organization, as well as certain universities.

Voluntary blood donors, young people from different schools inside the country, health workers and the general population also participated during this activity. The march started at the Bertha Calderon Hospital and ended with a cultural event at the premises of the Nicaraguan Red Cross Headquarters, where companies, institutions and individuals that promote and donate blood were recognized for saving lives.

“ACTION OF DONATING BLOOD IS AN ATTITUDE OF SOLIDARITY AND RESPONSIBILITY”

All the blood collected in Nicaragua comes from altruistic volunteer donors, who donate their blood with love and solidarity for others. This year, our goal is to collect 75,000 blood units, i.e. 6,250 per month in order to meet all the needs that arise on a daily basis in the hospitals in the country. As we all know, blood cannot be created; therefore, the only solution is that a person donates a small amount of their blood to help others in a generous and responsible manner.

The action of donating blood is an attitude of solidarity and responsibility that should be imitated, stated Adela Delgado, First Vice-President of the National Council of Nicaraguan Red Cross during the event. Adela Delgado and Dr. René Berrios, Red Cross National Blood Service Director, presided the event.

TESTIMONY OF A BLOOD DONOR: MIGUEL ANGEL RUIZ

“I started donating blood in 1980, when one of my friends needed blood because he was having a surgery, that was my first time donating blood... then, I kept on doing it every three months following their requirements. Now I have 111 donations and I am very pleased with myself, because I don’t know how many people I may have saved with my humanitarian gesture. I have also been an example for my daughter, who has carried out 14 donations. And I am currently encouraging my two grandchildren to also become volunteer blood donors” said Miguel Ruiz, the donor with the highest number of blood donations.

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In Tehran, a ceremony was held with contribution of over 1000 participants including blood donors, H.E Minister of Health, IBTO Managing Director and deputies and some authorities from municipality.

“Every day, 800 women die due to pregnancy and childbirth-related haemorrhage globally. It is undeniable that the loss of the mother as a main pillar of the family would pose a great deal of harm to the infant, other members of the family and society as a whole. Many of these damages could be prevented if the patients had timely access to safe and sufficient blood and blood products.” said Dr. Pourfathollah, IBTO Managing Director in his welcoming speech.

“Iran reached 100% voluntary non-remunerated blood donation in 2007. Contribution of more than 2,000,000 Iranians to altruistic act of blood donation annually, who more than half of them are regular blood donors, has led Iran to be completely self-sufficient especially in term of meeting mothers’ needs. As we are approaching to commemorate the 40th anniversary of the establishment of Iranian Blood Transfusion Organization (IBTO), we are pleased to celebrate reaching 40 million blood collections by the end of 2014 at the same time. “He added. Dr. Pourfatollah additionally, presented Minister of Health with the emblem of 40th anniversary of IBTO establishment.

H. E Minister of Health, Dr. Seyed Hassan Ghazizadeh Hashemi thanked the IBTO staff for their remarkable efforts during past years and encouraged Iranian women especially mothers to contribute more actively in altruistic act of blood donation.

The celebration provided an opportunity to thank regular female blood donors with participation of mothers whose lives were saved by blood donation.

Iranian Scientific Association of Blood Transfusion, a nongovernmental organization consisting of blood transfusion medicine scientists and other related health professionals, held also a celebration to commemorate WBDD. In the ceremony, the website of this association was unveiled for the first time.

A team of IBTO representatives have also participated at WBDD global celebration held in Sri Lanka. They participated at mass blood donation camp, WHO global consultation session and commemoration of WBDD global event. They also conveyed the message of IBTO managing director to authorities of Sri Lanka National Blood Service and presented them with the emblem of 40th anniversary of IBTO establishment.
OTHER ACTIVITIES

• A local poster and educational materials focusing on the theme of this year WBDD designed and published in thousands copies and were distributed to all blood centers, hospitals, cultural associations, subways countrywide;

• Establishing online appointment booking for the first time in Iran. The pilot project is aimed to launch all over in Iran after six months of trial.

• A special teaser was produced and displayed in subways at WBDD;

• The slogan of WBDD was printed out on newspapers, household bills and header of IBTO letters;

• Several information campaign were held at parks and cultural centres throughout the country;

• Several maternal health programs at different TV & radio channels and press meetings were held to promote the theme of this year’s WBDD;

• A drawing competition was held with the cooperation of Institute for the Intellectual Development of Children and Young Adults to draw the attention of children to blood donation.

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LINKING MATERNAL SAFETY WITH BLOOD SAFETY

The Safe Blood Transfusion Programme, Pakistan continues to lead the national initiative to celebrate the World Blood Donor Day in Pakistan. In June 2014 also, the stakeholders including the provincial blood programmes, private sector blood banks, college/universities BDOs and the international partners joined hands to organize activities. The 2014 theme “Safe blood for saving mothers” has a particular significance for Pakistan as the national maternal health indicators are not impressive partly due to lack of timely access to safe blood. Therefore linking maternal safety with blood safety in the 2014 theme has been very useful in the context of Pakistan.

INVOLVEMENT OF THE YOUTH

The experience of involvement of the youth particularly the students of Islamabad based universities and colleges in these celebrations has been overwhelming. In the main function, the participation of senior government functionaries demonstrated the government’s commitment to achieve the national goal of blood safety. The presence of a large number of university and college students in the seminar demonstrated the ownership and commitment of the youth to promote voluntary blood donation. A special feature of this year’s WBDD celebrations was the organization of various competitions to mark the Day, including speech competitions, essay and poster contests. These competitions were participated by a very large number of talented youth who got an opportunity to express themselves, gain recognition and at the same time create awareness about the noble cause. Indeed, the response to these competitions by the young people was tremendous with more than 21 college/universities competing from seven cities. Winners of these contest received their awards in the seminar.

