World Blood Donor Day
Under the Patronage of
H.H President Sheikh Khalifa Bin Zayed Al Nahyan
United Arab Emirates Host & Celebrate
World Blood Donor Day 14th June 2008
“Giving Blood Regularly“

MANY HAPPY RETURNS
His Highness Sheikh

Mohamad Bin Rashid Al Maktoum
Vice President, Prime Minister of the United Arab Emirates
Ruler of Dubai
World Blood Donor Day Booklet 2008

LIST OF CONTENTS

1 What is WBDD?
2 Objectives of WBDD.
3 Key Partners in WBDD.
5 Introduction & Background.
7 World Blood Donor Day Anthem, UAE. / 2008.
8 United Arab Emirates (UAE.) host & celebrate WBDD. 2008.
   ▶ Welcome Speeches.
      - H.E. Minister of Health in UAE.
      - H.E. Dr. Amin H. Al Amiri, CEO. for Medical Practice & License
        Chairman of National Supreme Blood Transfusion Committee, UAE.
      - H.E. Dr. Hussein A. Gezairy, Regional Director, Cairo, Egypt.
        World Health Organization / EMRO.
      - H.E. Mr. Peter Carolan, Senior Officer, Switzerland.
        The International Federation of Red Cross And Red Crescent Societies.
      - H.E. Dr. Paul F.W. Strengers
        Secretary General, ISBT. Central Office, Amsterdam.
      - H.E. Mr. Niels Mikkelsen, President, IFBDO., Denmark.
        The International Federation of Blood Donors Organization.
   ▶ UAE. Response to WBDD.2008.
9 Events Around the world.
11 Guidelines for organizers of World Blood Donor Day events.
12 International & Local Contacts for WBDD.
WHAT IS WBDD?

WBDD is held on 14 June each year as a worldwide celebration to honor and thank those people who donate their blood on a voluntary, unpaid basis: it is a special day to acknowledge these donors who are providing the strongest foundation for a safe and sustainable blood supply.

The June date was selected as it is the anniversary of the birth of Karl Landsteiner, the Nobel Prize winner who discovered the ABO blood group system.

OBJECTIVE OF WBDD

The objective is not to attract a big influx of new blood donors on 14 June! But instead to create wider awareness of the importance of voluntary, unpaid blood donation and encourage more people to become regular donor, including those healthy donors who have already given blood when it was needed by a family member or friend.
Key partners in WBDD

World Blood Donor Day is sponsored by four international organizations working together to promote voluntary blood donation through their national societies, member associations and individual members.

- World Health Organization
- International Federation of Red Cross and Red Crescent Societies
- International Federation of Blood Donor Organizations
- International Society of Blood Transfusion
Themes / focus, Hosting Countries
for WBDD 2004 - 2009

- WBDD 2004: Special focus on youth / South Africa.
- WBDD 2005: Recipients / patients express their thanks! / United Kingdom.
- WBDD 2008: Giving Blood regularly, for safe and sustainable blood supplies / United Arab Emirates.
- WBDD 2009: 100 percent Voluntary non-remunerated donation of Blood and Blood Component / Australia.
Introduction & Background

In all regions of the world, blood shortages result in unnecessary deaths or ill-health. There is a need for more people to donate blood on a regular basis, especially in developing countries where blood shortages are particularly acute.

Voluntary unpaid blood donors are the cornerstone of safe and adequate blood supplies. Voluntary blood donors are those who donate blood, plasma or cellular components of their own free will for altruistic reasons and are not under any pressure from hospital staff or family members to donate blood. They entrust their blood donations to be used as needed, rather than for specific patients.

The designation of this special day has the support of all major stakeholders in blood transfusion medicine and blood transfusion services, including the World Health Organization (WHO), International Society of Blood Transfusion (ISBT), International Federation of Blood Donor Organizations (FIODS) and the International Federation of Red Cross and Red Crescent Societies (IFRC).

A steering committee has been constituted for World Blood Donor Day and this group has prepared the basic guidelines for various activities and celebrations conducted around the world on or about 14 June. Information is also available on the WBDD web site: www.wbdd.org.

The overall objective of WBDD is to increase awareness concerning the concept of altruistic blood donation, and to gain political commitment and support from health authorities, with further approval and implementation of national policies and plans for improved blood service delivery at country level.

We know that many countries have struggling and under funded health services, but we also know from experience that it is realistic to expect basic quality control in every blood service. Increasingly this means the provision of a service where appropriate care of the voluntary donor is afforded. We know the attitude and welcome of the staff can set the stage for a positive encounter and increase the likelihood of a one-time donor becoming a regular donor.

Announcing World Blood Donor Day, 14 June 2008

On 14 June 2008, World Blood Donor Day (WBDD) will again be celebrated throughout the world to create wider awareness of the need for safe blood for transfusion and the importance of blood donation, and to thank blood donors for their gift of blood. World Blood Donor Day was designated as an annual event by the ministers of health of all WHO Member States at the World Health Assembly in 2005. Each year, the number of countries that organize WBDD events increases, with activities now being held in the majority of countries. High-level commitment and support by government leaders, royalty and celebrities, coupled with media campaigns and community-based activities, unite the world in a celebration of the selfless individuals who donate their blood to save the lives and improve the health of people whom they will never meet.

World Blood Donor Day focuses on the lifesaving gift of voluntary unpaid blood donors who donate blood purely for altruistic reasons. As more and more countries achieve the goal of 100 per cent voluntary donation, there is growing appreciation of the vital role of voluntary unpaid donors who give blood on a regular basis. Regular donors are the safest blood donors and they are also the foundation of sustainable national blood supplies that are sufficient to meet the needs of all patients requiring transfusion. Retaining suitable blood donors should be a high priority for every country.

In 2008, the theme of World Blood Donor Day will be “Giving Blood Regularly” to support national blood donor programmes in building a stable base of voluntary unpaid donors who make a long-term commitment to blood donation. Slogans such as “Many Happy Returns” and “Once Is Not Enough” can be used to highlight the theme and emphasize the importance of regular donation by eligible donors in enabling blood collection to be planned to meet national requirements for specific blood groups and blood components and thus ensure access to safe blood transfusion when needed.
The dedication of World Blood Donor Day 2008 to regular blood donors has three broad objectives:

1. To create wider public awareness of the need for regular donation because of the short shelf-life of blood components and to encourage existing and potential donors to donate blood at regular intervals.

2. To promote recognition that regular voluntary unpaid donors are healthy individuals and are therefore integral to public health systems; it is because they lead healthy lifestyles and are regularly screened that they are able to donate blood regularly.

3. To focus attention on donor health and the quality of donor care as critical factors in building donor commitment and a willingness to donate regularly.

The founding partners are pleased to announce that the global event on 14 June 2008 will be held in Dubai, hosted by the Government of the United Arab Emirates under the direct patronage of His Highness, President Sheikh Khalifa bin Zayed Al Nahyan.

The joint website of the founding partners (www.wbdd.org) and the WHO webpage (www.who.int/worldblooddonorday) contain a World Blood Donor Day brochure and poster as well as additional resources, including the WBDD 2008 logo and news about events.

You are invited to contribute by sharing your ideas, resource materials and plans for activities at national and local levels through these websites. Your involvement and support will help to ensure a wide impact for World Blood Donor Day 2008 and bring the world one step closer to 100 per cent voluntary unpaid blood donation. We wish you a successful, joyful Day.
Under the patronage of H.H. Sheikh Khalifa bin Zayed Al Nhayan, President of UAE (God bless him); United Arab Emirates has hosted and celebrated the global event of WBDD. 2008.

The event included wide activities organized by Ministry of Health in UAE. in collaboration with the four international organizers of WBDD. : World Health Organization (WHO), the International Federation of Red Cross and Red Crescent Societies (IFRC), International Society of Blood Transfusion (ISBT), and International Federation of Blood Donor Organizations (FIODS).

United Arab Emirates is honored to be elected among the world’s countries to host and celebrate this big and vital event for year 2008.

The celebration was attended by H.E. Minister of health ; Mr. Humaid Al Qutami and representatives from the four international organizations, each gave a speech during the event. Australian ambassador in addition to many well known personalities have attended this event together with our precious blood donors, whom have been awarded during this event.

A big celebration has been organized in Emirates Palace in Abu Dhabi in the morning and followed by a big celebration in Emirates towers in Dubai.
Welcome Speeches

H.E. Humaid Al Qutami
Minister of Health,
United Arab Emirates

The quality of blood transfusion services in any country has a major role in creating confidence and trust of the society in the offered services, and then give trust to people to donate their blood voluntarily and regularly.

The World Blood Donor Day reminds the world with the importance and necessity of having adequate blood supply to have high quality of blood transfusion services, which requires all societies to support the national blood transfusion program.

From this point, United Arab Emirates; government and citizens has considered the support to the national blood transfusion services among their main task, which allow our services in blood transfusion to be distinguished among the countries in the region.

This has been approved while this event has been organized in UAE. under the patronage of H.H. Sheikh Khalifa Bin Zayed Al Nahyan, President of UAE. (God Bless him). United Arab Emirates, is the first Arabic country and fifth country world wide to host this event, and to support the blood transfusion services on national, regional and international levels.

Dear Guests,

We would like to announce that the department of Blood Transfusion Services in Ministry of Health depends totally on whole blood and plasma donors whom are 100% volunteer donors.

Concerning the safety of blood transfusion, the department of blood transfusion & Research Services has included seven tests as routine screening markers to be done on each blood unit prior to issuing. Also and during 2004, the department has studied the NAT. test for HIV.,HBV., and HCV. and has included it within the routine screening tests to ensure the safety of blood transfusion.

And now our services deals with blood donor and the blood unit from collection to transfusion all electronically to avoid human error and in addition has introduced finger prints for proper identity of blood donor before donation.

Dear Guests,
The World blood donor day is organized yearly by the collaboration of four major international organizations which support the voluntary non remunerated blood donation; including the World Health Organization (WHO), International Society of Blood Transfusion (ISBT), International Federation of Blood Donor Organizations (FIODS) and the International Federation of Red Cross and Red Crescent Societies (IFRC),and we are pleased today, to have them all here with us .

United Arab Emirates is honoured to be elected among the world’s countries to host this event as this election reflects the well recognized position of our Blood Transfusion & Research Services among the other countries.

At the end ....

It is my great honour to express my thanks and gratitude to H.H. Sheikh Khalifa Bin Zayed Al Nahyan, president of UAE. for his kind patronage to this event, and his brother H.H. Sheikh Mohammed Bin Rashid Al Maktoum Vice President, Prime Minister Ruler of Dubai for his great and continuous support to health services.

I would like to extend my thanks to the blood donors on national, regional and international levels and to thank the international associations for choosing United Arab Emirates as a hosting country for this event.

And also my great thanks and gratitude to all ministries, health authorities and associations whom has participated in organizing this event to represent our country in a proper way.

And I would like to extend my thanks to the supporting companies, organizations and media for their efforts and support to make this event successful.

God Bless you all.
On behalf of the organizing committee, it is my great pleasure to extend a warm welcome to our guests and participants in this very special day where United Arab Emirates host and celebrate the global celebration for WBDD. 2008, this big event which was honored by the patronage of H.H. Sheikh Khalifa bin Zayed Al Nahyan, President of UAE (God bless him), and has been enriched by the supervision of H.E. Ministry of Health; Mr. Humaid Al Qutami and our guests from the international associations, the organizers for WBDD. : World Health Organization, International Society of Blood Transfusion (ISBT), International Federation of Blood Donor Organizations (FIODS) and the International Federation of Red Cross and Red Crescent Societies (IFRC)., all of them support the voluntary non remunerated blood donation; and encourage the national blood donation program in all the countries in the world to notice the importance of having strong base of voluntary non remunerated blood donors ,whom are the first step toward safe blood transfusion program.

And as regular, voluntary blood donation is so vital and important in the safety of blood transfusion, WBDD. Organizers has chosen for 2008 celebration, the theme of “Giving Blood Regularly” to support national blood donor programs in building a solid base of voluntary unpaid donors who make a long-term commitment to blood donation. Organizers such as ”Many Happy Returns” and “Once Is Not Enough” can be used to highlight the theme and emphasize the importance of regular donation .

It is a great honor and pleasure for United Arab Emirates to host and celebrate this big and important event in year 2008. We are also honored to have our guests here with us coming from different part of the world to celebrate this global event in United Arab Emirates.

We would like to thank our generous blood donors for donating blood to save the lives of needy patients and ask others who did not donate blood before to go and participate in saving lives after the help of the God.

I would like to thank all the international associations for their great effort in organizing this important event and would also like to thank all the local governmental and private sectors for their great effort in organizing and supporting this big event and make it successful in our precious country .

Wish you successful and pleasant day.

H.E. Dr. Hussein A. Gezairy, Regional Director , World Health Organization / EMRO , Egypt.

Dear Guests,

It is with pleasure that I address this gathering for World Blood Donor Day 2008. We are honored to have the Fifth World Blood Donor Day celebrated in the Eastern Mediterranean Region of WHO. Let me first express my deep thanks and appreciation to the Government of the United Arab Emirates for hosting this important world event. I would also like to commend the Emirates on the high standard reached in the area of blood transfusion and the advanced system of blood donation which compares favorably with that in the industrialized countries.

Voluntary, non-remunerated blood donors are the lifeblood of a community and are considered to be the source of the safest blood and blood derivatives for patients. Their donation is an altruistic gift and NOT a marketable commodity. This places them in a unique position, demanding special respect and care; it also places a responsibility on all involved in public health care to treat voluntary blood donors as VIPs. It was with this in mind that World Blood Donor Day was established—to celebrate and thank voluntary blood donors for their Gift of Life, to support them in their role as ambassadors of goodwill, and to highlight their role in helping to ensure equitable access to safe blood and blood derivatives for transfusion.

The designation of this special day has the support of all major stakeholders in blood transfusion medicine and blood transfusion services, including the World Health Organization (WHO), the International Society of Blood Transfusion (ISBT), the International Federation of Blood Donor Organizations (FIODS) and the International Federation of Red Cross and Red Crescent Societies (IFRC).
Dear Guests,

What a wonderful day.

Just returning from the XXth International Congress of the International Society of Blood Transfusion in Macao SAR in China, it is a great pleasure for me to address you on occasion of World Blood Donor Day 2008. The four founding partners of World Blood Donor Day are present today and they are very grateful to you all for hosting the presentation to the world of this important event.

World Blood Donor Day puts the importance of blood in the focus of the world. Blood is important for the treatment of many patients and many diseases, but sometimes it is taken too much for granted that blood is available. At the International Congress of the ISBT in Macao, a great number of presentations showed that worldwide many efforts are made to increase the awareness of people that each suitable citizen of the world should contribute to minimise the shortage of safe blood for transfusion. There are enough potential blood donors in the world, and there are enough opportunities to donate a unit of blood, but still big shortages of blood exist. At the same time, it was shown that an insufficient supply of blood implies that for many patients there are not or not enough blood or plasma products which could help them to overcome a critical period in the healing process or that could save their lives. People die because there is no blood available. Even now in the 21st century where economic prosperity is so visible and where techniques are so developed, a simple unit of blood is still desperately needed. Blood is so complex that artificial blood is still not available.

World Blood Donor Day therefore puts each blood donor in the attention of the world. Any patient, but also any mother, any father, any brother or any sister, any friend is most grateful to the donor of the unit of blood that saved the life of their beloved one. Donating blood is a simple act, but it can be the most important gift to a fellow citizen ever given. Thank you donors, each of you, for donating the gift of life. You are wonderful. Come back and donate again. You are too important for the patients in the hospitals. Ask you friends to join. And return!

Finally, World Blood Donor Day addresses the importance of organising a blood transfusion system in a country in a professional way. There is no drop of blood unless a professional blood transfusion system is in place. Unless health care organisations work closely together as real partners. Unless the Ministry of Health understands that a well organised blood transfusion system is offering its services to make a health care system in general sustainable, trustful and safe. A professional approach to the supply of blood to hospitals implies strategy, marketing, planning and control. Why? Because not only the patient who is suffering today in a hospital bed should be helped with a blood transfusion, but also tomorrow should there be enough blood for the patient who is in need. At our meeting in Macao the importance of a sustainable blood supply for the treatment of many patients was addressed many times.

