

"World Blood Donor Day 2009"-related Activities in China

As the sixth “World Blood Donor Day” is approaching on 14th June, 2009, the Minister of Health Chen Zhu inscription dedicated especially to the work of unpaid blood donation, said festival congratulations and sincere thanks to the majority of voluntary unpaid donors, registered donors and donation volunteer service workers. Thank them for their extraordinary and great contribution to save life of others, and thank them for their love and devotion to social welfare of others.

With the World Blood Donor Day theme of “renewed emphasis on improving the safety and sufficiency of blood supplies through the achievement of 100 percent voluntary non-remunerated donation of blood and blood components” , coordinated by Red Cross Society of China and the PLA General Logistics Department, the Ministry of Health issued a notice calling for localities do unpaid blood donation campaign to intensify their efforts to increase the number of regular donors in order to maintain a stable pool of donors, further promote voluntary unpaid blood donation work in depth and sustainable development.

Followed by a series of campaigns launched over the country, in Beijing, Shanghai, Guangxi, Ningxia, Tibet and elsewhere awards ceremony held in recognition of voluntary blood donation, in recognition of the units and individuals for their contributions to the cause of

voluntary blood donation; in some places by inviting donors watched special culture and art performances, movies, reception, etc., thank the hard work and love paid blood donors, carry forward the spirit of selfless dedication; Blood Donor Day campaigns were raised among a number of media agencies to spread knowledge of blood donation and published manuscripts through internet, TV, radio and newspaper; blood donation knowledge contests, singing competitions, photography competitions and other activities were organized, blood centers were opened to public for free as a base for youth science education to receive public and young people free visiting and learning blood and blood donation knowledge in Shanxi, Hubei , Fujian and other places. Local blood centers established poster board and provided relevant brochure, book, CD, DCD for public.

A large number of show business stars, including celebrities also serves as ambassador for voluntary blood donation, and actively participate in voluntary blood donation campaigns, and become a glorious blood donor. Minority areas as Yunnan, Ningxia, and Xinjiang popularize the blood donation knowledge with the help of religious activities using their own languages. Blood center staffs in Shandong, Zhejiang provinces optimize their service with care and accompany through the whole donation process, which was praised by public. Local blood donation service volunteers take active part in various forms of unpaid blood donation campaign to mobilize more citizens of the right age to

participate in unpaid blood donation. In Sichuan Chengdu, active in an age of up to 68 years from more than 200 members consisting of retired elderly people , blood donation promotion services team go to rural areas, communities, parks advocacy blood donation knowledge in the form of cultural performances .

Around the multi-level, comprehensive propaganda, popularization of the public donation of blood physiology and science knowledge, and created a voluntary blood donation, without a good social atmosphere is still glorious to raise citizens awareness rate of unpaid blood donation and active participation, promoting China's unpaid blood donation in healthy and sustainable development.