AN ENTERTAINMENT SHOW

Another large event organized was an entertainment show in a popular public park to celebrate the WBDD in which music and entertainment programme was organized. Blood safety and voluntary blood donation messages were communicated in the activity which was appreciated and enjoyed by a large number of holiday crowds present. In the other cities also, a networking approach was witnessed in which the stakeholders from the sector linked up with hospitals, academia, colleges and civil society initiatives to maximize coverage and outreach. Awareness seminars, walk and speech, essay and poster competitions were organized in various cities. The participation and involvement of the Blood Donor Organizations was particularly very visible this year’s WBDD celebrations.

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“Safe blood for saving mothers” has a particular significance for Pakistan as the national maternal health indicators are not impressive partly due to lack of timely access to safe blood.
UNITED ARAB EMIRATES

United Arab Emirates has hosted the global event of WBDD year 2008.

The Sharjah Blood Transfusion & Research Center (Shj.BTRC) is the main blood donation center in Ministry of Health in UAE. It serves as WHO Collaborating Center in term of training and research and since year 2008 the center continue to provide advocacy on WBDD and has successfully implemented 100% voluntary blood donation program with UAE. Nationals in first rank for voluntary donation among 96 nationalities donating blood in UAE.

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 Planning to celebrate WBDD has started many months before the event. Celebrating WBDD 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.

Under the patronage of His Excellency the Minister of Health, Shj. BTRC celebrated the World blood donor Day under the slogan “Safe blood for saving mothers”, The celebration was held in the Radisson blu Hotel in Sharjah. His Excellency Dr. / Hussein Abdul Rahman Rand, Assistant Undersecretary for Health Centers& Clinics, Chairman of the Supreme National Committee for Blood Transfusion and many other officials from the government and private sectors had attended the event.

LINE UP OF EVENTS

During the celebration of this occasion, around 60 regular and volunteer blood donors from the eleven blood donation centers in the Ministry of Health were honored. The event included also a regular blood donors speech, and a thalassemia patient speech on behalf of all donor and needy patient for blood. Moreover during this ceremony many governmental and private companies, supporting the Blood Transfusion Services to organize a blood donation campaigns on regular basis, were also honored. A Media Reports was ensured for this event in order to emphasize the importance of the VOLUNTARY blood donation and to educate the public concerning the humanitarian benefit of the blood donation.

SHJ BTRC EVENTS FOR THE WORLD BLOOD DONOR DAY CELEBRATION INCLUDED THE FOLLOWING ACTIVITIES:

Distribution of posters with the slogan “Safe blood for saving mothers to the hospitals and healthcare centers in the Ministry of Health and during our campaigns in private sectors.

The world blood donor day logo was used as sticker on Emirates Transportation vehicles (a private company with many vehicles used for public transportation), and Union Cooperative Society order to spread the awareness concerning the voluntary blood donation.

The public were informed through short text messages (SMS) about the event and were invited to attend the official ceremony.

Around 26 Blood donation campaigns were organized during the celebration and 900 blood units were collected, which reflects the involvement of UAE nationals and residents in this humanitarian event.

All hospitals; under Ministry of Health has participated in the celebration for this event as following:

Al Baraha Hospital

Al Baraha Hospital had organized several activities for the World Blood Donor Day Celebration which included the following:

1. Set up of internally designed posters to announce the event in the hospital
2. Honoring the regular blood Donors
3. In addition to organizing blood donation campaigns, held the hospital, educational lectures about the importance
of donating blood, entertainment and scientific competition concerning the topic of blood transfusion were also arranged.

4. Workshops for a free medical check up, such as blood groups, blood pressure, and pulse check for the attendees of this event who reached 95 persons.

5. The advertising of the event was also on direct broadcast radio.

**Al Dhaid Hospital**

Al Dhaid Hospital blood bank has celebrated World Blood Donor Day under the initiative of the Blood Bank, in coordination with Departments of Finance and Information Technology in the hospital. Donors were honored by the medical director and the laboratory manager, with appreciation certificates in addition to the simple gifts in order to encourage this humanitarian act.

**Sheikh Khalifa Hospital, Ajman**

Sheikh Khalifa Hospital had celebrated the occasion by organizing two blood donation campaigns in coordination with Sharjah Blood Transfusion and Research Center, total of (54) blood units was collected.

Moreover, they distribute posters for the awareness to the public and in the hospital regarding this event.

**Umm Al Quwain Hospital**

The celebration of the World blood Donor Day in Umm Al Quwain Hospital was held in the preventive medicine department under the slogan “Safe blood saves mothers,” and on behalf of the HE/Sheikha Fatima Al Qassimi, Director of Umm Al Quwa in Medical, Mr./ Rashedaal-Shehhi stressed on the importance of donating blood and about the Ministry of Health strategy concerning the supplying of safe blood. The ceremony included also the honoring of the regular blood donors and stakeholders with the distribution of appreciation’s certificates of and simple gifts.

UAQ hospital had organized a scientific forum with the cooperation between pathologists, gynecologist from UAQ hospital and Shj. BTRC. The civil defense had contributed in this also support this humanitarian act.

**Kalba Hospital**

Kalba Hospital in collaboration with the of Primary Health Care Department of Sharjah, had celebrated also the World blood Donor Day with several activities for the public, including: a workshop for blood groups, awareness and educational workshops about the importance of blood donation, and also photo gallery.

The Health Education Committee organized a successful exhibition illustrating the benefits of blood donation and education about Thalassemia, and the importance of the pre-marital screening tests to prevent genetic diseases, more than 60 patients has attended the event.

**Dibba Fujairah Hospital**

Dibba hospital Blood Bank organized a successful blood donation campaign for the World blood donor Day occasion 36 units of blood were collected during the campaign.