The International Society of Blood Transfusion congratulates you for organising this event. Let it be a signal to the blood donors in the world that the launch of World Blood Donor Day in this beautiful country is an expression of great gratitude for their valuable gift of life. And that any patient hopes that each donor returns many times.

Let is also be a signal for people who have not donated yet and to Ministries of Health and to all organisations who could contribute to the supply of blood in the world. That they also take the message that they have an important role to play. Blood Transfusion is a matter that belongs to each of us.

H.E. Dr. Paul F.W. Strengers
Secretary General, International Society of Blood Transfusion, Central Office, Amsterdam.

On World Blood Donor Day we celebrate the blood donors, which every year save millions of lives and bring relief to patients with cancer, malaria, blood diseases and a number of other diseases. There is no substitute for blood and blood components, so without blood many patients would die.

This year our theme for the World Blood Donor Day is: Give blood regularly to help the national blood donation programs to assure a reserve of stable voluntary non-remunerated donors. « Many happy returns » is our motto this year to underline just how important it is to have regular donation.

If we want to plan for the collection of the necessary quantity of blood to meet the demand for blood and in this way guarantee the possibility to receive safe blood transfusions in case of need, we have to make a larger public aware of the necessity to give blood regularly, because of the short possible duration of conservation of blood components. We want to encourage present and future donors to give blood at regular intervals.

Everyday during the year regular donors turn up. We are collecting blood at 14 June 2007 for the World Blood Donor Day, 2008 on which this year is dedicated to them. These are women and men who save lives – by their fidelity, their engagement and their generosity.

Blood donors come from all walks of life and all parts of the world, and they give over 81 million blood donations – every year. We may all one day need treatment by blood, but only one percent of the world’s population gives blood. So we need many more donors, if all patients shall be guaranteed proper treatment with safe blood.

Many simply do not know about the need for blood. The world must unite to spread the lifesaving message, that any healthy person can be a donor.

The act of blood donation is unique, and blood donors are special people. We should all salute these everyday heroes, who want to help their fellow human beings.

We need them – and we need more good people, who will give a part of themselves to others.

H.E. Mr. Niels Mikkelsen, President, International Federation of Blood Donors Organization Denmark.
United Arab Emirates
Response to WBDD. 2008

United Arab Emirates has designed a flag for the event, carries the logos for the four partner organizations in addition to the flags of the countries which has hosted WBDD in the previous years. Australia will be the next hosting country in 2009, and so H. E. Minister of Health and Dr. Amin Al Amiri has handled the Flag to Australian ambassador in UAE during the celebration.

H.E. Peter Carolan, President of International Federation of Red Cross and Red Crescent, has awarded United Arab Emirates and on behalf of the Red Cross and Red Crescent Society in Republic of China, the first golden Olympic medal for 2008 to the voluntary blood donors in United Arab Emirates.

Regular voluntary non remunerated Blood Donors were appreciated during the celebration party for their generous contribution, a beautiful plaque has been presented to each one of them.

An official appreciation message for the voluntary non remunerated blood donors whom have donated more than 50 times has been published in the official newspapers next day after the appreciation parties.

Photos taken during the celebration party in AbuDhabi:
Dr. Amin Bin Hussain Al Amiri, CEO. For Medical Practice & License, chairman of Supreme National Blood Transfusion Committee, has presented the activities of United Arab Emirates during WBDD. as follow:

1. The Subject of Al Khutba for Friday praying in all Mosques in UAE. was about WBDD. Educational speech about blood donation was given by the preach in each mosque and prayers were encouraged to donate blood regularly. 1300 Mosque × 500 Prayer = 650,000 prayer.

2. One million SMS messages, in Arabic and in English, caring the theme of the event and for one week has been sent by Etisalat Co. through mobile phones all over Emirates.

3. Out going mailing stamp has been prepared, that carries the WHO. blood safety logo and the theme for WBDD. 2008. Arrangement has been made with Emirates mail, that all out going mails to be stamped with this stamp for ten days.

4. The WBDD. posters, size A3, colored and in Arabic and English languages has been distributed within all Emirates news papers that are issued in both languages on the following dates: 12, 13, 14 June 2008 / 40,000 copies for each news paper.

5. The National Media and Communication Council, United Arab Emirates; has communicated with all local and international media companies (TV, radio, news papers, journals) to cover the activities and plan of action of all the groups within the supreme organizing committee.

6. Preparing educational & publicity material for the event; that includes: thousands of booklets in Arabic & English languages, wall mounted posters in Arabic & English Pins, pens, mugs, T-shirts, balloons and caps. All related material to carry the theme for this year (Donate Blood Regularly) with highlights on “Once is Not Enough” and “Many Happy Returns”.

WBDD. publicity material has been distributed to governmental and private institutes, schools, university, social association, cultural clubs & companies.

7. Schools Participation: Many schools have participated in the event, by arranging educational lectures to the students, organizing marathon for WBDD. 2008 and distributing the publicity material for the event. The students and staff have actively participated in STOP ME And Ask Me policy during this activity.

8. Airports: The publicity material and roll up stand posters, big size, has been placed in the main airports in UAE. Abu Dhabi & Sharjah Airports have placed WBDD. roll up stands on main entrance halls. Dubai International Airport has placed our posters on the main arrival hall.

9. The Shopping malls all over Emirates has participated in the event by placing the rollup stands and arranging mobile blood donation drives, where WBDD. 2008 publicity materials were distributed.

10. The Three Main Petrol companies in UAE. (ADNOC, ENOC, & EMIRATES) has supported our event by allowing their staff to wear the T-shirts designed for WBDD. and carries the theme of the event. The rollup stands has been placed in their main stations too. The activity started since 1st June 2008.

11. Red Crescent Association, through it’s branches in UAE, has participated in organizing educational lectures, mobile blood donation drives, where WBDD. 2008 publicity materials were distributed.

12. Ministry of Health and other health establishments, health authorities in UAE. has participated in organizing blood donation campaigns and educational lectures. Hospitals, medical centers and companies has participated by arranging mobile blood donation drives, where the employees and visitors are encouraged to donate blood. This will increase public awareness about the importance of Voluntary, regular blood donation.
13 Emirates University in Al Ain, has organized an educational day accompanied by a blood donation drive. The students and faculty staff have participated actively. The students have designed posters and a rollup stand for the event.

14 Al Ain Sport Club has exclusively done a great job. Al Ain Football team was the pioneer in participating and supporting this event. The match was accompanied by a blood donation drive arranged by Tawam Hospital in Al Ain.

15 A special song in both Arabic & English languages has been dedicated and prepared specifically for this event. Mr. Ahmed Abu Khater, a popular voice from UAE, has presented this song during the opening ceremony.

Events Around the World

World Health Organization

WHO. Headquarters - Geneva, Switzerland.

WHO. East Mediterranean Office - Cairo, Egypt.

This year's slogan for World Blood Donor Day (WBDD) was “Give Blood Regularly.”

To highlight the theme and mark the international event at the local level, the Eastern Mediterranean Regional Office of the World Health Organization in Cairo hosted a UN Blood Drive on 12th June 2008.

Staff members and families of the 24 UN agencies working in Egypt gathered in the World Health organization’s premises in Cairo, headed by the UN resident Coordinator Mr. James Rawley, who donated that day (as a regular donor himself). The Egyptian Ministry of Health supported the event by availing the Blood Transfusion Service teams as well as the necessary equipment needed for blood donation. The MOH staff were of great help in responding to inquiries of the potential donors and conducting pre-donation screening tests.

Dr. Hussein Gezairy, WHO Regional Director, received all participants and gave, along with Mr. Rawley, Dr. Emna Manincort, Head of UNICEF, Egypt and Mr. Mounir Tabet representing UNDP, talks about the importance of regular, voluntary Blood donation.

Red Balloons stamped with the WBDD slogan flew in the open area of the building where participants were enthusiastically donating blood. All the speakers, guests and the staff present were dressed in red T-Shirts to show that they care for this noble cause.

Around 70 donors gave their blood after going through the necessary tests and medical examination. Some were deferred for different health-related reasons.

The UN ambassador of Goodwill Mahmoud Qabeel glorified the event with their presence. Regional and local media outlets provided extensive media coverage.

The aim of the blood drive was to have a symbolic gesture of solidarity that represents the joint commitment of the UN family to the welfare and health of our Egyptian hosts and to support the general message encouraging blood donation.

Afghanistan
The following activities have been planned which will be carried out by the HIV/AIDS Prevention programme of Afghan Red Crescent Society with the technical and financial support of Federation.

**Awareness campaign on VNRRD:**
The awareness campaign has been started and will be continued by the 21 trained VNRRD motivators until end of June 2008. The trained 21 VNRRD motivators will carry out the sensitization sessions in 7 high schools and in two Club25 of Kabul city which will benefit around 589 adolescent and youth. The Club member will also donate blood during this occasion.

**Symposium on Blood Safety focused on VNRRD:**

- A VNRRD symposium is going to organize on 12th of June 2008 in coordination with the Central Blood Bank and NACP/MOPH and WHO. Around 160 people will be participated in the programme. The symposium will be addressed by the ARCS President, WHO, National Blood Centre, NACP and IFRC.
- The symposium participants are: 50 schools’ Principle/5 educational district Managers, 24 Blood motivators, 30 YPE trainers and YPEs, 27 ARCS Program Managers and IFRC, 14 NACP/MOPH, CB, Action aid, ORA International and SCA, 5 Media people.

**Albania**

**Celebrating the Gift of Blood**


Thank You! " - was the message that all partners involved, National Blood Transfusion Centre (NBTC), Albanian Red Cross (ARC), the Albanian Voluntary Blood Donors Association (AVBDA) and the Ministry of Health have been transmitted and spread overall country. Also, did used other slogans as “Safe Blood Saves Lives!”; “To Donate Blood is a Human Act, but to Receive Safe Blood is a Right”; “Blood Donation for the Healthy People, is not Harmful”.

The activities include: A Joint press conference have been organized by the MOH, NBTC, ARC. A Joint press release have been distributed to the media, on behalf of the Ministry of Health and other partners. Broadcasting the TV/Radio spots on voluntary blood donation/donors. Special TV program “7x7” with the presence of ARC President, TV program ” Good Morning “where have been invited doctors and others. “Konak” program with the presence of the coordinator of ALRC “Aktualitet” program where have been invited director of NBTC.

Two MORNING programs with representatives from ALRC and NBTC, AVBDA. IEC materials have been produced and distributed like as: flies, leaflets, posters, T-shirts, pens with message of the day. All the materials have been distributed in all the country. At the “Pyramid” square and “Youth” park have been pitched two big tents where have been placed, the voluntaries of ARC have been distributed IEC materials 12 big posters have been placed at the strategic point in the capital.

Through the journalist association, journalists of mass medias have been invited to donate blood and to inform the broad public on their donation experience. Sensibilization articles have been included at the following newspapers: Ndryshe, Shekulli,Albania and the IEC materials have been distributed together with the newspapers. Mobile donation sessions: Starting from 1 June, every second day have been organized voluntary donation sessions with staff, voluntaries and members of AL.R.C. At the “Youth” square have been pitched a big tent with beds for the voluntary donations on the 14th June.

**demonstrations marking the event in conjunction with the theme of the day «Giving blood regularly»:**

- Open days held in blood transfusion structures: these days have helped to inform visitors, who are not necessarily blood donors on the conduct of blood donation and its importance.
- Information and awareness days organized by the Health Boards of departments in coordination with local authorities and social partners such as scouts, the Algerian Red Crescent, associations and departments committees of Blood donors and the Directions of Religious Affairs through the imams of mosques.
- Blood collects were organized in fixed (blood transfusion centres) and mobile sites (vehicles for collecting blood at public places, universities, cultural centres, stadiums and mosques).
- Ceremonies to honor blood donors with delivery of gifts and certificates of recognition.
- Organizing a semi-open marathon to the public awareness with donation of blood.
- A media campaign launched through various media (articles on the written press, radio and television programmes on blood donation, spot television advertising during the entire month of June) and media communications (posters, banners,…. in streets, public places and places with great number of population).
- Scientific meetings and training days for medical and paramedical staff working in the structures of blood transfusion services and users of blood products, on the principles of transfusion safety and rational use of blood products.

**Armenia**


Our club was founded in November 2007. During this 7 month we have visited universities, met members from NGOs and youth organization. We were well informed about the World Blood Donor Day and with the big help of this organizations and NGO members 7 June – 21 June of 2008 was organized a month of blood donation. 3 banners were prepared for this occasion with the slogans “safe blood starts with me”, “someones blood saved my life…. was it yours?” and the 3rd one was “June 14 is World Blood Donor Day!” Also T-shirts with the logo of Armenian 25 club and on the back side was the slogan “safe blood starts with me”. All the members of the 25 club and also the donors wore this T-shirts. In the frames of the activities about 50 doses of blood was gathered! Not a bad result for the beginning! At the first stage of our activity we are organizing meetings with a number of youth organizations, initiatives, unions and universities. We explain the problem and the importance of volunteer blood donation. We explain what the role of each individual can be and encourage the young people to participate!

**Our future plans are:**

- Enlarging the number of club 25 members.
- Educating young people about volunteer blood donation in Armenia.
- Increasing the number of regular, volunteer and non-remunerated blood donors among the youth in Armenia.
- Gain commitment and support from top level at the blood centers in Armenia.
- monitor, evaluate, change the programme until it works for our country!
will be taking pledges for donations and getting Plaza (a major business area in Brisbane). They Centre's open across the state on June 14. A Donor Mobile Unit will be set up at Riparian Queensland: Australian Red Cross Blood Service will be Nationally: Australian Red Cross Blood Service will be hosting a stakeholder event at Parliament House on Thursday 5th June in the lead up to World Blood Donor Day. Senators, MPs and government officials will be in attendance and will learn about Australia’s wonderful blood donors. Guests will hear from a plasma donor who has made 412 donations and a blood product recipient who relies on donations to stay alive.

Poster’s and flyers incorporating the World Blood Donor Day theme have been distributed to Donor Centre’s throughout Australia to help raise awareness in centre and throughout the communities Donor Centre’s are active in.

Queensland: A Donor Mobile Unit will be set up at Riparian Plaza (a major business area in Brisbane). They will be taking pledges for donations and getting the word out on the street that it’s World Blood Donor Day. There will also be some Donor Centre’s open across the state on June 14.

New South Wales: World Blood Donor Day will be promoted within local donor centers, letting voluntary blood donors know what World Blood Donor Day is all about and thanking them for the contribution they make to Australia’s blood supply. They will be looking to raise awareness of World Blood Donor Day throughout New South Wales communities with local media opportunities. South Australia: A local couple who have collectively donated 310 times will be sharing their story in the lead up to World Blood Donor Day with the help of some red balloons and local media. South Australia will be celebrating the first birthday of their newest donor centre, Pelican Plaza Donor Centre, by keeping the centre open for collections on June 14.

Western Australia: Some Donor Centre’s will be open on June 14 to celebrate local voluntary blood donors. Donor Centre openings will be promoted in local media and shopping centre’s to encourage new donors to sign up and join in the celebration.

Victoria: Local twins who are battling with leukemia will be courageously sharing their story this World Blood Donor Day and thanking voluntary blood donors for the altruistic gift that they give.

Azerbaijan

Azerbaijan Blood Donors Association

Blood Donation Association in Azerbaijan Republic, established not long ago, is now developing and Azerbaijan society supports us. Connected with the World Blood Day, our Association participated in different events. On 12nd and 13th of June, in Baku, with the initiative and organization of Public Health and Reform Center (it is an organization attached to the Ministry of Health) there was held round-table meeting and a press-conference on the occasion of WBD. In this conference with the participation of Ministry of Health, Blood Bank of the republic, World Health Organization, also We – BDA and other public organizations, publicity and press had an interesting and valuable discussions on the development of blood donation.

I want to pay your attention to that, both in this conference and round-table meeting I presented our Association to public and this presentation rouse a great interest in a delegation of WHO and other public unions and they offered cooperation.

