VOLUNTARY BLOOD DONATION

BABY P.S
VISION

“No one Shall Die in Trivandrum for want of Blood”
OBJECTIVE

To register 10,000 New Donors in an year by means of donor motivation, promotion of the concept of Voluntary Blood Donation and Repeat Regular Voluntary Blood Donation campaigns.
STRATEGY & ACTION PLAN

Building General Awareness of VBD

- 10 Blood Donation Camps by 30th December 06
- 15 VBD Competition by 31st December 06
- 24 Educational sessions at School and College level by 31st January 07
- 24 Press Releases by 31 March 07
Building a reliable donor base

- 24 Group Identification Camps by 31 December
- Complete registry of voluntary donors by 31 Dec 06
Recognizing and encouraging participation from Public

- 3 Award functions by 31 December
- Thank you letter after each Blood Donation Camp
- 5 Interviews with awardees on TV/Newspaper by 31st December
STRATEGY & ACTION PLAN  contd…

Intensive Promotional Campaign

- Banners & Arches Display
- Distribution of IEC Materials
- Use of mass media like Newspapers, Periodicals, Radio and Television
VBD ACTIVITIES DONE FROM JAN 00 TO JAN 06  contd...

- Donor Recruitment
- VBD Competitions for Students - 33
- Blood Donation Camps - 43
- Group Identification Camps - 17
- Seminars/Awareness sessions on VBD - 78
- Press releases about various competitions - 94
- VBD press release - 77
- Promotion through All India Radio - 6
- Talk shows on VBD arranged through visual media for blood bank officers & motivators - 29
VBD ACTIVITIES DONE FROM JAN 00 TO JAN 06 contd…

- No: of Donors registered as voluntary donors during blood donation camps - 1024
- Recognition for good VBD work from Indian Red Cross Society – 1
- Arrangement of blood for the needy - As per requirement
- Survey on reluctance of people to donate blood-1
- For Donor comfort TPL has provided 10 chairs each to SCTI MST, RCC, MCH.
VBD ACTIVITIES DONE FROM JAN 00 TO JAN 06 contd...

- Donated Weighing scale to women & children hospital. Also donated furnishing material for hospital use to MCH
- A VBD Poster Competition was organized and VBD posters were exhibited
- Approached Technopark Companies and motivated the executives there to donate blood & promote concept of Voluntary Blood Donation
- Seminar arranged for Doctors for promotion of VBD
- Repeat regular Donors were rewarded – 2 Times
EVENTS ORGANIZED BY TPL in 2005

- National Blood Donation Day – 1st October
- World Blood Donors Day – 14th June
- World Health Day - 7th April
- World AIDS Day - 1st December
ACTIVITIES ORGANIZED ON NATIONAL BLOOD DONATION DAY

- Candle light Rally
- Talk Shows on VBD in TV Channels
- Panel Discussion on VBD
- Installation of 10 Arches
- Display of 100 VBD banners
- Awareness Sessions at Schools
ACTIVITIES ORGANIZED ON NATIONAL BLOOD DONATION DAY

- Awarded the Best Donor Organization/Best College and Best Industry promoting voluntary blood donation
- VBD message through mobile phones and landlines
- Promotion through FM Radio and local Channels
- Blood Donation Camps and Group Identification
- Distribution of IEC Materials
WORLD BLOOD DONORS DAY

- 100 Regular Donors were rewarded
- Handed over WBDD Posters to the Director of SCTIMST
- Experience Sharing by Donors
- Paper Presentation on VBD
- Talk Shows on VBD
WORLD HEALTH DAY

- Arranged Motivational Sessions on VBD for All Kerala Blood Bank Technicians
- Experience Sharing by a Donor
WORLD AIDS DAY

- Panel Discussion on role of media in promoting Safe Blood Donation and preventing HIV AIDS by Media Personnel
- Seminar on necessity and importance of non remunerated repeat regular VBD
- Talk Shows on TV Channels on the importance of repeat regular voluntary blood donation
- Participated in the morning walk organized by KSACS
# RESULTS ACHIEVED

<table>
<thead>
<tr>
<th>Results</th>
<th>FY 03</th>
<th>FY 04</th>
<th>FY 05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units of blood collected from Voluntary Donors</td>
<td>141</td>
<td>573</td>
<td>1024</td>
</tr>
<tr>
<td>Repeat Regular Donors</td>
<td>32</td>
<td>38</td>
<td>299</td>
</tr>
<tr>
<td>No: of Blood Donation Camps</td>
<td>2</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>No of Organizations accepting blood donation</td>
<td>4</td>
<td>9</td>
<td>17</td>
</tr>
<tr>
<td>No of women donors</td>
<td>23</td>
<td>72</td>
<td>177</td>
</tr>
<tr>
<td>Average No: of units of blood collected per camp</td>
<td>16</td>
<td>29</td>
<td>35</td>
</tr>
</tbody>
</table>
OTHER RESULTS ACHIEVED

- The Govt and State Aids Cell had taken initiative to promote VBD
- Created an awareness on VBD among Colleges and School Students by arranging seminars at Schools and by conducting various competitions
OTHER RESULTS ACHIEVED

Through the number of articles which came in print media and through the talk shows in TV Channels an awareness was created among the general public.

The candle light rally, the banners and arches also created an impact.

We could help patients by identifying donors.

Due to promotional work we could maintain a liaison with donors, donor organizations and blood banks.
Thank you