**Hospital Khorfakan**

Posters have been distributed for the event inside the hospital and organization of a blood donation campaigns.

Since year 2008 the Sharjah Blood Transfusion & Research Center continues to provide advocacy on WBDD and has successfully implemented 100% voluntary blood donation.
As in previous years, transfusion services and transfusion departments of hospitals in the Czech Republic celebrated World Blood Donor Day in the week of 14 June 2014 through several promotional events organized around the country.

Czech Radio also participated with a campaign called: “Donate blood with the Czech Radio”. This campaign ran for one month – from June 16 to July 17 and featured well-known Czech Radio personalities Robert Mikol (foreign correspondent), Tomáš Kohout (sports editor) and Tereza Stýblová moderator. They shared their personal stories, including reasons for donating blood, to alleviate listeners’ concerns about giving blood and demonstrate the importance of blood donation for each individual.

Several hospitals in the country organized Open Days. For example, almost 40 volunteers came to donate blood on the Open Day in TGM Hodonín Hospital, where they could explore areas of the workplace and become familiar with the procedures for processing, storage and dispatching of blood. Among the volunteers were representatives of the Regional Association of the Czech Red Cross in Hodonín, employees of health insurance companies and also representatives of the municipality of the city Hodonín.

This year’s World Blood Donor Day focused on the motto “Safe blood for saving mothers” to raise awareness about the approximately 800 women around the world each year who die after giving birth because of lack of blood transfusion.
DENMARK

FUN RACES AND ATTRACTIONS TO CELEBRATE WORLD BLOOD DONOR DAY

Across Denmark, to support World Blood Donor Day 2014, a number of communities and local blood donor associations joined together to host a series of events.

At the annual ‘People’s Meeting’ in Allinge, on the island of Bornholm, volunteers from the National Blood Donor Association (NDBDA) handed out 1130 bottles of red soda, whilst Naestved volunteers also used bottles to create the shape of a large drop of blood to highlight the amount of blood used every day in Denmark.

In Elsinore, Kolding and Odense, volunteers from local blood donor organizations arranged fun races to celebrate the day.

New blood donors were recruited, which is essential to maintain the number of blood donors required to meet the needs of the 5.5 million Danish population.

More than 230 000 Danes are already registered blood donors which is around 7% of the adult population between 17-67 years and over 300 000 donations are given each year.

Denmark is one of the 60 nations worldwide who have achieved 100% voluntary non remunerated blood donation.

One of the 60 nations to achieve 100% voluntary non remunerated blood donation
FRANCE

NAME OF CITY: PARIS AND MAJOR CITIES

SELF-SUFFICIENCY IN BLOOD PRODUCTS WITH OPTIMUM QUALITY AND SAFETY

The French Blood Establishment (EFS, French National Blood Service) helps to treat 1 million patients per year by collecting all types of blood donation. It’s an everyday goal to attract new blood donors, to ensure self-sufficiency in blood products in France, while maintaining quality requirements and optimal safety.

Like every year, volunteers, partners and EFS teams mobilize to celebrate on June 14 World Blood Donor Day which honors, worldwide, voluntary donors. For the 11th World Blood Donor Day, EFS organized on June 12 to 14 an informative and entertaining national event in Paris and throughout France and French overseas departments (Martinique, Guadeloupe, Réunion).

ON JUNE 14, MANY COLLECTIONS SITE WERE OPENED EVERYWHERE TO THE PUBLIC

- The main event was set up in Paris, every regional establishment has organized one or several event collection including exhibition spaces with advertising boards.
- 206 mobile blood collection.
- 152 EFS sites paid tribute to blood donors.
- Event covered by the website www.dondusang.net, Facebook, Twitter, application for smartphone, iPhone, EFS channel on Youtube.

ACTION PLAN WITH THE MEDIA

From May to June 2014, important media devices were taken including: communication actions by various information channels (BFM TV, LCI, I-télé...), interviews at the radio (RMC, RTL, France Inter), a press conference and a media kit, partnership with the daily newspapers Le Monde with a dedicated article on 4 pages, promotion on television (TF1, France 2, France O, D8, D17), community media for rare blood issues, etc. EFS website with a WBDD designed module, Facebook, Twitter and Youtube relayed all the main information.

Over 30 folders were developed to promote the event, for instance “stop sidewalks”, flyers, bookmark, invitation, placemat, writing paper, souvenir photos, napkins.

IN PARIS, A FUN AND UNIQUE 3-DAY EVENT

In the plaza in front of the Gare Montparnasse, a village opened on June 12 to 14. It allowed the public to discover the importance of giving blood:

- An information stands, 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, acrobats to keep donors waiting and liven up the village, a brass band and street artists WBDD 2014.

WBDD 2014 IN FRANCE – SOME FIGURES

17 804 blood donations were made on 14th June.
5 608 new donors presented (27.7% against 21.4% on average in 2013).
483 press mentions
ICE LAND

NAME OF CITY: REYKJAVIK

CELEBRATING THE DONOR DAY IN A DIFFERENT WAY...

WBDD in Iceland was celebrated on the 12th of June this year. There was grill outside the Blood bank in Reykjavík and donors, families and other friends of the Blood bank were offered grilled hotdogs, soda and red balloons. There came approximately 200 people to celebrate the day. Many came with the family and we got around 100 donors. All donors that donated that day got a big Rose.

Reykjavík Fire department came with one of it’s biggest cars and Reykjavík Police came with one of it’s cars and a motorcycle. Both old and young liked to get a look inside these cars, sit on the motorcycle and try to understand how they work and how important they are.