During the presentation I indicated our mission as creating new, healthy, safe, regular, voluntary and unpaid blood donors’ network and reducing shortage of blood and gave some proposals in this direction.

At last on 14th of June Association’s regular and new joined members held a blood donation campaign. During the campaign the donors appealed to youth to “give blood, join us” by press as the campaign was accompanied by “MIR” TV.

Bashmains

National Blood Programme


Bangladesh

1. Seminar, discussion meeting on “World Blood Donor Day” will be held at the National Museum, Dhaka, Bangladesh. Honorable health adviser, Ministry of Health and Family Welfare (MOHFW) government of the people’s republic of Bangladesh will present the seminar as chief guest. Other government and non-

Le 14 juin, journée mondiale du don de sang, sera l’occasion de témoigner sa reconnaissance à celles et ceux qui donnent de leur don pour aider leur prochain, sans rien attendre en retour.

L’objectif du BEPS est de rendre chaque citoyen capable d’être le premier acteur dans la chaîne des secours. La Croix-Rouge vous propose une sensibilisation aux Premiers secours au Stand BEPS (à gauche de l’entrée du Centre d’Accueil), de 10h à 18h : vous apprendrez les gestes indispensables pour intervenir en cas d’accident, de catastrophe….

L’Énergie est entre nos mains (Environnement et Découvertes)

L’association « Environnement et Découvertes » vous présente l’animation « L’Énergie est entre nos mains » qui a pour but de faire découvrir aux enfants, dès l’âge de 8 ans, les conséquences sur l’environnement et la santé, de l’utilisation des différentes sources d’énergies (fossiles, nucléaire, renouvelables, …). L’exposition est ouverte à tout le monde, de 10h à 18h, dans la Chapelle du Centre d’Accueil de Maredsous.

Expérimentation à la cécité (L’ Oeuvre Nationale des Aveugles - ONA)

L’ONA a pour objectif de « contribuer par tous les moyens -et avec leur participation- à la promotion des handicapés de la vue et cela, dans tous les domaines ». Pour cette journée, ils vous proposent l’animation « Expérimentation à la cécité ». Les visiteurs parcourent différentes zones, une « zone nature » et une « zone urbaine » où l’on apprend à s’orienter en écoutant la voix du guide et en manipulant la canne. Des bruits typiques y sont simulés, des objets sont à découvrir, des obstacles à contourner. Cette dernière étape est l’occasion de partager l’expérience avec son guide et d’apprendre à communiquer dans un autre mode ! Cette animation accessible à tous se déroule dans la Salle Tampon du Centre d’Accueil de Maredsous, de 10h à 18 h.

Musée « Histoire de la Transfusion »

Exposition d’anciens matériels de prélèvements, d’analyses et de nombreux documents historiques. Vous trouverez le musée « Histoire de la transfusion » dans la salle Bière du Centre d’Accueil de Maredsous, de 10h à 18h.

Blue Knights

Le club « les Blue Knights » un club de motards dont les membres sont majoritairement des policiers qui utilisent leur temps libre pour rouler à moto. Pour la Journée Mondiale du donneur de sang, ils organisent comme l’année passée une balade Moto pour promouvoir le don de Sang. Il y a aussi un stand info et animation des Blue Knights sur la sécurité routière. Le stand se trouve à gauche de l’entrée du Centre d’Accueil de Maredsous accessible de 10h à 18h.

Présentation « Le sentier du don de sang »

Séance vidéo de 15 min sur « Le sentier du don de sang ». Nos collaborateurs se tiendront à votre disposition pour toute question sur le don de sang. La salle Vidéo se trouve dans le Centre d’Accueil de Maredsous.

Banco De Sangre De Referencia Cochabamba-Bolivia

Día Mundial del Donante Voluntario Altruista de Sangre, 14 de Abril 2008.

De acuerdo a la celebración del Día Mundial del Donante Voluntario Altruista de Sangre, se realizaron distintas actividades para conmemorar y festejar a todas esas personas solidarias, que con una gota de su sangre ayudan a que otras sigan viviendo.

Para el festejo del día 14 de junio se planificó iniciar con una caravana de movilidades que partió de la puerta de nuestra institución, esta circuló por las distintas avenidas y calles de Cochabamba.

La caravana terminaba en la Plaza de las Banderas (final Prado), donde se realizó, por un lado un espectáculo artístico y por otro, una colecta de sangre. Para el espectáculo artístico se invita a varios grupos musicales y ballet’s folclóricos. Además de las respectivas invitaciones a las autoridades del departamento.

Por otro lado la colecta de sangre fue un éxito se pudo colectar 72 unidades de sangre.

Durante este evento se entregó los premios y certificados a los donantes con mayor número de donaciones.

Contamos con la presencia de Mons. Tito Solari, arzobispo de Cochabamba, televisión internacional (tv. Española), además del 98% de cobertura de los medios de comunicación de la ciudad.

Todo el personal del Banco de Sangre de Referencia Regional trabajo arduamente ese día, todos tenían comisiones de apoyo, en refrigerio, protocolo, transporte, etc.

Por otro lado, una semana antes se buscó espacios de entrevistas en los medios de comunicación, obteniendo buenos resultados, realizando en un mismo día y paralelamente unidades móviles en distintos canales, donde conductores de programas donaban al vivo e invitaban a la fiesta por el día del donante voluntario de sangre. Un día antes al evento se realizó una conferencia de prensa, con la presencia de autoridades del SEDES, CRUZ ROJA BOLIVIANA y el Director de la Institución, el Dr. Ricardo Villegas Nava.

Botswana

The main celebration took place in Ramotswa, some 30km from the capital city Gaborone. It was well attended. The highest donation was 125. Donors received awards including certificates, towels, mugs, T-shirts and trophies. The best schools in both donation and pledge 25 activities received trophies. The celebration saw an active participation of the local district officials and village community members.

Before the celebration, a blood collection was organized in the village for two days. Donors came to the venue after a 4 km walk. Another celebration was organized in the north of the country, at Selebi-Phikwe, some 400km from Gaborone.

Brazil

We celebrate WBDD at Sirio Libanés Hospital, in São Paulo - Brazil, with an event that will bring together the blood bank staff, the hospital’s board of directors and the blood donors.

As routinely done through the years of 2004, 2005, 2006 and 2007, the event started with a welcome speech by Blood Bank’s Medical Director Silvano Wendel. He emphasized this year’s theme (regular blood donation), as well as celebrate an internal achievement of around 70% regular donations for whole blood, apart from 100% regular donation of plateletpheresis. Next, donors who have achieved 25, 50, 75 and 100 donations have received commemorative metal plaques. A donor will give his testimony, followed by a magic show. We then enjoyed each other’s company in an informal party.

We had at least 350 people attending the event, with media coverage to spread the word.

Cambodia

National Blood Transfusion Centre

Objectives:

To promote awareness on voluntary blood donation

To recognize and thank regular voluntary blood donors for their contribution to save people’s lives.

To promote advocacy and support to the voluntary blood donation program.

Activities:

Organize World Blood Donor Day ceremony in Phnom Penh, and two provinces: Battambang and Kampong Cham, with participation of the leader of the Ministry of Health, Cambodian Red Cross and relevant organization partners such as WHO, US-CDC.

• Presentation of Certificates, Medal to outstanding regular voluntary blood donors.

• Display banners, posters...in public places.

• Music and song about blood donation.

• Media broadcasting on the events / interview with blood donors and patients receiving blood transfusion.

• Organize mobile blood donation drive on World Blood Donor Day.

Partner:

National Blood Transfusion Centre and Cambodian Red Cross.

Canada/Héma-Québec

To recognize and thank regular voluntary blood donors for their contribution to save people’s lives.

To promote advocacy and support to the voluntary blood donation program.

Activities:

Organize World Blood Donor Day ceremony in São Paulo - Brazil, with an event that will bring together the blood bank staff, the hospital’s board of directors and the blood donors.

As routinely done through the years of 2004, 2005, 2006 and 2007, the event started with a welcome speech by Blood Bank’s Medical Director Silvano Wendel. He emphasized this year’s theme (regular blood donation), as well as celebrate an internal achievement of around 70% regular donations for whole blood, apart from 100% regular donation of plateletpheresis. Next, donors who have achieved 25, 50, 75 and 100 donations have received commemorative metal plaques. A donor will give his testimony, followed by a magic show. We then enjoyed each other’s company in an informal party.

We had at least 350 people attending the event, with media coverage to spread the word.

Cambodia

National Blood Transfusion Centre

Objectives:

To promote awareness on voluntary blood donation

To recognize and thank regular voluntary blood donors for their contribution to save people’s lives.

To promote advocacy and support to the voluntary blood donation program.

Activities:

Organize World Blood Donor Day ceremony in Phnom Penh, and two provinces: Battambang and Kampong Cham, with participation of the leader of the Ministry of Health, Cambodian Red Cross and relevant organization partners such as WHO, US-CDC.

• Presentation of Certificates, Medal to outstanding regular voluntary blood donors.

• Display banners, posters...in public places.

• Music and song about blood donation.

• Media broadcasting on the events / interview with blood donors and patients receiving blood transfusion.

• Organize mobile blood donation drive on World Blood Donor Day.

Partner:

National Blood Transfusion Centre and Cambodian Red Cross.

Canada/Héma-Québec

National Blood Transfusion Centre

Objectives:

To promote awareness on voluntary blood donation

To recognize and thank regular voluntary blood donors for their contribution to save people’s lives.

To promote advocacy and support to the voluntary blood donation program.

Activities:

Organize World Blood Donor Day ceremony in São Paulo - Brazil, with an event that will bring together the blood bank staff, the hospital’s board of directors and the blood donors.

As routinely done through the years of 2004, 2005, 2006 and 2007, the event started with a welcome speech by Blood Bank’s Medical Director Silvano Wendel. He emphasized this year’s theme (regular blood donation), as well as celebrate an internal achievement of around 70% regular donations for whole blood, apart from 100% regular donation of plateletpheresis. Next, donors who have achieved 25, 50, 75 and 100 donations have received commemorative metal plaques. A donor will give his testimony, followed by a magic show. We then enjoyed each other’s company in an informal party.

We had at least 350 people attending the event, with media coverage to spread the word.

Cambodia

National Blood Transfusion Centre

Objectives:

To promote awareness on voluntary blood donation

To recognize and thank regular voluntary blood donors for their contribution to save people’s lives.

To promote advocacy and support to the voluntary blood donation program.

Activities:

Organize World Blood Donor Day ceremony in Phnom Penh, and two provinces: Battambang and Kampong Cham, with participation of the leader of the Ministry of Health, Cambodian Red Cross and relevant organization partners such as WHO, US-CDC.

• Presentation of Certificates, Medal to outstanding regular voluntary blood donors.

• Display banners, posters...in public places.

• Music and song about blood donation.

• Media broadcasting on the events / interview with blood donors and patients receiving blood transfusion.

• Organize mobile blood donation drive on World Blood Donor Day.

Partner:

National Blood Transfusion Centre and Cambodian Red Cross.

Canada/Héma-Québec

National Blood Transfusion Centre

Objectives:

To promote awareness on voluntary blood donation

To recognize and thank regular voluntary blood donors for their contribution to save people’s lives.

To promote advocacy and support to the voluntary blood donation program.

Activities:

Organize World Blood Donor Day ceremony in São Paulo - Brazil, with an event that will bring together the blood bank staff, the hospital’s board of directors and the blood donors.

As routinely done through the years of 2004, 2005, 2006 and 2007, the event started with a welcome speech by Blood Bank’s Medical Director Silvano Wendel. He emphasized this year’s theme (regular blood donation), as well as celebrate an internal achievement of around 70% regular donations for whole blood, apart from 100% regular donation of plateletpheresis. Next, donors who have achieved 25, 50, 75 and 100 donations have received commemorative metal plaques. A donor will give his testimony, followed by a magic show. We then enjoyed each other’s company in an informal party.

We had at least 350 people attending the event, with media coverage to spread the word.
to urge more people to engage in the cause of helping their fellow citizens because every year, about 750,000 Canadians take time out of their busy lives to donate. As the population ages and new breakthroughs are made in medical science, there is a constant demand for blood and blood products."

“We are happy to officially launch National Blood Donor Week this June as we enter our tenth year as operators of Canada’s blood system,” said Dr. Graham Sher, CEO of Canadian Blood Services. “Canadian Blood Services and Héma-Québec have come a long way since then. Safety, of course, remains of paramount importance but having an adequate supply of blood and blood products can be a challenge. We will use this week to keep public awareness of the importance of blood donation high."

The First National Blood Donor Week …

This year, for the first time, World Blood Donor Day will be celebrated alongside National Blood Donor Week. Last February, the Senate of Canada adopted a bill to make National Blood Donor Week official. It will be held annually during the week of June 14th.

On the political scene, a motion on National Blood Donor Week will be forwarded on Wednesday, June 11, by the Minister of Health and Social Services, Mr. Phillipe Couillard. Moreover, on this day, a blood drive will be organized, a first in the history of the National Assembly.

Several Promotional Activities

At Héma-Québec, National Blood Donor Week and World Blood Donor Day will be celebrated in different ways. Firstly, we plan to launch an advertising panel campaign especially for this occasion. Thus, as of this week, you will be able to see on various advertising panels, our new celebrity spokespersons: actress Geneviève Brouillette, boxer Joachim Alcine and comedian Louis-José Houde. They wish to thank all donors on our behalf. These posters will also appear on our trucks.

During the week of June 9th, an advertising message thanking our donors, volunteers and partners will also be aired on several radio stations. Finally, June 11, an ad will appear in all the major daily newspapers of Québec. Something to look forward to!

China

1. “Gift of life, June 1st Youth Volunteers’ Action”

“Gift of life, June 1st Youth Volunteers’ Action” was held ceremoniously in the auditorium of Xinhua Hospital. More than fifty students, from School of Internet Education, Fudan University, joined the procession of platelet aphaeresis donors. The children suffered from leukaemia and their family members, were moved and inspired by the volunteers. Three family members of these children donated blood and dedicated their love to others.

2. Blood Donation Activities of foreign donors

A serial of activities themed “Love without boundaries, foreign donors donating blood”, was held from May 14th to Jun 21st 2008, with five blood drives. 4 of 5 blood drives, up till now, were held and all got perfect results. Totally, 225 domestic and foreign donors donated 289 units of blood. Meanwhile, 96 others made reservations to donate blood. In addition, to promote Platelet aphaeresis in Shanghai, each blood drive has a demonstration of platelet aphaeresis donation to encourage more citizens to become platelet aphaeresis donors.

3. June 12th Gala:

It was the first time the Jun 14th WBDD Gala which hosted by Ministry of Health of the People’s Republic of China, Chinese Red Cross Society and the General Logistics Department of the Chinese People’s Liberation Army, was held in Shanghai. More than 500 leaders, blood donors and volunteers attended the gala. ZHOU Jun, Vice Chief of Medical Administration Department, on behalf of CHEN Zhu, Minister of Health, read out A Testimonial to The Blood Donors, and Sun Aimin, Former President of Chinese Red Cross Society awarded the Life Medals to the blood donors.

The video of the Gala was broadcasted by Dragon TV to all over the world on Jun 14.

4. New platelet aphaeresis donation site set up & a party for platelet aphaeresis donors held:

The 4th station aphaeresis donation site was set up in Luxun Park blood donation room on Jun 14, and a party for platelet aphaeresis donors was held at Hongkou District. About 100 platelet aphaeresis donors and volunteers attended the party.

