

WORLD BLOOD DONOR DAY REPORT SOUTH AFRICAN NATIONAL BLOOD SERVICE



SANBS
South African National Blood Service

Association Incorporated Under Section 21
Registration No. 2000/026390/08

The South African National Blood Service celebrated World Blood Donor Day on the weekend of 13 and 14 June. In South Africa June is Blood Donor Month with World Blood Donor Day being the anchor event for the month.

The main event was held at Maponya Mall, in Soweto, where an outside broadcast was held with a popular youth radio station YFM. As Youth Day is celebrated on 16 June in South Africa it was thought appropriate to aim the event at the Youth. Blood grouping was on offer and our permanent blood donor centre in Maponya Mall had record donations. This blood centre, which averages 20 units per day, collected 82 units on the day. Blood Donor Representatives from the local schools recruited blood donors and the top three won hampers.

SANBS recently launched an Ambassador Programme where well known personalities from local TV, radio and sports agreed to act as ambassadors to promote blood donation. These ambassadors attended the main event as well as other events in the Johannesburg area to raise awareness for blood donation and for World Blood Donor Day. The public responded so well to their presence and their interaction with the public resulted in above target collections.

Although the main event was held in Johannesburg, support events were held in branches all over the country. This resulted in collections over the weekend of 3804 units against a target of 3 056 – 24.5% over target. Normal weekend collections are between 2 100 to 2 300 units.

With the combination of ambassador support and well organised events, this was one of the most successful World Blood Donor Day events for SANBS.



Ambassadors from local TV shows with SANBS Public Relations Practitioner





Blood grouping table at World Blood Donor Day Event.



YFM Radio DJs interviewing an SANBS Blood Donor Representative



Blood Donor Representatives in front of a statue symbolising the Sowetan youth uprising in 1976 which ended in tragedy and is commemorated on 16 June. Note the overalls with the blood donation youth theme: “Live Like you Mean it”