“THE DAY WAS GOOD, EVERYBODY WAS HAPPY”

Medical doctor students came with a big tent where they opened a Teddy Bear Hospital/ Clinic. There little children can come with their favourite toys to the Doctor, which can help if something is wrong. Often it need plaster, wrapping of leg or something similar, this Teddy Bear Hospital is very popular with little children in Iceland.

On our collection site in Akureyri we offered a celebration cake to celebrate the day and gave rose to the donors that came that day. The day was good, everybody was happy and we were even lucky with the weather.
DISSEMINATING THE IMPORTANCE OF BLOOD DONATION

On June 14th, the 2014 World Blood Donor Day celebration took place in Senigallia, in the Region of Marche. It consisted of a talk with the motto “Talking on Save Goods_B Good” that involved Dr. Giuliano Grazzini, Director General of the Italian National Blood Center (CNS); Dr. Enrico Baccioni, Area manager of the Central Asian Region for Cesvi Fondazione Onlus; Dr. Riccardo Bonacina, Director of the non-profit magazine “Vita”; Dr. Stefano Zamagni, Professor of political economy, University of Bologna; and Dr. Vincenzo Saturni, Coordinator pro-tempore of the voluntary blood donor associations (AVIS, CROCE ROSSA, FIDAS, FRATRES). The debate provided significant stimuli for thought on three main topics: what should be considered a common good; disseminate the importance of donating; self-sufficiency of blood and blood components.

TOWARDS 100% VOLUNTARY DONATIONS

Dr. Giuliano Grazzini highlighted two key-issues. First of all the importance of a national system, like the Italian model, based on the recognition of voluntary, anonymous, non-remunerated blood donation as a strategic tool of the National Health Service. Furthermore, the recognition of the social value and the crucial role of qualified associations and federations of voluntary blood donors by the national legislation. Secondly, he reminded that all Competent Authorities worldwide are committed with the 2020 WHO’s goal: obtain 100% of blood supplies from voluntary unpaid donors for all countries.

“BLOOD IS A PRECIOUS RESOURCE”

On the occasion of the World Blood Day 2014, also the Minister of the Environment, Dr. Gian Luca Galletti, stressed the importance of and expressed his personal appreciation to all volunteers (in Italy almost 1,800,000) that daily choose to donate blood. ‘Blood is a precious resource’ said the Minister ‘and we have to transmit this principle to the young generation in order to strengthen the spirit of community and solidarity’.

During the day, young members of the voluntary blood donor associations organized a contest in which street graffiti artists painted on the theme of blood donation. In the main square of Senigallia, this paintings had been showed all the day to the general public.
Voluntary Blood Donation to Mark WBDD

On the occasion of World Blood Donor Day, under the auspices of the Ministry of Health of Montenegro, Montenegro Red Cross, Montenegro Blood Transfusion Institute, and the World Health Organization Country Office Montenegro, organized a voluntary blood donation action under the slogan “Donate blood for those who donate life”, dedicated to women, mothers who bring a new life into the world, and who may be subject to possible serious complications at childbirth and the loss of large amounts of blood.

Voluntary blood donation actions were organized in all Blood Transfusion Institute Centers across the country. Special attention was paid to informing citizens about the significance of voluntary blood donation, current blood stocks, where and when blood can be donated, what is the procedure for blood donation, how often can blood be donated, how much blood is collected from a donor, who is suitable to donate blood, what happens after blood is donated, how donation affects health etc.

Statement to the Media

On the occasion of World Blood Donor Day, statements for the media were made by the Head of the World Health Organization Office in Montenegro, Mina Brajović, Deputy Minister of Health, prim. Dr. Mensud Grbović; Secretary General of the Red Cross of Montenegro, Jelena Dubak; Director of the Institute for Blood Transfusion, Dr. Gordana Rašović.

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Voluntary blood donation actions were organized in all Blood Transfusion Institute Centres across the country.
POLAND

WHAT YOUNG PEOPLE THINK ABOUT GIVING BLOOD

“I strongly believe that World Blood Donor Day in our school gave students the opportunity to learn new things about blood donation, and confront their knowledge and superstitions with facts delivered by qualified people,” said Magda Barańska.

She hosted some exciting events at her school, such as a day when students and teachers dressed in red and formed the shape of a drop of blood, and researching what blood types were most common in the school’s students. She also organized a conference, at which Jolanta Sieradzan, from the regional blood and transfusion centre, spoke about how blood is donated, who is eligible to donate and how the centre operates.

LOW RATES OF BLOOD DONATION IN POLAND

On average, about 3.7% of the Region’s population has given blood, but there are important differences between countries. The rate of donation in Poland is only 2.5%. WHO’s goal is for all countries, by 2020, to obtain 100% of blood supplies from voluntary unpaid donors and encourage new generations of voluntary donors to maintain supplies of the safest blood possible and save lives.

Magda Barańska and her fellow students now pay attention to the need for blood donations. When they are unable to donate, they encourage others to do so.

“For me it was an unforgettable experience which required a lot of patience. Thanks to WHO’s message we had the feeling of being part of a worldwide family of people celebrating World Blood Donor Day,” she concluded.

WHO STATEMENT SUPPORTED INITIATIVE

Magda Barańska also read out a statement of support from WHO, that helped highlight the importance of promoting blood donation:

“You can donate blood to save others. If you cannot donate, you can still support your friends and colleagues to do so, by acting as advocate. The future lies in your hands.”
LITHUANIA

NAME OF CITY: VILNIUS

EDUCATING BLOOD DONORS AROUND THE COUNTRY

The main event of the World Blood Donor Day’s, which was organised by the Public Enterprise “National Blood Centre”, was held on 12th of June in 2014. Overall World Blood Donor Day’s celebration continued for almost two weeks in 9 different Lithuanian cities. It started, as it was mentioned before, on 12th of June and finished on 21st of June. All this series of events was called “Blood donation tour across Lithuania”.