International Federation of Red Cross, East Asia regional office in China

Colombia

Celebración Regional Dia Mundial del Donante de Sangre

Rueda de Prensa Preámbulo a la celebración

Celebración Regional Dia Mundial del Donante de Sangre

Bogota, Colombia, Junio 14 de 2008

Maestro de ceremonia: Señora Amanda Contreras SSB

- 9:00 a. m. Salida Caravana “Por La Vida” Parque Nacional.
- 10:30 a. m. - 10:45 a. m. Arribo parque Simón Bolívar (Personal de Misión Bogotá orientará invitados).
- 11:00 a. m. - 11:05 a. m. Himno Nacional de la República de Colombia.
- 11:05 a. m. - 11:10 a. m. Himno del Distrito Capital de Bogotá.
- 11:10 a. m. - 11:20 a. m. Mensaje a los donantes voluntarios de sangre, Señora Lina María Moreno de Uribe, Primera Dama de la República de Colombia.
- 11:20 a. m. - 11:30 a. m. En el camino de la implementación de la Política Nacional de Sangre, Doctor Carlos Ignacio Cuervo Valencia, Vicedministro de Salud y Bienestar.
- 11:30 a. m. - 11:40 a. m. Día Mundial del Donante de Sangre en la Américas, enfocado hacia los países, Doctor Pier Paolo Balladelli Representante OPS/OMS en Colombia, Doctor José Ramiro Cruz. Asesor Regional en Servicios de Sangre para la Región de las Américas.
- 11:40 a. m. - 12:00 m. Presentación Filarmónica de Bogotá. (Entrega de refriego).
- 12:00 m. - 12:10 m. Palabras de Bienvenida. Doctor Samuel Moreno Rojas, Alcalde Mayor Distrito Capital de Bogotá.
- 12:10 m. - 12:20 m. Mención especial al donante con mayor número de donaciones en Bogotá. Entrega el Doctor Héctor Zambrano Rodríguez, Secretario de Salud Distrital. Testimonio Señora Marisol Liberato Cristancho donante de sangre y aféresis.
- 12: 20 m. - 12:25 m. Mención especial al
**World Blood Donor Day**

**Cook Islands**

*Cook Islands Red Cross Society*

**Campaign Dates:** 11th - 14th June 2008

**Specific activities:**
- Create/Re-print ‘With many returns...” poster, name tags, banner & board and distribute and display.
- Produce a musical VDO advert clip using the WBDD song ‘We shine as One’ utilizing local blood donors.
- Air VDO advert clip (30 seconds) on local Television thru-out campaign dates.
- Work with Ministry of Health – Laboratory on the above activities.
- Prepare narrative report & financial acquittals on campaign activities.

On-going Blood Donor Support Activity: June 08 - May 09:

**Specific activities:**
- Provide periodical refreshments to donors i.e. fruit juice & biscuit following donation thru the MOH – Laboratory blood donor officers.
- Prepare periodical financial acquittals on support activity.

**Council of Europe**

*When you give blood you give life*

Statement by the Council of Europe Secretary General Terry Davis on the occasion of the International Blood Donation Day

Strasbourg, 13.06.2008 – “Although medical science has made great progress in the prevention and treatment of many medical conditions, the question of life or death can still depend on the availability of blood. In many respects, the need has grown over the years, and the supply is not keeping pace with demand.

Since 1953, when a major natural catastrophe in the Netherlands revealed the need for Europe-wide cooperation in this area, the Council of Europe has been working to ensure the quality and the availability of blood and ensure its optimal use. Our work has been based on three major principles: self-sufficiency, protection for blood donors and recipients and non-commercialisation through voluntary and non-remunerated donation.

On the International Blood Donation Day on 14 June, I should like to pay tribute to the hundreds of thousands of people in Europe who are regularly giving blood, and I appeal to everyone else to follow their example. Remember: when you give blood, you give life.”

Donner son sang signifie donner la vie

Déclaration faite par le Secrétaire Général du Conseil de l’Europe, Terry Davis, à l’occasion de la Journée internationale du don de sang.

Strasbourg, 13.06.2008 – « Bien que les sciences médicales aient réalisé d’énormes progrès dans la prévention et le traitement de nombreux troubles de la santé, il arrive que la vie ou la mort des patients dépende encore de la disponibilité de sang. Les besoins en la matière se sont, à bien des égards, accru au fil du temps, alors que l’offre ne suit pas le rythme de progression de la demande.

Depuis 1953, lorsqu’une catastrophe naturelle de grande ampleur survenue aux Pays-Bas avait révélé la nécessité d’une coopération paneuropéenne dans ce domaine, le Conseil de l’Europe œuvre en faveur de la qualité et de la disponibilité du sang, tout en veillant à son utilisation optimale. Notre action repose sur trois grands principes : l’autosuffisance, la protection des donneurs de sang et des bénéficiaires de ces dons, ainsi que l’absence de commercialisation du sang, grâce à des dons volontaires et non rémunérés.

J’aimerais, à l’occasion de la Journée internationale du don de sang le 14 juin, rendre hommage aux centaines de milliers de personnes qui, dans l’Europe entière, donnent régulièrement leur sang ; j’invite toutes les autres à suivre leur exemple. N’oublions pas que donner son sang signifie donner la vie ».

**Croatia**

Each year we have different events for the World Blood Day. This year Croatian Red Cross with transfusion services organised sport’s meeting in a little turistical town at the Adriatic cost. There were more than five hundred blood donors from all parts of Croatia. They enjoyed two days in keeping company together and contesting in different sport’s games. This year we are celebrating 55 years of voluntary blood collection in Croatian Red Cross organisation.

All local and national newspapers reported from this event and it was one more chance to promotion!

**Cuba**

De: M.Sc. Orlando Rivera Ramos Banco de Sangre de Villa Clara Cuba. Le comunico que todos los años el 14 de junio celebramos el día mundial del donante de sangre y mañana lo haremos nuevamente pues son personas muy importantes para toda la humanidad.

Muchos saludos.

**Democratic Republic of Congo**

**BREF RAPPORT DE LA JOURNEE MONDIALE DU DON DE SANG 2008.**

“ JMDS 2008 “

Action des Donneurs bénévoles de Sang, ADOBES en sigle est une organisation non gouvernementale regroupant des personnes engagées dans la promotion du don bénévole de sang ainsi que 75 donneurs bénévoles de sang membres effectifs et sympathisants dont une vingtaine des pairs recruteurs.

Son siège social est à Kimpeze, dans le District des Cataractes, province du Bas Congo en
RÉPUBLIQUE DÉMOCRATIQUE DU CONGO. SON RAYON D’ACTION EST LA ZONE DE SANTÉ DE KIMPESSE.

Dans le cadre de la célébration de la JMDS 2008, le centre provincial de transfusion sanguine a communiqué le thème de la JMDS 2008 aux organisations des donneurs, remis des T-shirts imprimés à l’association pour distribuer aux donneurs ainsi qu’une contribution financière pour l’organisation matérielle des cérémonies.

Le 14 juin à Kimpese, ADOBES a diffusé dans les médias locaux (radio et télévisions de Kimpese) des messages de sensibilisation au don bénévole de sang.

Les cérémonies propres ont été organisées le 21 juin. Ont pris part à ces manifestations, les donneurs bénévoles de sang, les officiels ainsi que les leaders institutionnels et communautaires. Tour à tour ils ont suivi des exposés et/ou mots du médecin chef de zone de santé de Kimpese, du délégué du centre provincial de transfusion sanguine, du délégué des banques locales de sang, de l’ADOBES, ainsi que des témoignages et engagements des donneurs bénévoles de sang avant de clôturer par la lecture du mot de la FIODS.

A la fin de la cérémonie, un cocktail a été offert aux participants.

DENMARK

Organization:
International Federation of Blood Donor Organizations (FIODS)

On World Blood Donor Day we celebrate the blood donors, which every year save millions of lives and bring relief to patients with cancer, malaria, blood diseases and a number of other diseases.

There is no substitute for blood and blood components, so without blood many patients would die.

This year our theme for the World Blood Donor Day is: Give blood regularly to help the national blood donation programs to assure a reserve of stable voluntary non-remunerated donors « Many happy returns » is our motto this year to underline just how important it is to have regular donation.

Everyday during the year regular donors turn up for the collection of blood, but the 14th of June this year is dedicated to them. These are women and men who save lives – by their fidelity, their engagement and their generosity.

Blood donors come from all walks of life and all parts of the world, and they give over 81 million blood donations – every year. We may all one day need treatment by blood, but only one percent of the world’s population gives blood. So we need many more donors, if all patients shall be guaranteed proper treatment with safe blood.

Many simply do not know about the need for blood. The world must unite to spread the lifesaving message, that any healthy person can be a donor.

The act of blood donation is unique, and blood donors are special people. We should all salute these everyday heroes, who want to help their fellow human beings.

We need them – and we need more good people, who will give a part of themselves to others.

WBDD: Events 2008

Copenhagen: Celebration of the World Blood Donor Day at Copenhagen City Hall Square. There was information and blood type testing of new donors, music, stand up comedy and a ceremony warding “the Blood Donor of the year 2008”. The winner was the Danish television station TV2 Zulu. They received the award because of their great help in recruiting new young blood donors.

Elsinore: Celebration of the World Blood Donor Day at the railway station and in the city centre. New donors could sign up.

Slagelse: The day was celebrated as a part of a market day in the city centre, where the local corps of voluntary blood donors was ready to give information and sign up new donors.

Odense: Celebrating of the day at the railway station, at the library and in the city centre. New donors could sign up.

Aarhus: The corps of voluntary blood donors was at the railway station informing about blood donation. New donors could sign up.

ETHIOPIA

Chairperson for the program

- Dr Adugna Tamiru ERCS NBBS deputy director.

The ceremony was conducted according to the program set for the occasion (see attached program).

An official opening speech by the NBBS Director Dr. Girma Tesfaye opened the ceremony.

The director in his speech addressed the audience that:

- WBDD is celebrated throughout the world as an event to commemorate their special gift and the global celebration is held at UAE.

- The theme of this years WBDD is “Giving blood regularly”

- he NBBS is expanding its service to regions with the help of PEPFAR project and will soon expand its branches from 12 to 26.

The next speaker of the ceremony was W/o Fasika Kebede ERCS General Secretary. Who congratulated the voluntary blood donors on their humanitarian activity and emphasized that their gifts saves lives. Upon conclusion of her speech she expressed her happiness on the integrated works of ERCS, NBBS, WHO and FMOH and thanked them all.

The FMOH, health service provision department representative, Dr Gizachew Abdetta on his part said that this is the gift of all gifts and the voluntary blood donors should be proud and we are also proud of them.

He also emphasized that religious leader are key messengers of the promotional activity of voluntary blood donor recruitment.

The WHO country representative, Dr. Fatumata NAFO-Traore was one of the speakers of the ceremony.

In addition to delivering the message of WHO regional office, she also stated that this is the fruit of all involved parties i.e. voluntary blood donors, CDC, Global Fund, Club 20/25 etc.

Upon describing the voluntary blood donor gift which is non reward able, she said the reward is the satisfaction you get by the fact that somewhere someone is saved by the blood you gave.

After a tea break the ceremony continued and a poem was read by a voluntary blood donor and a general discussion held by the audience and NBBS, senior staff.

The final event of the ceremony was a lunch served for the invited guests.

We would like to thank WHO and FMOH who secured the finance needed for this celebration.

Give blood and save life
**Fiji**


**France**

**Journée Mondiale des Donneurs de Sang**

La régularité des dons, au cœur de l’événement national organisé par l’Etablissement Français du Sang

À l’occasion de la Journée Mondiale des Donneurs de Sang qui se tiendra le 14 juin prochain, l’EFS organise un événement national dont la vocation est double : inciter les donneurs à plus de régularité dans cet acte citoyen et sensibiliser davantage le grand public à l’importance du don de sang.

- Partout en France, des collectes et des lectures publiques d’histoires écrites par des auteurs célèbres
  
  Pour illustrer les 2 axes de cette Journée (plus de donneurs et des donneurs plus réguliers), une vingtaine de grandes villes de France métropolitaine et 3 DOM (Guadeloupe, Martinique et Réunion) proposeront un événement inédit autour de la thématique générale: « Il était 2 fois… Histoires de dons »:

  - De grands écrivains contemporains (, Martin Winckler, Lorraine Fouchet, Philippe Delerm…
  - mettent leur talent au service du don de sang en imaginant de courtes histoires basées sur le lien entre donneurs et receveurs. Le 14 juin, des comédiens/conteurs iront leurs écrits dans un espace public intégrant le dispositif suivant :

    - Un grand livre ouvert de 3 mètres de haut et de 4 mètres d’ouverture devant lequel un espace aménagé permettra au public d’installer pour écouter les différentes lectures,
    - Des mobiles à la Calder, auxquels sont suspendus des « livres » librement consultables par chacun. Délivrant un contenu simple et concret sur le don de sang, ils constituent une matière ludique et visuellement surprenante de délivrer de l’information.
    - Un livre d’or dans lequel chaque visiteur pourra écrire un texte personnel sur ce qui lui inspire le don de sang et donner ses impressions sur la Journée.
    - À proximité des animations, des collectes de sang seront organisées.

  Par cet événement, l’EFS souhaite une nouvelle fois attirer l’attention en s’appuyant cette année sur un constat simple : la France compte 4% de donneurs, un chiffre stable depuis plusieurs années mais qui reste insuffisant pour répondre à une demande en perpétuelle croissance.

- Une campagne de communication nationale pour relayer l’événement
- En France, un besoin de donneurs plus réguliers
- Donner son sang c’est facile !

**Hashemite Kingdom of Jordan**

AABB, the Association of Donor Recruitment Professionals and all blood bank personnel are teaming up to celebrate World Blood Donor Day on June 14, 2008. World Blood Donor Day - coincides with the birthday of Karl Landsteiner, who discovered the ABO blood group - and was officially designated an annual event by the World Health Assembly in 2005, ALL REGIONAL HOSPITALS, MUNICIPALS & DISTRICT HOSPITALS ARE RECOGNISING ITS VOLUNTARY BLOOD DONORS INCLUDING OBUASI

ANGLOGOLD ASHANTI HOSPITAL THROUGH SHAFT RADIO 98.1 FM

WE SAY THANK YOU FOR SAVING LIVES

This international event was established:

1. to raise awareness of the need for safe blood.
2. to recognize those who make transfusion possible.
3. to provide an opportunity to encourage individuals to become lifelong blood donors.

The celebration has been officially taken place in Royal Hotel in Amman . it included official welcome message from H.E. minister of health and representative of WHO, in Jordan in addition to a message from the director of blood transfusion services.

The voluntary blood donors representative has given a speech too , and the blood donors were awarded with simple gifts and certificates . Posters and publicity material ( brochures , pins ,and flyers )for the occasion has been prepared and distributed to the public .Many VIPs has attended the celebration party.

Heavy media coverage has been arranged.
Hong Kong

Backdrop of the 2008 Annual Donor Award Ceremony cum World Blood Donor Day Celebration.

Listed below with photos are the highlights of the event:

- Award presentation to individual donors, outstanding schools and organizations supporting blood donation activities in previous years.
- Music and dance performance by students of the Maryknoll College (Senior Form), winner of many school blood donation awards in past years. The student band premiered the song they composed and dedicated to blood donors.
- Sharing by patients who have received blood transfusions. Mrs. Tang recounted that her baby daughter was born at 23rd week of gestation and weighed less than 500g at birth. She was hospitalized for 5 months after birth and given multiple transfusions. She is now 8 month old and healthy.
- Sharing by long-standing blood donors and their families.
- Musical performance by Hong Kong Medical Association Orchestra. The Hong Kong Medical Association Orchestra acknowledged the generosity of blood donors through their music performance.
- A gold 'Medal for Life’, specially made by the China Red Cross Society, for the recognition of multiple times donor in China in connection with this year’s WBDD and the Beijing Olympic, was presented to each award recipient.
- Carnival with tea reception, clown performance, puppet show and booth games to generate more interests in knowledge of many aspects of blood donation. The blood donors and their families enjoyed the carnival very much.
- Display of the specially designed WBDD Posters throughout the territory.

To give a public vote of thanks to all blood donors, a World Blood Donor Day Poster was specially designed and displayed in June around World Blood Donor Day at various sites throughout the territory including public transport stations, notice boards in hospitals, residential and commercial properties, magazines and on the BTS’s website.

Iceland

This year the Icelandic Blood Donor Society celebrated the annual blood donor day on the 11th of June. Fore some years now the donors get a flower (a red rose) when they have finished the visit to the Blood Bank.

We also have a grill standing outside and give the donors grilled hot dogs which are popular here. In the end of the day we have the annual Blood bank run, which is a run short enough so everyone can take part in it. The run is open for everyone and starts outside the Blood Bank and finish there also. Everyone gets a reward (a medal) and a free ticket to the next swimming pool and then we grill more hot dogs for the runners.