The National Blood Centre decided to visit 9 biggest cities in Lithuania for this tour: Vilnius, Kaunas, Klaipėda, Šiauliai, Panevėžys, Alytus, Kėdainiai, Mažeikiai, Visaginas. After event in Vilnius we had 3 blood drives per week in different cities. Main reason for this choice was the fact of easy availability of young people. Despite common public opinion on social differences between people living in cities and those who live in periphery, about lack of information on blood donating in periphery, we shave chosen dwellers of big cities. Our experience shows that there are so many young people in the cities who may be our donors in the future or even right now, but they will not choose the unpaid donor’s path because they do not know how to do that.

Measures we took in order to reach our target audience were the following: during tour opening event we had big concert with popular Lithuanian bands and artists; moreover we had blood drive which continued for the whole day; we also had promotional booth, which we used as a background for pictures with donors; we had a host, who was interviewing people about their decision to become unpaid blood donors.

During “Blood donation tour across Lithuania” National Blood Centre has collected 539 blood units.
TAJIKISTAN

NAME OF CITY: DUSHANBE

NATIONWIDE EVENTS CONDUCTED IN THE NATIONAL SCIENTIFIC BLOOD CENTER

In recognition of World Blood Donor Day, which is annually celebrated on 14 June, the WHO Country office jointly with many other organizations organized an action “Safe blood for saving mothers”. The event was dedicated to the World Blood Donor Day and was conducted in the country until June 20.

Nationwide events conducted in the National Scientific Blood center with participation of representatives of the Ministry of Health and Social Protection, department for Mother and Child Protection, Institute of Obstetrics and Gynecology, representatives of the international organizations working in the field of blood safety where events were dedicated to the celebration of the World Blood Donor Day, hosting several thousand residents of the capital who visited this action and in general for campaign days more than 3,500 people voluntarily donated blood. Such events also conducted in regional blood centers in Kurgan-Tube, Khujand and Kulob regions of the country. Events dedicated to honouring and honoured donors were broadcasted on national and regional television for wider coverage of issues of nonremunerated blood donorship, attract voluntary donors, main criteria and conditions for donation. Promotional materials were developed and distributed to donors donated blood within the WBDD 2014 action. Radio programs on development the voluntary blood donations were developed jointly with WHO and partners on importance of blood donation and necessity to provide safe blood to save the lives of mothers. Radio programmes broadcasted in Russian and Tajik languages throughout the week on Radio Channel Sadoi Dushanbe.

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Nationwide events conducted in the National Scientific Blood center
WORLD BLOOD DONOR DAY 2014 CELEBRATIONS AROUND THE WORLD

SOUTH EAST ASIAN REGION

BANGLADESH

A RALLY TO COMMORATE WORLD BLOOD DONOR DAY

World Blood Donor Day celebration program included a Rally, participating 200 delegates. Among them was the chairperson of the Transfusion Medicine Department, Professors, Associate Professors, Assistant Professors, residents, post graduate students, Medical Technologist & other staff of the department & the university. From the administration proctor of the University Professor ASM Zakaria, Assistant Proctor Professor Syed Mozaffar Uddin Ahmed, Director Finance of the university Mr. Sidiqu Rahman with other Deputy Director from his office were also present in the rally.

KEY NOTE SPEECH ON BLOOD DONATION

Presentation of Key note Speech, Case presentation, awareness for voluntary blood donation question & answer session, Blood group session was also conducted.

Professor (Dr.) Md. Ashadul Islam
Secretary
AATM, Bangladesh Chapter
BHUTAN

NAME OF CITY: THIMPHU

‘SAFE BLOOD FOR SAVING MOTHERS’.
The aim of the campaign is to increase awareness about why timely access to safe blood and blood products is essential for all countries as part of a comprehensive approach towards preventing maternal deaths due to severe bleeding during and after childbirth.

ACTIVITIES CONDUCTED
The active involvement of the corporate was witnessed through the co-sponsorship of the event by Bank of Bhutan for the second time in partnership with Ministry of Health and WHO.

In Bhutan, celebrations took place at four districts namely Thimphu, Monggar, Gelephu and Phuentsoling.

- The day was observed and celebrated through blood donation drives in all four districts. The main event took place at the Bank of Bhutan (BoB) main branch office. It was graced by one of the royal family member, bank staff and Thimphu residents.
- T-shirts with the official WBDD logo and caps were distributed to all during the event. A turnover of almost 300 prospective donors was observed.
- The day was announced on the National Television BBS (Bhutan Broadcasting Service) on the local channels.
- Banners and posters were displayed on strategic locations for the advertisement of the WBDD and its theme for the year.
- Mother and Child Health/Reproductive Health Unit (MCH/RHU) staffs were invited for the event of World Blood Donation Day to educate the community on the importance of the theme this year.
- Special refreshments were served to all the blood donors.
- Blood donors were thanked and motivated to become regular donors.
- The events press release was included in two private newspapers.
- Certificates of appreciation signed by Minister of Health were handed over to CEO of Bank of Bhutan as a token of gesture.
- Development and dissemination of donor information materials and donors badges

OUTCOMES
A total of 316 units of blood units were collected during the celebration of World Blood Donor Day 2014 themed “safe blood for saving mothers” from all four districts.

Thimphu
Venue & Time: BoB main branch, 9am-2pm
Total blood collected: 190

Monggar
Venue & Time: Monggar Eastern Regional referral Hospital, 9am-4.30pm Total blood units collected: 33

Gelephu
Venue & Time: GSA Hall, 9am-3.30pm Total blood units collected: 44

Phuentsoling
Venue & Time: PSA ground, 9am-2pm Total blood collected: 49
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INDIA

NAME OF CITY: NEW DELHI

CELEBRATING WBDD ACROSS THE COUNTRY

WBDD was celebrated across the country. Honourable Minister for Health and Family Welfare Dr. Harshvardhan Singh made presence felt by coming as first voluntary donor and graced the occasion. Voluntary blood donation camp was also organized at venue, where more than 100 voluntary donors donated the blood. The day was being celebrated in the auditorium of Dr. RML hospital Delhi. Hon’able Minister for Health & Family Welfare (HFM) inaugurated the event. The function was attended by various officials & dignitaries of govt. (both state and centre), NGO and private sector blood banks. HFM launched, much longed for, Policy for Unutilized Plasma—“National Policy for Access to Plasma Derived Medicinal Products from human plasma for Clinical/Therapeutic use: Addendum for National Blood Policy.” HFM reiterated the need to celebrate the day and develop methods to make it year round activity to make all parts of the country self-sufficiency for safe blood, blood components and products. Occasion also marked the celebrations of voluntary blood donor, organizations related to the same. State AIDS Control Society and State Blood Transfusion Council were recognized for their proactive contributions to development and strengthening of the organizations.

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State AIDS Control Society and State Blood Transfusion Council were recognized for their proactive contributions to development and strengthening of the organizations.
NAME OF CITY: PYONGYANG

CELEBRATING WORLD BLOOD DONOR DAY

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

The event in Pyongyang took place in the National Blood Center with participation of senior officials of the Ministry of Public Health, Ministry of Education, international agencies including WHO, UNICEF, UNFPA, IFRC, Korean Red Cross Society, members of diplomatic missions and print and TV reporters. Many exemplary blood donors and potential donors from all sectors of life attended in the event. The photos and IEC materials on blood safety and blood donation were displayed at the venue.

Commemorative speeches were made by senior official of MoPH wherein he highlighted the theme of the world blood donor day ‘Safe blood for saving mother’ and a need to increase availability of, and access to, safe and quality blood products to the people including mothers. Speeches were also made by representatives from WHO and IFRC. A special art performance for donor recruitment and blood donation was carried out in the event. Similar activities were organized at provincial levels and other health facilities on the occasion of WBDD 2014.

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Thanking voluntary non-remunerated blood donors for their life-saving gift of blood
CfELEBRATING THE 10TH ANNIVERSARY OF THE NATIONAL BLOOD BANK’S WORK

On Saturday, June 14th, Timor-Leste joined nations throughout the world in the celebration of World Blood Donor Day to raise awareness about the vital need for safe blood and voluntary blood donations. The campaign for World Blood Donor Day ‘safe blood for saving mothers’ held particular relevance for Timor-Leste, which has one of the highest maternal mortality rates in South East Asia. There is an urgent need for more people to donate blood on a regular basis in order to strengthen blood services nationwide. The World Blood Donor Day 2014 event held in Timor Plaza, Dili, also marked the 10th anniversary of the National Blood Bank’s work in Timor-Leste. The joint celebration was organized by the National Blood Bank, with support from the World Health Organization (WHO), Red Cross Timor-Leste (CVTL) and the Ministry of Health.

Over 100 university students, voluntary blood donors, health care workers and senior representatives from WHO, Ministry of Health, International Federation of Red Cross and Red Crescent Societies (IFRC), National Police of Timor Leste (PNTL), Falintil Defence Forces Timor-Leste (FFDTL) and CVTL, participated in the event.

SPECIAL MUSICAL PROGRAMME

During the opening ceremony a special musical performance was made by a beneficiary of regular blood transfusions, recovered cancer patient, Mr. Youngky Kawengian and his family about the life saving gift of blood. During the event speeches were made by Acting WHO representative, Dr. Rajesh Pandav, Sr. Jose dos Reis Magno, Director General, Ministry of Health, Sr. Januario Ximenes, Secretary General of CVTL, Sr. Arsenio Jose Afonso Guterres, Head of the National Blood Bank and Mr. Youngky Kawengian.

Following the official launch of World Blood Donor Day 2014, 32 units of blood were donated by members of the public. World Blood Donor Day T-shirts, pens and pins were distributed to all those who volunteered to donate blood.

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To celebrate the 11th World Blood Donor Day (WBDD) whose theme is “Safe blood for saving mothers”, Shanghai Blood Center cooperated all-round with the international company of famous cartoon “Hello Kitty”---known as the most expensive cat in the world and launched the first authorized blood donation bus and donation house decorated by “Hello Kitty”.

The commemorative activity of WBDD 2014 whose theme is “Safe blood for saving mothers” was held on the south square of the Global Harbor, the largest shopping mall in Shanghai, on June 13th.

The first global authorized blood donation bus decorated by “Hello Kitty” was unveiled on site. Ms. Wu Yao, the champion of the 2013 reality TV show “Mamma Mia” participated in this activity and donated blood as the first donor in this bus.

A SERIES OF ACTIVITIES OF WBDD 2014
The staff Of Lock & Lock Co. Ltd. donated blood
To welcome the coming 11th World Blood Donation Day, the staff of famous transnational enterprises----Lock & Lock Co. Ltd donated blood in Shanghai Blood Center on June 12th.
Love without boundary: international students of Tongji University donated blood

To welcome the World Blood Donor Day and reveal the international welfare behavior, the activity of “Love without boundary foreigners donated blood” was held by Shanghai Blood Center in Tongji University on June. 9th. Students from China and foreign countries donated blood on that day which showed the theme of “Love without boundary”.

Red Power Volunteers from Ningbo donated blood component in Shanghai

To welcome the coming World Blood Donors Day, the 114 Red Power volunteers donated blood in Shanghai Blood Center on June. 7th. The volunteers were recruited by Zheng Shiming, a regular blood donor and drove 250 km to Shanghai.