This time around 70 persons took part in the run, including the head doctor of the Blood bank and our foreman of the Icelandic Blood Donor Society.

India

A state-level celebration of World Blood Donation Day was organized by Haryana State Centre of Indian Society of Blood Transfusion & Immunohematology at Sirsa in Haryana State of India. The Chief Guest of the function was Mr. Yudhbir Singh, Additional Deputy Commissioner of Sirsa and a great motivating force in blood donation campaign in this region. Another pillar of this movement, Dr. Ved Beniwal, the Chairman of Haryana State Centre of ISBTI chaired the session.

It was a well-attended function with delegates coming from all walks of life. Haryana is a predominantly rural and agro-based State. Members of ISBTI, blood donors, motivators, blood donation camps organizers from the remote areas, doctors from Government and Private sectors, representatives of educational institutions and NGOs visited Sirsa to attend this unique event.

Activities Planned

Inauguration of WBDD ceremony by a celebrity Ceremony, where individuals and Institutions, who have made remarkable contributions to blood donation, will be recognized.

Rewarding the Best Blood Donor of the year

Mega Blood Donation Camp at Techno park involving Regional Cancer Center, Sreechitra and Medical College Blood Banks on 13th June. Tents placed in crowded areas, decorated with posters, flags and tracts that are specially considered for World Blood Donor Day. Volunteers may distribute educational brochures & pamphlets in connection with promotion of blood donation.

Thank you Messages for Blood Donors on inflated Balloons.

Post-Event Report on WBDD 2008 in Hong Kong

On the “World Blood Donor Day” this year, the Hong Kong Red Cross Blood Transfusion Service (BTS) has organized a series of activities to celebrate with blood donors and their families and friends.

Annual Donor Award Ceremony cum World Blood Donor Day Celebration

The BTS has been organizing Annual Donor Award Ceremony to present awards to those who have achieved 25-times blood donations or its multiples cumulatively during the previous year to publicly recognize long-standing regular blood donors. To echo this year’s WBDD theme – “Giving Blood Regularly”, this year’s Annual Donor Award Ceremony was held on the World Blood Donor Day.

The WBDD posters are displayed throughout the territory in Hong Kong.

The WBDD poster on magazines Publicity through Mass Media

The message of World Blood Donor Day was widely announced in various TV and radio programmes. Many newspapers reported the Donor Award Ceremony and the WBDD celebration activities. The BTS sent emails to individual blood donors to appreciate their generous donations and support and to encourage them to give blood regularly.

WBDD Souvenir

To celebrate the World Blood Donor Day and to encourage more blood donations, a specially designed and limited edition “You’re Smart Blood Donor” Mobile Phone Cleaner and a WBDD Commemorative Pin were presented to all donors who gave blood during the period around World Blood Donor Day.
Thank you letters to best donors.

Awareness campaign to spread the message of Voluntary Blood Donation.

Distribution of IEC Materials, Posters, VBD leaflets to Colleges and Schools.

Use of mass-media like news papers, periodicals, radio and TV to promote VBD with news items, feature articles, health columns, health program of TV Channels and announcements through Radio.

Display of huge banners with VBD messages at prominent places.

Scrolling of VBD Messages through Display boards.

VBD Messages though Reliance Mobile Phone

Experience Sharing by the Best Donor of Year and Club 25.

Blood Bank Society, Chandigarh.
The Blood Bank Society, Chandigarh is an N.G.O. working since 1964 to promote Voluntary Blood Donation. Its members are all voluntary workers. In 2004 it set up a Blood Bank in order to supplement the existing blood supply - a service for the people, by the people. The Rotary agreed to partner this venture. The Blood Bank Society will celebrate W.B.D.D, June 14 2008, with great gusto to thank all blood donors in the following ways:

Vodafone has agreed to send messages to over 200,000 of its mobile phone subscribers in the 3 cities of Chandigarh, Panchkula and Mohali, thanking donors and announcing the special event.

The National T.V. Channel, Doordarshan, will telecast interviews with star blood donors and camp organisers.

The Blood Bank Society, Chandigarh is an N.G.O. working since 1964 to promote Voluntary Blood Donation. Its members are all voluntary workers. In 2004 it set up a Blood Bank in order to supplement the existing blood supply - a service for the people, by the people. The Rotary agreed to partner this venture. The Blood Bank Society will celebrate W.B.D.D, June 14 2008, with great gusto to thank all blood donors in the following ways:

Vodafone has agreed to send messages to over 200,000 of its mobile phone subscribers in the 3 cities of Chandigarh, Panchkula and Mohali, thanking donors and announcing the special event.

The National T.V. Channel, Doordarshan, will telecast interviews with star blood donors and camp organisers.

IRAN

On June 14 Iranian Blood Transfusion Organization hosted World Blood Donor Day (WBDD) 2008 across the country to honor blood donors, which every year save millions of lives with their gift of blood.

The Minister of Health, IBTO General Director, WHO representative in I.R.Iran, representatives of blood recipients such as Iranian Thalassemia Society, as well as directors and staff of IBTO and thousands of blood donors were among the participants.

Several programs have been organized by IBTO to highlight this special day. In his speech IBTO General Manager, Prof. Hassan Abolghasemi, while welcoming the participants, reviewed the accomplishments achieved by IBTO including 100 per cent voluntary non-remunerated blood donation in 2007, and appreciated the blood donors. He further pointed out that «Many simply do not know about the need for blood. The world must unite to spread the lifesaving message, that any healthy person can be a donor».

The Minister of Health, Dr. Bagheri Lankarni, also attended the celebration and delivered speech to thank blood donors and read the message of the I.R.Iran president, Dr. Mahmoud Ahmadinejad, commemorating the World Blood Donor Day. He then added that «40 per cent of our blood donors are regular, which is a great success for IBTO».

In addition, the senior expert from WHO in Iran was among the participants as well. In a statement, while expressing admiration of holding such a ceremony, he reiterated that establishing unpaid blood donation in Iran is a considerable success that deserves highest attempt to maintain it.

At the end of the World Blood Donor Day ceremony in Tehran, I.R. Iran, while thanking and appreciating the blood donors, gifts were presented to 30 regular blood donors.

Outline of Iranian Blood Transfusion Organization (IBTO) programs on WBDD

1. Designed and published 15000 WBDD posters and distributed them among all blood transfusion centers and governmental organizations;
2. Designed and published 1000 brochures entitled «Blood in all languages means life» which were handed out among blood collection centers;
3. Created four TV spots, one of them featured different Iranian ethnic groups messages thanking regular blood donors;
4. Designed billboards featuring WBDD poster throughout the country;
5. Organized a symbolic skate tour in Tehran with participation of 150 skaters who were carrying WBDD special placards entitled «Happy World Blood Donor Day» also WBDD brochures were distributed at Tehran blood collection center by them;
6. Held a parade with participation of military motorcyclist at Tehran Blood Transfusion Center to promote the motto of regular blood donation;
7. Broadcasted 8 radio programs and interviews including one live program; Displayed a special report on national TV channel regarding WBDD and regular blood donation;
8. Organized award ceremonies for regular blood donors over 30 provinces of Iran.
Ireland

This year’s World Blood Donor Day (WBBD) is being celebrated in Ireland on Saturday 14th June with a reception for 150 people, hosted by our President Mary McAleese, in her official residence - Aras an Uachtarain (Gaelic meaning - Residence of the President).

We are inviting a cross section of people associated with <all links in the chain> - donors, a representative group of Irish Blood Transfusion Service (IBTS) Staff Members, clinicians, recipients and their family members.

Additionally, we will have representatives other NGOs - Irish Red Cross, Irish Cancer Society, Irish Heart Foundation, Irish Kidney Association, St John’s Ambulance Brigade, Order of Malta and representatives from a loyal cadre of Local Voluntary Organisers (LVOs) who continually support the endeavours of the IBTS in organising collection clinics throughout Ireland.

We are thrilled that our colleagues from the Northern Ireland Blood Transfusion Service have agreed to send a representative group to join with us, in was will be an ALL IRELAND celebration.

Italy

by our President Mary McAleese, in her official residence - Aras an Uachtarain (Gaelic meaning - Residence of the President).

We are inviting a cross section of people associated with <all links in the chain> - donors, a representative group of Irish Blood Transfusion Service (IBTS) Staff Members, clinicians, recipients and their family members.

Additionally, we will have representatives other NGOs - Irish Red Cross, Irish Cancer Society, Irish Heart Foundation, Irish Kidney Association, St John’s Ambulance Brigade, Order of Malta and representatives from a loyal cadre of Local Voluntary Organisers (LVOs) who continually support the endeavours of the IBTS in organising collection clinics throughout Ireland.

We are thrilled that our colleagues from the Northern Ireland Blood Transfusion Service have agreed to send a representative group to join with us, in was will be an ALL IRELAND celebration.

Celebrations for World Blood Donor Day at the Ospedale Maggiore Policlinico, Milan, Italy

The garden party for World Blood Donor Day has quickly become a staple event for our blood donors’ Association. Every year on June 14th, donors and their families crowd the garden around our blood transfusion centre, where hors d’oeuvres and pizza are provided free to all and live music gives the festive event some beat.

It is a fun time for donors and friends to get together, and to get to know the Center and its staff. This year, guided tours of the facility were provided during the whole afternoon, attracting flocks of interested visitors. A series of short conferences by our medical directors highlighted some of the most innovative research and clinical activities going on at our centre: Paolo Rebulla, MD, described his group’s work on stem cell transplantation, while Maurizio Marconi, MD, explained the Center’s extensive programme in the field of rare blood groups and our initiatives for the recruitment of minority blood donors.

The presence of a group of Sri Lankan blood donors, whom we recruited at various events at Buddhist temples in Milan, testified to our efforts in the field of minority blood donation, but most of all of course to their generosity. Thanks to the friendly relations that have been established with this community, we were honoured by the presence of the Venerable Mahagama Vipulasiri Thero, incumbent monk of one of the temples. Sri Lankan delicacies were generously provided by a local restaurant, much to the delight of all our guests.

Finally, an out-of-programme message made the event all the more joyful, and meaningful, to our blood donors: Mrs. Tommasina Iorno, one of many blood donors.

Kosovo

Agenda:

Chosen humanitarian laimotiv music, Salutatory speech of the director of National Blood Transfusion Center of Kosovo: Prof.dr. Mazlum Belegu., Salutatory speech of Ministry of Health of Kosovo., Salutatory speech of Regional Minister of Health of Prizren: Dr.Tyran Kosova., Representative of Red Cross of Kosovo., Representative of Red Cross of Kosova., Mr.Xhavit Muqaj – Chairman of the Blood Donor Society.

Kingdom Of Bahrain

In Latvia World Blood donor day was celebrate third time.

On June 5 was organized press conference. In the press conference the representatives of mass media were introduced to the newest statistical data on the donor movement, World Blood Donor Day activities in Latvia and the most active companies who have involved their employees in donor movement were rewarded. After press conference president of the State Valdis Zatleris received in his residence blood donor dynasties.

On June 8, the Latvian Red Cross and SBDC organized a concert showing their gratitude for blood donors. Blood donors who had donated blood regularly were invited to the concert.

The Kingdom of Bahrain will be having a big celebration to honor regular volunteer blood donors by certificate and medals. Two blood donation camps have been arranged on this occasion at Al-Amal hospital and Saudi Embassy for the employees and all the Saudi nationals present in Bahrain. Two posters have been made for this occasion.

Kingdom of Saudi Arabia

Blood Transfusion services and King Abdulaziz University are celebrating the World Blood Donation Day on June 14, 2008. This year celebrations are made around the WBDD them (Giving Blood Regularly).

The activity will be under the patronage of the University President Professor Osama Tayb, the university Staff and students are the target for our regular blood donation recruits. There will be a booth at the main hospital hall for public and hospital staff, the media are involved through our regular donors and active voluntary blood donation recruitment groups.

This year we are recognizing some public active recruiters and some of our regular volunteer blood donors.

Latvia

On June 5 was organized press conference. In the press conference the representatives of mass media were introduced to the newest statistical data on the donor movement, World Blood Donor Day activities in Latvia and the most active companies who have involved their employees in donor movement were rewarded.

After press conference president of the State Valdis Zatleris received in his residence blood donor dynasties.

On June 8, the Latvian Red Cross and SBDC organized a concert showing their gratitude for blood donors. Blood donors who had donated blood regularly were invited to the concert.
On June 13, SBDC branch of Lagtaile, blood donation campaign was organized with slogan “Whit one time is to few.” During the day 228 donors donate blood. 39 donors donate blood for the first time in their life. Each donor received special thank you - yew cake.

On June 14, World blood donor day, a big sports event was organized in Sigula. “Kakiskalns,” 600 blood donors who had donate blood regularly 4 and 5 times in 2007 were invited to the sports event. During the day donors involved in different aerobics classes together whit gym “Veselivbas fabrika.”

Introduction:
In collaboration with the Voluntarily Blood Donor Association of Liberia (VODAL), the Liberian National Red Cross commemorated World Blood Donor Day in seven chapters, with various activities to include: sensitization of 40 communities on safe blood donation, printing of banners with key messages on safe blood donation, sports, distribution of leaflets and parades in the principle streets of each county.

Achievements:
The LNRCS in collaboration with a locally based organization the Voluntary Blood Donor Association of Liberia (VODAL) commemorated World Donor Day on June 14, 2008, in eight chapters (Montserrado, Bong, Nimba, Gbapolu, Grand Gedeh, Bomi, Grand Bassa and Margibi). During the observance of the day 2,660 persons comprising of students, marketers, health workers and communities dwellers were sensitized on safe blood donation covering 40 communities. Activities executed were indoor and outdoor (parade through the principle street of each county, sports, distribution of 300 leaflets with blood donation promotional messages printing and banners. Additionally, 39 persons voluntarily donated blood at the Liberian Government hospital in Buchan Grand Bassa County.

Liberia

Malawi

MBTS Commemorates World Blood Donor Day 2008 with Colour and Pomp

“Share Life.....Donate Blood”

Malawi Blood Transfusion Service (MBTS) in collaboration with the Blood Donor Association of Malawi (BDAM) joined the international community to commemorate World Blood Donor Day on June 14, 2008, for the fifth year running. To mark the day, MBTS and BDAM organised events and activities at the First Merchant Bank Car Park in Blantyre Malawi’s commercial capital, where representatives of blood donors from across the country were in attendance.

The Deputy Minister of Health, Honourable Juliana Guga, MP was the Guest of Honour. The day was commemorated under a local theme: “Share Life…..Donate Blood” to highlight the need for more voluntary non-remunerated blood donors in the Country. Current estimates suggest that Malawi requires 60,000 units of safe blood annually. Only slightly over half of this amount was collected last year. With the population estimated at over 12 million, it is evident that the Country needs more blood donors.

The commemoration which started at 0930 hours and ended at 1330 hours was attended by the Deputy Minister of Health, some government officials, the MD of MBTS, the MD of BDAM, representatives of donors and the voluntary non-remunerated blood donor association.

The MD of MBTS commended the donors and encouraged them to continue donating blood. She also thanked the donors for their continued support towards the MBTS.

We, the March Intake-2008 pre-medical students from Lincoln College Asia Pacific decided to organize a massive Blood & Organ Donation Drive to help National Blood Bank to secure its supply of blood. This is because in an article published by the Malaysian Blood Bank stating that the National Blood Bank’s stock of blood dropped below its secure level of 2500 pints to 1300 pints. Therefore, we as pre-medical students or even in general as Malaysians feel responsible to help the National Blood Bank for the blood supply.

Aim: The aim of our team basically is to get as many pints of blood as possible and as well as for the attempt to brake/create a title in the Malaysian Book of Records.
Malta

Malta Blood Donors Assoc. Officials (MBDA) spent the day greeting & thanking over 100 Blood Donors who called at the National Blood Transfusion Centre, assisting the paramedics of the Centre, in recognition of their noble gesture of donating & collecting blood for patients in need of blood to keep on living. A total of ca. 80 SAFE Blood Units were collected in all. Each unit of blood can save the lives of a max. of three patients. The Donors, who agreed to appear in the pics, are three volunteers, one of them a Member of Parliament, on whose initiatives they managed to bring along three groups of twenty donors each, the majority of whom were youths between the age of 18 & 35 yrs., most of them broadcasting media personell donating for the first time.