The staff of Shanghai Pizza Hut Co. Ltd. participated in the un-remunerated blood donation

The activity of “Health convey hope, love achieve future” was held by the famous catering enterprise----Pizza Hut Co. Ltd. on May. 26th. They celebrated the World Blood Donor Day by un-remunerated donating blood.

The volunteers visited leukemia children

The 12 volunteers from Shanghai Blood Center un-remunerated blood donation volunteer team visited Leukemia children in Children’s Hospital on May. 31th. They sent the blessings in advance and colorful programs and exquisite gifts to the children.

The donors participated in the activity of “Hello Kitty Global Embrace”

The 40 anniversary of Hello Kitty Global Embrace with Forever Love across time-space was held in the Global Harbor in Shanghai on June. 1st. Hello Kitty embraced the 10 blood donors’ children as a grateful messenger and their idol in the Global Harbor.

RELATED PUBLICITY OF WBDD 2014

1. News media
   Publicize the activity of WBDD on TV and print media

2. Broadcast
   a) Live to One Hundred Years: eliminate the misconception on blood donation from a scientific perspective.

b) Easy Assembly: reply the audiences’ call on blood donation

c) Today in History: introduce the origin of World Blood Donor Day

d) Chinese Golden Melody Pavilion: publicize the information of the activity on WBDD

e) Oriental Top Music List: publicize the information of the activity on WBDD

f) Original Music in the afternoon: publicize the information of the activity on WBDD

g) Music Added Sugar: publicize the information of the activity on WBDD

3. New media
   a) Advertising film and poster on WBDD was rolling shown on the TV and interactive screen of the taxi

b) News release on the Wechat public platform

c) Micro-blog interaction

Love without boundary: foreigners donated blood
NEW ZEALAND

OPPORTUNITY TO SAY A HUGE THANK YOU TO ALL OUR DONORS

World Blood Donor Day, is New Zealand Blood Service’s most important annual campaign to remind New Zealanders of the importance of donating blood. It is also an opportunity to say a huge thank you to all our donors, supporters and volunteers who together form part of an amazing lifesaving team.

Last year alone almost 12,000 units of blood and blood products were used by mums and new-born babies across New Zealand. And every year 42,000 people in New Zealand have their lives touched by the selfless generosity of our donors.

A MEMORABLE DAY FOR EVERYONE INVOLVED

Events were held across the country on Friday 13th June at each of our nine Donor Centres to create a memorable day for everyone involved. This included decorations in the donor areas, special cakes and treats for donors, and specially invited guests, which included local media and local recipients (mums and children) of blood and blood products.

A special event was held on Thursday 12th June at the Auckland Donor Centre, where mums and their children who needed blood or blood products were invited to attend a fun “Play Date” at the donor centre, complete with morning tea, toys and a lady making balloon animals for the children. Donors were also invited including an Anti-D donor, a paediatric O-Negative donor and a donor who had given over 370 times. This “Play Date” was covered by one of the main national TV news stations, and broadcast around the country.

Playdate attendees were given a tour of the laboratory areas.

A TARGET OF 12,000 PLEDGES WAS SET

People across the country were asked to pledge their support via an app on the New Zealand Blood Service Facebook Page or www.nzblood.co.nz. Those who are eligible to donate were notified on how to book an appointment to donate. Those who weren’t, were thanked for supporting NZBS and encouraged to help spread the word about the life-saving role blood donor’s play. A target of 12,000 pledges was set, with the overall goal of encouraging more new donors to donate before the end of 2014.

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This year New Zealand Blood Service also launched an online Pledge Campaign to coincide with World Blood Donor Day to encourage more people to become blood donors.
The Korean Red Cross Blood Service Headquarters hosted the 2014 Blood Donation Festival on Gwanghwamun Plaza from June 13 to 14. It took place to commemorate the World Blood Donor Day (June 14), the 11th ceremony since 2004, and the Blood Donation Day campaign (every 13th) that began in 2012 and also to express gratitude to donors. The theme of the event was ‘the Blood Donation Day’, ‘the World Blood Donor Day’, and ‘the Day for the Future Donors’.

**BLOOD DONATION, GIVE LIFE**

In the morning of 13th, KBS (Korean Broadcasting System) live broadcast ‘Blood Donation, Give Life.’ vividly delivered blood donation campaigns that were carried out in every corner of the nation: in Seoul, Wonju, Daejeon, Gwangju, and Busan.

**BLOOD DONATION FESTIVAL 2014**

In particular, as the Korean Red Cross Blood Service Headquarters relocated from Seoul to Wonju, the ceremony of blood donation agreement with Wonju city hall aired live. The event became even more special since ‘the 2014 Blood Donation Festival’ took place on 13th on Wonju city hall plaza as well as on Gwanghwamun Plaza.

**BLOOD DONATION MAKES LIFE BLOOMS UP**

Around 300 guests took part in the opening ceremony of the World Blood Donor Day in the afternoon of 13th. On Saturday morning of 14th, about 100 elementary school students participated in the 2014 Tile Painting Contest for the Elementary School Student and painted the theme of the 2014 slogan, ‘Blood Donation makes Life blooms up!’ on a square of tile. It is estimated that over 8,000 people visited the event on Gwanghwamun Plaza in two days.

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**FELICITATING BLOOD DONORS**

The Cambodian Ministry of Health has a strong desire to improve public health and has identified safe blood for transfusion as an essential component of a comprehensive health care system. In line with the National Strategic Plan 2013 – 2017 in recognizing the need for a specific focus on increasing the number of voluntary non remunerated blood donors, the National Blood Transfusion Centre (NBTC) in collaboration with development partners such as GFATM, WHO, US CDC and Phnom Penh Red Cross committee, organized the World Blood Donor Day (WBDD) this year at NBTC on 14th of June with limited funding support from GFATM. Vital Premium Water and CP company sponsored the event by providing refreshments to all voluntary donors. One WBDD logo, poster, T-shirt and cap of 2014 World Blood Donor Day campaign material were adopted and used by NBTC and 2 other Specialized Regional Centres for this event.

**PROGRESS OF WORLD BLOOD DONOR DAY CELEBRATIONS**

The NBTC has participated in WBDD activities since 2004 and the event has continued to grow every year to maintain the momentum as the support for voluntary blood donation increases. At WBDD this year, NBTC invited around 600 guests from community groups, private sector, NGO’s, universities, schools, religious groups and media including 400 repeat donors who were rewarded with Certificates of Appreciation for their life-saving donations.

**“SAFE BLOOD FOR SAVING MOTHERS”**

The WBDD this year went very successfully with the attendance of many new and regular voluntary blood donors including high honorable guests such as Secretary of State, Ministry of Health, First vice-president of Phnom Penh Red Cross Committee, WHO Representative in Cambodia and Director of US CDC Cambodia office. A blood donation session was organized by NBTC in the venue from 8:00 am to 4:00 pm with life performances of singers, dances and bands from leading University students. The blood collection finished successfully with a record number of 246 units. The event was on air in every TVs and radios to give message to the people under the theme of WBDD 2014 “Safe blood for saving mothers”.

**BUILDING ADVOCACY FOR VOLUNTARY BLOOD DONATION**

According to 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 for voluntary blood donation as well as to encourage local authority to promote awareness of the importance of voluntary blood donation to their community. Thus, with the financial support from US CDC, WBDD celebration this year was also organized in 2 Specialized Regional Centres in Kampong Cham and Battambong province. The event was attended by provincial governor, representative from Ministry of Youth and Education, provincial health department director and other important figures. Even though the number of attendees and donated blood units are limited, the event saw the commitment from provincial authority in putting blood safety high in to health agenda.

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In line with the National Strategic Plan 2013 – 2017 recognizing the need for a specific focus on increasing the number of voluntary, non remunerated blood donors.
VIETNAM

RECOGNIZING THE VALUE AND IMPORTANCE OF BLOOD DONATION

Activities responding to World Blood Donor Day (WBDD) have been organized across Viet Nam. Through such events organized each year, not only blood donors but also Viet Nam annually since 2007, thus this year marked the 8th year of commemoration of WBDD. Nam citizens in general have been increasingly recognizing the value and importance of blood donation.

100 BLOOD DONORS NATIONWIDE WERE SELECTED TO PARTICIPATE IN HONORING EVENTS.

In celebrating this year’s WBDD, Viet Nam launched a series of public activities and events at all levels to enhance the public awareness of the Day and to motivate more people to join in blood donation.

Like in previous years, WBDD this year at national level was co-organized by the National Steering Committee for Voluntary Blood Donation Recruitment and National Institute of Hematology and Blood Transfusion (NIHBT). 100 blood donors nationwide were selected to participate in honoring events.

LAUNCHED A SERIES OF PUBLIC ACTIVITIES AND EVENTS

- On June 12, a press briefing was held with the participation of Viet Nam Red Cross, National Steering Committee, NIHBT and 100 outstanding blood donors selected from 63 provinces and branches/ministries in order to introduce all activities of WBDD in Viet Nam.
- On June 12 and 13, the blood donors also took part in the program “Journey to the Root” to Hung King’s Temple in Phu Tho province and the three - region meeting among top 100 blood donors from North, Central, and South of Vietnam.
- In the morning of June 14, outstanding blood donors had an opportunity to visit Ho Chi Minh President’ Mausoleum, which was the first experience of many blood donors.
- In the afternoon of the same day, President of Central Committee of the Vietnamese Fatherland Front Nguyen Thien Nhan met with 100 blood donors.
- The main highlight of these events was a national ceremony honoring 100 prominent blood donors nationwide held in Hanoi on June 14. Speaking at the event, Deputy Chairman of the National Steering Committee for Voluntary Blood Donation Recruitment, Nguyen Hai Duong, said: “I hope that these donors will continue acting as role models for future blood donation campaigns”.

“BLOOD DONATION MAKES MY SOUL PEACEFUL AND HAPPY”… A STORY OF A BLOOD DONOR

To many of those honored, blood donation has become a way of life; among them, many people donated over 70 times, saving a lot of lives. Vu Chan Minh from Ho Chi Minh City who donated his blood 74 times shared: “My first blood donation happened when I experienced a patient with heart surgery but unfortunately he died due to blood shortage. That story haunted my mind, thus I decided to donate blood with the hope that I can help people in need. I joined in blood donation 74 times and 109 my blood units were donated. Blood donation makes my soul peaceful and happy…”

MANY ARTICLES AND BLOOD DONATION DAYS CONTRIBUTED TO BLOOD COLLECTION DURING THE SUMMER

Basing on the subject of WBDD this year “Safe blood for saving mothers”, a woman was invited to the ceremony where she can share her story to top 100 blood donors; after giving birth, she found it extremely difficult to get the blood for her daughter because the kid has rare blood group.

On this occasion, many articles and blood donation days contributed to blood collection during the summer. For example, a special blood donation drive named “Kind-hearted
“summer” was held, 936 blood units became life-saving gifts to patients. The events and related activities in Viet Nam were well covered by mass media with reports on TV and newspapers. Moreover, thank-you cards, certificate of appreciation, small thanks gifts like t-shirts, text messages, e-cards sent out to thousands of donors.

It was estimated that thousands of blood donors were honoured at all levels on the occasion of WBDD this year in Viet Nam. These events attracted a lot of media attention and community, which motivated more people to become regular and apheresis donors.

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