A number of Donors have expressed their wish to offer their commitment to organise Blood Drives at their places of work in the future. MBDA Officials took the opportunity to explain the procedures concerning these Blood Drives and made the necessary arrangements to follow up these requests in the next coming months.

The Health Minister and other Dignitaries called at the Centre during the Day to personally thank Blood Donors for their humanitarian gift of life to save others. The newly elected Leader of the Opposition Party will be calling at the Centre in the coming days to meet personally blood Donors, as he had other full day official commitments away from the mainland, in Gozo.

Mauretania

Séance de sensibilisation à Aleg:
Cette séance a été présentée en présence des représentants des coopératives féminines et associations de jeunes. Elle a démarrée par la présentation des objectifs qui sont :
- Avoir des connaissances sur le don bénévole du sang
- Clarifier les avantages du don bénévole du sang
- Donner l’avis de l’islam dans le don bénévole du sang

Après la présentation des objectifs les conférenciers a par la suite entamé l’importance de don bénévole du sang pour soigner et sauver de nombreuses vies humaines.

Dans ce cadre l’AMDVS exhorte la population à donner du sang au centre national de transfusion sanguine a besoin de 25000 dons de sang par an pour assurer la survie des malades et blesses auxquels il manque un composant sanguin alors qu’il n’a que 5000 donneurs par an. Il à également indiquer le rôle que devaient jouer les leaders religieux, les coopératives féminines et les associations de jeunes dans le cadre de sensibilisation sur le don bénévole du sang.

Il a rappelé que cette année le thème de la journée mondiale de don de sang et de Donner du sang régulièrement pour aider les centre nationaux de transfusion sanguine à s’assurer une réserve stable de donneurs bénévole non rémunérés prenant l’engagement de donner leur sang sur une longue durée.

Sequences de sensibilisation à Kaedi:
Ces séances de sensibilisation à commencer par le lecture des objectifs de cette activité. Le conférencier à indiquer l’importance du don bénévole du sang et le rôle de la société civile dans le cadre de sensibilisation en faveur le don bénévole de sang. Il a rappelé le thème de la journée mondiale de don de sang cette année et l’importance de donner du sang régulièrement pour aider les centre nationaux de transfusion sanguine à s’assurer une réserve stable de donneurs bénévole non rémunérés prenant l’engagement de donner leur sang sur une long durée.

Mayanmar

Major activities and initiatives, Myanmar Red Cross Society:
1. Preliminary Quiz competition will be at (6) areas namely Mandalay, Pathein, Magway, Lashio, Kawthaung and Yangon division after sharing information on the healthy lifestyle and importance of safe blood donation. Final competition will be broadcasted at Myanmar Television. This activity is jointly sponsored by Ministry of Health and WHO in May, 2008.

2. WBDD Ceremony, opening address by President of MRCS, prize distribution ceremony for the winners, presenting badges, certificates to the outstanding donors, recruiters and branches.

3. Banner competition
4. Health talk competition
5. Health activities poster competition
6. Wall of blood recruiters in a blood drop
7. Mass blood donation ceremony

Mongolia

Mongolian Red Cross Society, Mongolian National Transfusion Center
Major activities and initiatives:
To disseminate information about the World Blood Donor Day through media ,
- To organize one month campaign under the theme “Giving blood regularly”<o:p></o:p>
- To award the honored blood donors and best organizations of the Mongolian National Red Cross Society.</o:p>
- To celebrate the WBDD on the main square of the capital.</o:p>
- To broadcast the song dedicated to all donors on TV.</o:p>
- To hold press conference</o:p>
- To publish letter of appreciation for the honorary donors as well as all of the blood donors in the newspaper"Nigusuul"

Target groups:
- The general population of the capital Ulaanbaatar city and Mongolian Blood donors</o:p>
- Regular blood donors</o:p>
- Young generation of the Mongolia</o:p>

Planned publicity and promotion:
- To install advertisement billboards at the central square from 10-20 June, 2008</o:p>
- To publish Information about “Word Blood Donor Day” in the newspapers such as Daily news</o:p>
- To produce leaflets with promotion on blood donations activities</o:p>
- To produce TV advertisement</o:p>
- To broadcast the song dedicated to all donors on TV</o:p>
Morocco

Les demandes en produits sanguins connaissent chez nous à la région orientale une augmentation régulière en raison du développement et d’augmentation du nombre des structures hospitalières visant l’amélioration de la prise en charge des malades. Ceci impose de notre part une activité permanente de sensibilisation et de recrutement des donneurs de sang. Une politique de promotion basée sur un planning des collectes mobiles ; l’identification des besoins et des objectifs en matière du don de sang, un plan d’action tracant les directives et évaluant les différentes activités à partir des indicateurs mesurables, constitue la garantie du succès d’un projet visant l’amélioration de la promotion du don de sang.

Nous avons opté, à partir de cette année, en matière du don de sang pour la mise en place d’un certain nombre du projet ayant pour but l’amélioration des indicateurs de promotion. Le projet de parrainage en est un exemple.

La journée internationale du don est une occasion pour évaluer le bilan de promotion du don de sang et également un moyen pour valoriser le pour évaluer le bilan de promotion du don de sang. La journée internationale du don est une occasion pour évaluer le bilan de promotion du don de sang et également un moyen pour valoriser le

Objectifs :
• Démontrer l’impact de ces projets sur la promotion du don de sang via les résultats obtenus par ceux déjà menées à terme.
• Informer les partenaires sur certains projets en cours.
• Participer à augmenter le nombre de donneurs de sang particulièrement pendant la période estivale.

Nepal

Nepal Red Cross Society

Planned publicity and promotion:
Banner , Leaflet , Donor pin , T-shirt , Cap

World Blood Donor Day June 14, 2008 celebrated in Nepal with week long program. In Kathmandu Nepal Red Cross Society Central Blood Transfusion Service and Blood donors association Nepal jointly organized series of program. Week long program was as follows:

June 6, 2008:
Safe blood donation awareness rally: This rally was inaugurated by Mr. Sanjeev Thapa , Chairman, Nepal Red Cross Society. More than 1000 people ( Blood donors, blood donor organization’s representatives, youths, school and College students, Social workers) were participated in the rally.

June 7, 2008:
Grand Blood Donation Program in public places: More than 300 units of blood collected at that day.

June 8, 2008:
Oratory competition: 40 school students were participated in the oratory competition program . The subject of oratory was about safe blood donation.

June 9, 2008:
Art competition: 44 School students were participated in the art competition program. The art was about blood donation.

June 10, 2008:
Cycle rally: More than 300 cyclist were participated in the rally. Youths of Club 25 Nepal had taken initiation to do this event.

Netherlands

On World Blood Donor Day Sanquin celebrates her 10 years anniversary with her donors.

Seventy thousand donors at the ZOO!

On Friday the 13th and Saturday 14th June Sanquin Bloodbank welcomes her blood donors in six Zoo’s in the Netherlands. Thanx to World Blood Donor Day and the 10th anniversary of Sanquin, donors receive a ticket to one of the most famous Zoo’s in the Netherlands.

Donors show big interest; 70,000 donors and their guests ordered a ticket. Donors will be welcomed at the zoo with a beverage and a gift. Sanquin information stands are to be found in the zoo’s as well.

New Zealand

WBDD Activities (Describe creative methods utilized):

• World Blood Donor Day (WBDD) is used as the main opportunity for generating publicity for the New Zealand Blood Service (NZBS) during the year. The strategy was to create enough different news items and media opportunities
to last the week leading up to WBDD and as many days as possible after WBDD.

• The decision was taken to use the international theme for WBDD “Donating Blood Regularly” and this was developed to relate to the situation in New Zealand.

• NZBS is losing 3,000 donors a year on average and needs to reverse this trend to ensure the continued supply of blood. The WBDD publicity focused on getting lapsed donors to return to NZBS to give blood. Calls to action in the messaging focused on getting these past donors to call the 0800 free phone line and update their details or to make an appointment on-line through the NZBS web site www.nzblood.co.nz

• In order to create a hook for the mainstream media, the NZ Blood Service conducted Market Research prior to WBDD, (a sample of 2000 people through an online site). The facts and figures created were utilised for the media releases to create a compelling package for media outlets – which proved successful.

• The events started with a blood drive at the Australian High Commission in Wellington, with staff from various embassies invited to donate on the day together (with UK, Ireland and France handing out tea and biscuits!)

• We organised the use of the set of “Shortland Street” (a well-know, highly viewed NZ TV Soap/Drama Series based on a hospital setting), with two of the leading actors giving blood on set – media were invited to cover this and one leading Sunday paper and the high rating TVNZ news did stories on this event.

• At some of the locations recipients of blood or blood products were made available for interview by the media to provide an emotional human interest angle for some media – two of these stories were picked up by national media.

• To ensure we had the serious clinical angle covered we had engaged a leading Clinical Haematologist – Hilary Blacklock – should any media want to explore the clinical requirements for regular blood donation. This story was picked up by a current affairs show (see below)

• There was a youth focus at a High School blood drive, with Teen Magazine (Girlfriend) invited to
Club 25 is a youth organization under the auspices of the National Blood Transfusion Services (NBTS). It comprises teenagers who have made a commitment to donate blood voluntarily 25 times before they turn 25. In all, 143 units of blood were collected from voluntary non-remunerated blood donors who donated to mark the event. The University College Hospital, Ibadan, also held her own events to celebrate the day.

**Norway**

In Norway we normally give the blood banks an opportunity to give a red «thank you» rose to those who are donating blood this day, with a little stick explaining why they receive it and thank you for being a donor. Additionally we prepare Wendel in Red Cross an article and an add ment for local newspapers, as we understand that it is easier for bloodbanks to contact their local newspaper than comming in contact with the national newspapers. This year we don’t have the roses, as the WBDD is on a Saturday and we only exceptionally have blood donors at the bloodbanks during the weekend. On October 14, we are celebrating the 75 years anniversary for Red Cross Blood Program in Norway, and we will rather give a rose to the blood donors this day together with other anniversary activities. Therefore we have only prepared the article and newspaper add and distributed this. This offer also goes to local Red Cross Branches, often they can get adds in the news for free. And often Red Cross and the bloodbanks are cooperating around the activities.

Locally we know there will be different kind of activities many places, varying from place to place. But mostly there will be stands in the streets or shopping centres, trying to recruit new donors - many places together with other Red Cross activities, or in cooperation with the blood bank.

**Pakistán**

It is the first time in the history of Pakistan that the Government along with Blood Transfusion Authorities has joined hands with the Pakistan Red Crescent Society and its Movement Partners to celebrate WBDD and extended full support as to create awareness regarding importance of safe blood and voluntary blood donation amongst the masses.

The Pakistan Red Crescent Society with the support of International Federation of the Red Cross Red Crescent Societies and World Health Organization this year plans to celebrate WBDD in a befitting manner bringing new partners to the platform of blood awareness like Islamabad Blood Transfusion Authority (IBTA), Armed Forces of Institute of Transfusion (AFIT) and Telenor, leading cellular service providers of Pakistan. PRCS has already been in partnership with Telenor for online registration of blood donors and to generate blood requirements through mobile SMS service, accessing potential donors.

**Action Plan for June 14th:**

1. WBDD Award ceremony
2. Launching of Song “Giving Blood is Giving Life”
3. Displaying of Banners
4. Free Blood Grouping Camp at markets
5. Free Blood Grouping at all Local Hospital of Islamabad and its surrounding
6. Blood Group field to be included in National ID card
7. SMS to 2 Million subscribers of Telenor service users
8. Panel Discussion on National Television
9. Talk Shows on National Radio Channels
10. Promoting VNRBD through Print Media

**Palestine**

The planned activities include the following:

1. Presenting donors with certificates of recognition and an ornament.
3. Setting up a tent at PRCS HQ to present and distribute posters, photos, brochures, magnets, and mugs.

**Philippines**

**Major Activities and Initiatives:**

- Blood Summit: Platform presentation on best practices concerning Advocacy Promotion, Education and Recruitment of Volunteer Blood Donors
- Sports Activity: Ceremonial Wakeboarding of the Representatives of The Tripartite Organizations (Department of Health, The Philippine National Red Cross, and Philippine Blood Coordinating Council) with the Camarines Sur Governor
- Poster Making Contest for Students with the theme “Once is not enough...Give Blood Regularly”
- Launching of the Learning Materials on Voluntary Blood Donation for the Department of Education Curriculum

**Nigeria**

The National Blood Transfusion Services is a government established parastatal that is responsible for maintaining the standards of safety and banking of blood and blood products in Nigeria. The agency runs (for now) under the aegis of the Safe Blood For Africa Foundation. It is operational in the six geo-political zones of Nigeria. The South-West office is situated in Ibadan, the capital of Oyo state.

Activities carried out to commemorate the WBDD included a rally through some of the streets in Ibadan, a lecture by a veteran donor who had donated over 48 times, and the inauguration of Club 25.

Club 25 is a youth organization under the
REPUBLIQUE DU BENIN
Union des Etudiants de l’ENAM II
Abomey-Calavi, le 26 juin 2008

Club 25-BENIN

Under the sponsorship of Mrs Vicentia BOCO, Minister for Higher education and Scientific research Benin Club 25 organized the part 2 of its project named “Campus without AIDS” cumulatively with the celebration of 2008 world blood donor day on the campus of University of Abomey-Calavi, in June, the 12, 13, 14 and 16 2008.

1. OPENING CEREMONY:
Jean Julien CODJOVI’s amphitheatre located at the National school of Administration and Magistrature which was used as framework with the opening ceremony of the demonstrations. It was in the evening in June, thursday the 12, 2008 in the presence of several personalities.

Press coverage of this ceremony was ensured by three television channels: Office of the Radio and Television of Benin (ORTB), Golf TV and Channel 3 Benin.

2. VOLUNTARY AND FREE SCREENING TEST:
During the four (4) days of demonstration, thousand three hundred and three (1303) student was detected on three (3) sites. On each site of tracking, there are on average ten (10) par-teachers, four (4) advisers and two (2) technicians.

3. BLOOD DONATION:
For reason of strike, the mobile team of blood transfusion’s service could not carried out displacement for the taking away. The blood donation campaign thus did not take place. It was deferred sine die. Beninense system of blood transfusion is very scarce.

4. DIFFICULTIES AND FORCED:
We had some difficulties, but which fortunately did not have too many negative impacts on the activity. It is primarily:
- Insufficiency of male condoms, Very marked insufficiency of female condoms, Absence of poster of sensitizing, Impossibility to detect all the volunteers, Bad work conditions.

5. RECOMMENDATIONS:
- It is necessary to undertake from time to time the activities of tracking of mass in order to better determine the evolution of the disease in the university world.
- To envisage more condoms and other gadgets for the activities
- To answer the possible requests as far as possible
- To train the members of Club 25 with the counseling/tracking HIV
- To create a voluntary public health clinic on the campus of Abomey-Calavi.
- To support the 25-Benign Club
- To support the Beninense system of the blood transfusion

Qatar

دولة قطر

شوارع دولة قطر ت필ت في عدة الأنشطة بالدبلوماسية العربية. عدد من العائلات العربية، وذلك يوم 13-14، 16-18 2008.

1. OPENING CEREMONY:
Jean Julien CODJOVI’s amphitheatre located at the National school of Administration and Magistrature which was used as framework with the opening ceremony of the demonstrations. It was in the evening in June, thursday the 12, 2008 in the presence of several personalities.

Press cover of this ceremony was ensured by three television channels: Office of the Radio and Television of Benin (ORTB), Golf TV and Channel 3 Benin.

2. VOLUNTARY AND FREE SCREENING TEST:
During the four (4) days of demonstration, thousand three hundred and three (1303) student was detected on three (3) sites. On each site of tracking, there are on average ten (10) par-teachers, four (4) advisers and two (2) technicians.

3. BLOOD DONATION:
For reason of strike, the mobile team of blood transfusion’s service could not carried out displacement for the taking away. The blood donation campaign thus did not take place. It was deferred sine die. Beninense system of blood transfusion is very scarce.

4. DIFFICULTIES AND FORCED:
We had some difficulties, but which fortunately did not have too many negative impacts on the activity. It is primarily:
- Insufficiency of male condoms, Very marked insufficiency of female condoms, Absence of poster of sensitizing, Impossibility to detect all the volunteers, Bad work conditions.

5. RECOMMENDATIONS:
- It is necessary to undertake from time to time the activities of tracking of mass in order to better determine the evolution of the disease in the university world.
- To envisage more condoms and other gadgets for the activities
- To answer the possible requests as far as possible
- To train the members of Club 25 with the counseling/tracking HIV
- To create a voluntary public health clinic on the campus of Abomey-Calavi.
- To support the 25-Benign Club
- To support the Beninense system of the blood transfusion

Romania

The F.N.B.D. has fought hard to get a little funding for the 14th of June, and as we do every year, we will have an event in the center of Bucharest. Not all the details are end to end right now, but we will have a big 2m x 3m bag filled with helium balloons which we will release, along with our usual promotional items as well as banners and inflatable blood drops.

DIA DEL DONANTE ALTRUISTA EN EL SALVADOR

FECHA DE LA CELEBRACION: 20 Junio de 2008
LUGAR: Hospital Medico Quirugico y Oncologico, San Salvador, El Salvador
HORA: 8:00 AM – 4:00 PM
TIEMPO ESTIMADO DE DURACION: 8 horas

INVITADOS:
- Autoridades de la institución
- Representante de la OPS
- Donantes altruistas de sangre
- Pacientes beneficiados con transfusiones
- Coordinadores de campañas móviles de las distintas empresas que visita el ISSS
- Prensa institucional y principales medios de comunicación del país.
- Empleados y publico en general

El evento se realizará bajo el siguiente programa:
Acto protocolario con autoridades de la Institución, donantes altruistas y pacientes beneficiarios:
LUGAR: Auditorium del Hospital Medico Quirúrgico y Oncológico, San Salvador, El Salvador
HORA: 8:00 AM – 10:00 AM
Luego de finalizado el acto protocolario se realizará durante todo el día la jornada de donación de sangre de donantes voluntarios.
LUGAR: Banco de Sangre del Hospital Medico Quirúrgico y Oncológico, San Salvador, El Salvador
HORA: 10:00 AM – 4:00 PM
TIEMPO ESTIMADO DE DURACION: 6 horas
La celebración se realizará con globos, música, afiches con logo de este año, pancartas etc. así como también todas las áreas del Hospital serán adornadas e invitadas a la participación del evento.
Serbia

Once is not enough, be a regular blood donor! was this years slogan for the celebration of the World Blood Donors Day in Serbia, where this day was jointly celebrated by the blood transfusion service, Red Cross of Serbia supported by the Government of Serbia and the Ministry of Health officials, represented this time by the state secretary, Dr Nevena Karanovic. Central manifestation took place at the Republic Square in the center of Belgrade, from 11.00 to 13.00 h, next to the transmobile, with similar, synchronized manifestations in 183 places all over Serbia, i.e., wherever there is a Red Cross local branch.

As in previous years, message and symbols related with this celebration were taken over, adapted to suit circumstances in our community, from the official WHO web site, whose recommendations are consistently carried out in domain of blood donation in Serbia, including regular celebration of June 14th, the day dedicated to voluntary blood donors.

Advertisement of this years WBDD message was published in three leading national papers, and set upon 25 billboards in Belgrade and another 15 in larger cities of the Central Region of Serbia. Red Cross volunteers distributed 100 000 leaflets with this years WBDD message throughout the main Belgrade and other Serbian central region cities main streets.

On this occasion, a ceremony took place In the Red Cross of Serbia premises, where the Humanity Awards were given by the President of Serbia, Mr. Boris Tadic, to the Red Cross representatives of the most successful communities, i.e. those with over 5% of blood donation in 2007.

Singapore

At the press conference which took place at the Republic Square in Belgrade, there was so far the largest number of media representatives of all relevant television and radio networks, both with the national and regional coverage.

Introduction

The World Blood Donor Day (WBDD), 14 June, is a special day dedicated to celebrating and thanking voluntary non-remunerated blood donors. Their selfless and generous act have touched and changed lives of people they never met.

WBDD is celebrated globally in 192 countries with the support of the World Health Organization, International Federation of Red Cross and Red Crescent Societies, the International Federation of Blood Donor Organizations and the International Society of Blood Transfusion.

WBDD provides the opportunity to raise awareness of the need for blood and blood donors. This year, across the Southeast Asia Region, the national societies decided at the last VNRBD regional workshop in Phnom Penh December 2007 to hold a regional celebration by organizing a banner competition with the slogan “Voluntary Blood Donation… We CAN DO!”

This is to raise awareness on the collection of safe and adequate blood supply on a regular basis by encouraging more people to donate blood regularly, which is the global tagline for WBDD 2008 - “Giving Blood Regularly”. It is also to mark the region’s move towards their goal of achieving 100% VNRBD. The winning banner design may be used by all the national societies in their publicity for WBDD celebrations.

Methods of Participation

Each national society will hold their own banner design competition within the month of March and April. Each NS will choose their top 2 winning designs to compete at the regional level.

The top 2 banner entries from each NS would have to be submitted to the regional level by uploading them onto the R3C by the individual national societies. (Each national society will need to be registered as a member before they are able to upload the banner onto R3C). All submissions have to be done by 30 April 2008.

There will be two tiers of judging. The first tier of judging will be done by the national societies. Each national society is given 1 vote to vote for their preferred banner design. The Federation RHU in Bangkok will do the second tier of judging, with the following criteria: Creativity, Picture Quality, Content, Imaging, Aesthetic Appeal.

The winning banner design will be announced via R3C on 14 May 2008. Each national society would then be able to download the design from the website and produce it for their publicity means. The National Society with the winning entry will be awarded a plaque by the Regional Health Unit in Bangkok at the Regional Blood Donor Recruitment Network meeting in Manila in August 2008.

Spain

DÍA MUNDIAL DEL DONANTE DE SANGRE
“Celebrando tu donación de sangre” 12 de junio de 2008

PROGRAMA
Día 12 de Junio de 2008, Jueves
Salón de Actos del Ministerio de Sanidad y Consumo - Madrid
12,00 h. Inicio del Acto. Presentación de la Mesa de Presidencia y palabras de bienvenida.
12,05 h. Himno del Donante de Sangre.
12,10 h. Conferencia Institucional a cargo del Dr. José Luis Arroyo, Director del Banco de Sangre y Tejidos de Cantabria.
12,50 h. Intervención del Presidente de la Federación Española.
13,00 h. Entrega de distinciones:
- Grandes Donantes
- Mérito Nacional: Personalidades y Entidades
13,45 h. Intervención de Homenajeados.
13,50 h. Entrega de distinciones:
- Grandes Donantes
- Mérito Nacional: Personalidades y Entidades
14,00 h. Clausura del Acto.
14,30 h. Comida-Homenaje en los Salones Orfeo (C/ Atocha, 125)
16,30 h. Fin de la Jornada-Homenaje.

ANTE EL DÍA MUNDIAL DEL DONANTE DE SANGRE 2008

La Federación Española de Donantes de Sangre, un año más con la colaboración del Ministerio de Sanidad y Consumo, entre otros apoyos, organiza el acto central de ámbito estatal del Día
Mundial del Donante de Sangre 2008, en esta ocasión adelantado cuarenta ocho horas al 12 de Junio.

Tradicionalmente, y este año no iba a ser menos, este evento se aprovecha para, cumpliendo las indicaciones de las Organizaciones Internacionales, homenajear, agradecer y resaltar la figura del Donante de Sangre como individuo y como parte integrante de un colectivo social.

Homenaje que se materializa en los denominados GRANDES DONANTES DE ESPAÑA, título tan real como elocuente para nombrar a aquellas personas que para el conjunto de la sociedad son un ejemplo. En esta ocasión 291 Donantes han llegado durante el año pasado a la cifra de 75 donaciones (hombres) o 60 (mujeres), para lo que, sin duda, además de una buena salud se precisan grandes dotes de generosidad y altruismo.

Simultáneamente, en España venimos ofreciendo desde hace 20 años, cuyo aniversario de la Federación Nacional conmemoramos, otra distinción a Empresas, Entidades, Organismos y Particulares denominada MÉRITO NACIONAL A LA DONACIÓN ALTRUISITA DE SANGRE EN ESPAÑA, por su fundamental y destacada colaboración con las Asociaciones de Donantes, lo que es lo mismo que decir con la transfusión sanguínea en particular y con la sanidad en general.

Somos conscientes de que queda mucho por hacer, pero si todos los agentes implicados (Donantes, Asociaciones, Centros de Transfusión, Autoridades Sanitarias) seguimos el ejemplo de las personas y entidades que en este día homenajemos, es seguro que el altruismo y el donante serán los protagonistas de nuestro País sería una pronta realidad.

Róda mattan för blodgivare

INTERNATIONELLA BLODGIVARDEN. Lundatappan vid Universitetssjukhuset i Lund har stängt imorgen lördag den 14 juni då det är Internationalnella blodgivardagen.

Därför tackar man sina blodgivare redan idag genom att rulla ut röda mattan och bjuda på tärt.

Blodgivardagen är framfört ett tack till blodgivarnas livsviktiga insats.

Sweden

During the event in Stockholm there was given a blood doning prize to the journalist Tommy Schönstedt who works at Expressen, one of the biggest news paper in the country. Schönstedt wrote 13 articles about blood doning last summer. It was possible to make an application for blood doning in the paper. This was made by more than 1,200 people all over the country that summer.

Sultanate of Oman

سلطنة عمان

اعترفت سلطنة عمان بالف挑战 2008 العالمية بالدم

وقد كلفت القيادة الخاصة بالنظم الصحية بالبحث عن المتطوعين الذين ي扶贫工作 أولHECKER هو الأعضاء العامون لل无偿献血

طلبت من جميع الهامشين بالدم العائمين الإنشاء إلى نهاية مستقبل من البيئة العالم.

للشراكة بالدم والمتطوعين بالإضافة إلى عدد مخصص من المتطوعين

من الشروط بالدم والمتطوعين من LINE، وتوتي代表大会 من خاصة.

نصبة بواسطة الصحافة الوطنية

荷兰语

elt from a national blood bus event that was held in Sweden on World Blood Donor Day 2008.

It was the first time that this event took place which occurred with nine blood buses in seven major Swedish cities. It was not only taken tests at 226 new donors, but also possible to donate blood in Gothenburg and Stockholm. In the two cities 89 people gave their gift for life.

During the event in Stockholm there was given a blood doning prize to the journalist Tommy Schönstedt who works at Expressen, one of the biggest news paper in the country. Schönstedt wrote 13 articles about blood doning last summer. It was possible to make an application for blood doning in the paper. This was made by more than 1,200 people all over the country that summer.

Sultanate of Oman

سلطنة عمان

اعترفت سلطنة عمان بالف

كالعادة، ولكن من أثر العناصر التي

كما نظمت دائرة خدمات الدم وبنوك الدم الفرعية عدد من حملات

الأنشطة التي كان لها الأثر في استقطاب عدد كبير من المتطوعين

كما نظمت دائرة خدمات الدم وبنوك الدم الفرعية عدد من حملات

النتائج التي يتطلبها البريد.

وركزت الجهود هذا العام على النواحي الاعلامية وذلك بهدف ايصال

Mundial del Donante de Sangre 2008, en esta ocasión adelantado cuarenta ocho horas al 12 de Junio.

Tradicionalmente, y este año no iba a ser menos, este evento se aprovecha para, cumpliendo las indicaciones de las Organizaciones Internacionales, homenajear, agradecer y resaltar la figura del Donante de Sangre como individuo y como parte integrante de un colectivo social.

Homenaje que se materializa en los denominados GRANDES DONANTES DE ESPAÑA, título tan real como elocuente para nombrar a aquellas personas que para el conjunto de la sociedad son un ejemplo. En esta ocasión 291 Donantes han llegado durante el año pasado a la cifra de 75 donaciones (hombres) o 60 (mujeres), para lo que, sin duda, además de una buena salud se precisan grandes dotes de generosidad y altruismo.

Simultáneamente, en España venimos ofreciendo desde hace 20 años, cuyo aniversario de la Federación Nacional conmemoramos, otra distinción a Empresas, Entidades, Organismos y Particulares denominada MÉRITO NACIONAL A LA DONACIÓN ALTRUISITA DE SANGRE EN ESPAÑA, por su fundamental y destacada colaboración con las Asociaciones de Donantes, lo que es lo mismo que decir con la transfusión sanguínea en particular y con la sanidad en general.

Somos conscientes de que queda mucho por hacer, pero si todos los agentes implicados (Donantes, Asociaciones, Centros de Transfusión, Autoridades Sanitarias) seguimos el ejemplo de las personas y entidades que en este día homenajemos, es seguro que el altruismo y el donante serán los protagonistas de nuestro País sería una pronta realidad.

Róda mattan för blodgivare

INTERNATIONELLA BLODGIVARDEN. Lundatappan vid Universitetssjukhuset i Lund har stängt imorgen lördag den 14 juni då det är Internationalnella blodgivardagen.

Därför tackar man sina blodgivare redan idag genom att rulla ut röda mattan och bjuda på tärt.

Blodgivardagen är framfört ett tack till blodgivarnas livsviktiga insats.

Sweden

During the event in Stockholm there was given a blood doning prize to the journalist Tommy Schönstedt who works at Expressen, one of the biggest news paper in the country. Schönstedt wrote 13 articles about blood doning last summer. It was possible to make an application for blood doning in the paper. This was made by more than 1,200 people all over the country that summer.

Sultanate of Oman

سلطنة عمان

اعترفت سلطنة عمان بالف

كالعادة، ولكن من أثر العناصر التي

كما نظمت دائرة خدمات الدم وبنوك الدم الفرعية عدد من حملات

الأنشطة التي كان لها الأثر في استقطاب عدد كبير من المتطوعين

كما نظمت دائرة خدمات الدم وبنوك الدم الفرعية عدد من حملات

النتائج التي يتطلبها البريد.

وركزت الجهود هذا العام على النواحي الاعلامية وذلك بهدف ايصال

Mundial del Donante de Sangre 2008, en esta ocasión adelantado cuarenta ocho horas al 12 de Junio.

Tradicionalmente, y este año no iba a ser menos, este evento se aprovecha para, cumpliendo las indicaciones de las Organizaciones Internacionales, homenajear, agradecer y resaltar la figura del Donante de Sangre como individuo y como parte integrante de un colectivo social.

Homenaje que se materializa en los denominados GRANDES DONANTES DE ESPAÑA, título tan real como elocuente para nombrar a aquellas personas que para el conjunto de la sociedad son un ejemplo. En esta ocasión 291 Donantes han llegado durante el año pasado a la cifra de 75 donaciones (hombres) o 60 (mujeres), para lo que, sin duda, además de una buena salud se precisan grandes dotes de generosidad y altruismo.

Simultáneamente, en España venimos ofreciendo desde hace 20 años, cuyo aniversario de la Federación Nacional conmemoramos, otra distinción a Empresas, Entidades, Organismos y Particulares denominada MÉRITO NACIONAL A LA DONACIÓN ALTRUISITA DE SANGRE EN ESPAÑA, por su fundamental y destacada colaboración con las Asociaciones de Donantes, lo que es lo mismo que decir con la transfusión sanguínea en particular y con la sanidad en general.

Somos conscientes de que queda mucho por hacer, pero si todos los agentes implicados (Donantes, Asociaciones, Centros de Transfusión, Autoridades Sanitarias) seguimos el ejemplo de las personas y entidades que en este día homenajemos, es seguro que el autoabastecimiento para nuestro País sería una pronta realidad.

Róda mattan för blodgivare

INTERNATIONELLA BLODGIVARDEN. Lundatappan vid Universitetssjukhuset i Lund har stängt imorgen lördag den 14 juni då det är Internationalnella blodgivardagen.

Därför tackar man sina blodgivare redan idag genom att rulla ut röda mattan och bjuda på tärt.

Blodgivardagen är framfört ett tack till blodgivarnas livsviktiga insats.
On the “World Blood Donor Day”, we extended our appreciation to all voluntary non-remunerated blood donors, and urged the public to pay serious attention to blood safety and the importance of blood donation. In responding to the theme of this year “Giving Blood Regularly”, the Taiwan Blood Services Foundation (TBSF) held the “Giving Blood Regularly Go! Go! Go!” campaign to collect eight million ml of blood for Taiwan’s 400 thalassemia patients, by recruiting 15,000 donors under 30 years old who committed to giving blood regularly.

There are three stages for this campaign. The first stage was the press conference for the commencement on June 13 in Taipei. In the press conference a thalassemia young girl appreciated voluntary non-remunerated blood donors to extend her life for 31 years. In addition, a representative from Thalassemia Association urged youngsters to commit to giving blood regularly. The second stage was between June 14 and July 14 to recruit donors under 30 years old to make commitment to give blood at least twice a year. Those who make their commitment will receive a donor passport and a badge specially designed. There were 20,000 persons (accounting for 133% of 15,000 donors) signed up the commitment up to July 14. The third stage is to announce total number of donors who fulfill their commitment by giving whole blood twice or more by the World Blood Donor Day 2009, and present each a T-Shirt as gift.

TBSF further encourages existing repeated blood donors to participate regularly, by adding cholesterol, and uric acid tests for all regular whole blood donors and ferritin test for every apheresis donor every 6 months to watch and maintain their health, starting in July this year.

United States of America

The Global Network for Blood Donation will exhibit at the Convention in booth 1416.

Please come to booth, meet others who care about blood donations and helping our community blood centers save lives.

We will be allocating a portion of our space to blood donation related posters, photos, or brochures from our members projects. Each person/project is limited to one piece, maximum size 11”x17” (A3 297x420mm). Please bring to booth 1416 on Saturday, June 14. (That’s World Blood Donor Day)

Organization: Give Life Foundation

www.give-life.org

America’s Blood Centers’ members are celebrating in many different ways. ABC is sponsoring a 3,600-mile bike ride across the Northern USA and Southern Canada by a blood recipient and avid blood donation advocate who will be thanking donors along the way and asking them to commit to regular and frequent blood donations.

For more information, visit: www.lifeacrossamerica.com

On the “World Blood Donor Day”, we extended our appreciation to all voluntary non-remunerated blood donors, and urged the public to pay serious attention to blood safety and the importance of blood donation. In responding to the theme of this year “Giving Blood Regularly”, the Taiwan Blood Services Foundation (TBSF) held the “Giving Blood Regularly Go! Go! Go!” campaign to collect eight million ml of blood for Taiwan’s 400 thalassemia patients, by recruiting 15,000 donors under 30 years old who committed to giving blood regularly.

There are three stages for this campaign. The first stage was the press conference for the commencement on June 13 in Taipei. In the press conference a thalassemia young girl appreciated voluntary non-remunerated blood donors to extend her life for 31 years. In addition, a representative from Thalassemia Association urged youngsters to commit to giving blood regularly. The second stage was between June 14 and July 14 to recruit donors under 30 years old to make commitment to give blood at least twice a year. Those who make their commitment will receive a donor passport and a badge specially designed. There were 20,000 persons (accounting for 133% of 15,000 donors) signed up the commitment up to July 14. The third stage is to announce total number of donors who fulfill their commitment by giving whole blood twice or more by the World Blood Donor Day 2009, and present each a T-Shirt as gift.

TBSF further encourages existing repeated blood donors to participate regularly, by adding cholesterol, and uric acid tests for all regular whole blood donors and ferritin test for every apheresis donor every 6 months to watch and maintain their health, starting in July this year.

Trinidad & Tobago

Organization: PanAmericanHealthOrganisation/World Health Organisation

Contact: Marilyn R. Entwistle, Advisor, Health Services Administration

Download the Request for Funding

We are pleased to provide news from Trinidad and Tobago about activities planned by the National Blood Transfusion Services (NBTS) and Friends of the Blood Bank Association (FBBA) to commemorate World Blood Donor Day 2008. In terms of Trinidad and Tobago activities planned for WBD 2008, kindly be advised that the NBTS and FBBA are organizing:

“Walk around the Queen’s Park Savannah” on June 14, 2008 beginning at 7 am. to honour existing voluntary donors and to sensitise the public to voluntary blood donation.

The following is some information about the Queen’s Park Savannah:

Port-of-Spain’s most picturesque section is just a little north of the town centre, at the 200-acre Queen’s Park Savannah situated in the foothills of the Northern Range. Once used to graze cattle, Trinidadians claim this is the world’s largest roundabout at 2-1/2 miles. In the dry season (January to May), Queen’s Park Savannah boasts a striking display of flowering trees, including pink and yellow poui, purple and white petria and the brilliant «Shower of Gold.» This big open field has cricket and soccer fields. Many people walk/run around the Savannah on a regular basis as a form of exercise.

The morning after the walk the NBTS will launch its logo.

Uganda

We shall begin our day 14/06/08, with matching around the city-kampala uganda, we have invited blood donors from our blood donor clubs who will match with us. The chief walker is the rt.bishop bahalagate, the petron uganda redcross society. Health ministry officials and world health organisation representatives will attend on the same day we shall recognise our regular, long term and retired blood donors, we shall award certificates and other presents. We hope the day is a success. wish you well.

Regards,
Michael Mukundane.
**Venezuela**

El sábado 14 junio el Banco Metropolitano de Sangre celebró en la Plaza Brion de Chacaíto, con alegría, música, bailes y regalos el Día Mundial del Donante de Sangre.

Esta 5ª Edición de la Gran Jornada Festiva, en la cual se acercaron casi 200 personas a donar, contó con la participación entusiasta de más de 100 colaboradores, empleados del BMS y personal voluntario que además de trabajar duro en los preparativos en las semanas anteriores, pusieron lo mejor de sí durante toda la Jornada demostrando que con amor y alegría renovamos los sentimientos de solidaridad y humanidad de venezolanos y venezolanas.

MIL GRACIAS A LOS MILES DE DONANTES QUE ANO TRAS AÑO PERMITEN CON SU GESTO SOLIDARIO QUE OTROS SIGAN VIVIENDO....!!

UNA SOLA VEZ NO BASTA.
IMPULSEMOS LA DONACIÓN ALTRUISTA Y REPETIDA DE SANGRE.

**Vietnam**

**Introduction**

This year, the National Institute of Hematology and Blood Transfusion (NIHBT) has been assigned by MOH and Vietnam Red Cross to plan and implement all activities in the whole country to honor voluntary blood donors.

**Objectives**

The dedication of the World Blood Donor Day 2008 to regular blood donors had three broad objectives:

- To create wider public awareness of the need for regular donation and to encourage existing and potential donors to donate blood regularly.
- To recognize regular voluntary non-remunerated donors as recipient’s heroes.
- To attract the attention to the serious situation of lack of blood donors during the summer holiday and to motivate more people to donate blood and to motivate more donors to give blood regularly.

**III. Target group**

- Regular blood donors; Blood donors; Youth and students; General public aged between 17-60 years old.

**IV. Theme**

Giving blood regularly

**V. Main activities:**

Message from gifts; PR/mass media activities. Events at national and local level;

**VI. Details of activities**

Message from gifts

- T-shirt with red color, official logo and WBDD 2008 slogan has been distributed to 5000 regular blood donors.
- 1,000 card readers to regular blood donors in Hanoi.
- 10,000 postcards have been given to regular donors and donors who donate during June.
- Other kinds of gifts were also prepared and provided to donor in provinces by local blood centers and Red Cross Chapters.

**Media campaign:**

- Press conference to introduce the program: Head board of MOH, Vietnam Red Cross, NIHBT and 80 journalists and reporters took part in the conference in Hanoi.
- Banner, leaflet and posters about WBDD and the related events were distributed at public places in almost all cities and provinces.
- Talk shows and news continuously broadcasted in TV and Radio stations in some days before and after WBDD.
- There were approximately 300 articles; news and pictures were broadcasted in TV, radio, journals and newspapers during WBDD.

More than one million links in local web pages launched the events by Vietnamese, English and French.

**VII. Conclusion:**

1. Several events have been organized in more than 40 out of 64 provinces to celebrate the WBDD which was an impressive chance to honor blood donors and let recipients and community to thank blood donors.
2. The knowledge and behavior towards voluntary blood donation among blood donors and community was improved after the mass media campaign.
3. The number of donors, who came to donate blood during June and July, is estimated to an increase 20 percent more than the same period in 2007, and the donors are mostly repeat donor.

**VIII. Recommendation:**

This ceremony should be organized as national campaign and should take place in all provinces in the whole country next year. The events should also be well organized.

**Zimbabwe**
Guide Lines for Organizers of World Blood Donor Day

Ideas for events

On 14 June your organization can join the global celebration to raise awareness of the importance of voluntary, unpaid blood donation and to encourage new and existing blood donors to donate blood regularly throughout the year while maintaining a healthy lifestyle.

Even if your country already holds a national blood donor day on a different date, World Blood Donor Day is a chance to highlight your activities as part of a wider global movement of solidarity. The day also offers an opportunity to enlist the support of a wider set of actors – including non-governmental organizations, the private sector and the media – as partners in the quest for universal access to safe blood. Coordinating your activities with others at all levels in your country will ensure maximum visibility and impact.

Objectives

World Blood Donor Day events should:

- Raise awareness of the importance of regular, voluntary, unpaid blood donation and a strong national blood donor programme in ensuring that safe blood is available to every patient who needs it.
- Thank existing voluntary, unpaid blood donors and encourage them to donate regularly.
- Recruit new, safe, voluntary blood donors.
- Encourage healthy donors who have given blood when required by a family or community member to become regular, voluntary unpaid donors.
- Promote healthy lifestyles among blood donors to protect both their own health and that of the patients who receive their blood.
- Communicate the importance of the careful assessment of blood donors to ensure that giving blood will not cause any adverse effects to either the donors themselves or the recipients of their blood – this includes the need for potential donors to be truthful in answering questions about their own health and lifestyle.
- Stress that anyone in the community can be involved in World Blood Donor Day and ongoing activities – even if they cannot give blood – for example by volunteering their time, donating funds, or encouraging others to donate blood.

Event ideas

While some of these ideas for events focus on the day itself, they include ongoing activities or collaborations that can be launched using World Blood Donor Day as a catalyst. They have been grouped by primary goal, although many will in fact contribute to achieving multiple objectives.

The impact of many of these activities can be boosted by securing the participation of local and national politicians, community leaders and other public figures.

Raising awareness

- Hold seminars, lectures, debates, quizzes (including radio/TV) on blood donation and related themes.
- Hold open days at blood centres, paying special attention to warm welcomes and information displays.
- Plan health tours: vehicles driving through urban and rural areas to distribute information on voluntary, unpaid donation.
- Organize competitions for the most creative banners, slogans, posters, stickers, T-shirts, caps, pens and essays.
- Distribute posters, leaflets, badges and other items featuring information on blood donation to the general public.
- Encourage curriculum coordinators to incorporate information about blood donation and blood transfusion in education programmes.
- Organize sponsored walks to raise public awareness and use the proceeds to support ongoing activities.

Thanking existing blood donors and encouraging regular donation and healthy lifestyles

- Relay thank-you messages to blood donors using songs, postcards, balloons, display walls, letters from patients, telephone calls, text messages, newspaper advertisements, letters to the media, greeting cards signed by local/national celebrities.
- Organize award ceremonies with local/national officials for regular blood donors, including certificates or other tokens of recognition for milestones such as 25, 50 or 100 donations.
- Set up a “wall of fame” in the community featuring individuals who have made a large number of donations, as well as messages of thanks from patients who have received blood transfusion.
- Hold a party to bring together long-serving donors and young donors who have recently given blood for the first time; invite a guest speaker, such as a well-known person who has received blood.
- Start a campaign to encourage blood donors to mark their birthdays by “Giving the Gift of Blood.”
Organize a concert for young donors, celebrating their involvement and stressing the importance of a healthy, low-risk lifestyle.

Enlist doctors and nurses to portray blood donors as “partners in health” and to relay messages about the importance of staying healthy to donate blood responsibly.

Contact regular voluntary donors to explore their interest in setting up a voluntary blood donor association.

Reinventing blood donors

Experience shows that regular donors tend to be the best recruiters of new donors and that personal communication is one of the most effective means of spreading the word. Produce a leaflet for use on World Blood Donor Day and beyond, urging existing blood donors to encourage healthy friends and family members to become donors.

During open days at blood centres, offer blood-group testing and the opportunity to sign up as a blood donor.

Set up a web site and/or toll-free telephone number that people can use to obtain information and to register as blood donors.

Create ‘pledge forms’ enabling people to pledge to become regular donors, and distribute them widely in, for example, banks, shops, post offices and in the streets.

Encourage school, community and professional theatre groups to produce plays highlighting the need for safe blood donors.

Work with schools, colleges and universities to form blood donor clubs and Club 25 initiatives; provide donors with testimonials for inclusion in their CVs.

Involve schools in encouraging students to give their first donation of blood on the day they are legally recognized as adults.

Organize sporting events involving blood donors and the community, such as football matches or a ‘walk for life’; seeing healthy athletes as blood donors shows that giving blood does not harm an individual’s health.

Develop partnerships with sporting groups to promote the recruitment of blood donors from their young and healthy membership base.

Mobilizing the media and the private sector to promote blood donation

Contact national and local media in advance of World Blood Donor Day to secure their interest and support; provide them with information and ‘good news’ stories about blood donors and patients and ask them to support an ongoing campaign to recruit voluntary blood donors.

Invite journalists to donate blood and report on their experience.

Produce a short television or radio spot promoting voluntary blood donation, if possible featuring a local/national celebrity; ask national and radio services to broadcast it free as a public service announcement.

Propose the inclusion of a storyline relating to safe blood donation in a popular television or radio soap or drama.

[Involve local businesses by encouraging them to promote World Blood Donor Day in their marketing campaigns and organize blood collection sessions in their workplaces; use the business pages of newspapers to thank participating companies.]

Ask mobile phone companies to promote World Blood Donor Day by sending text messages to their subscribers on 14 June.

Ask banking organizations to put World Blood Donor Day messages on the screens of their automatic teller machines.

Building other partnerships

Enlist doctors and nurses to encourage people who donated blood when it was needed by a family member or friend to become regular, voluntary, unpaid donors.

Work with patient associations to encourage members relying on transfusion (for example, for haemophilia, thalassaemia, sickle-cell disease, trauma and cancer) to write letters of thanks to newspapers, take part in radio/TV spots, speak in schools, and write letters to politicians about the importance of a strong, national blood transfusion service.

Ask university departments of education, media studies, marketing and computer studies for help with donor information and education materials, such as leaflets, web sites and videos.

Enlist the support of the ambulance, fire and police services for donor awareness and recruitment campaigns.

Enlist religious, women’s, community, youth and national service organizations (e.g., Rotary Club, Scouts, Lions Clubs) to plan World Blood Donor Day activities and ongoing education, awareness and recruitment programmes.

International & Local Contacts For WBDD.

World Health Organization (WHO)
WHO Headquarters
Dr. Neelam Dhirgra
Coordinator, Blood Transfusion Safety
Department of Essential Health Technologies
World Health Organization
20 Avenue Appia
CH-1211 Geneva 27
Switzerland
Fax: +41 22 791 4936
E-mail: bloodsafety@who.int
http://www.who.int/bloodsafety

WHO Regional Office for Africa
Dr. Jean-Baptiste Tapko
Regional Advisor Blood Safety
Division of Health Systems and Services Development
WHO Regional Office for Africa
Bolte postale 6
Brazzaville
Congo
Fax: +24 214 39511
E-mail: tapkoj@afro.who.int
http://www.afro.who.int/bis/

WHO Regional Office for the Americas/Pan American Health Organization
Dr. José Ramiro Cruz-Lopez
Regional Adviser, Blood and Laboratory Services Pan American Health Organization
525 23rd Street, NW
Washington, DC 20037
USA
Fax: +1 202 974 3610
E-mail: cruzjose@paho.org
http://www.paho.org/spanish/ad/ths/ev/bloodspa.htm

WHO Regional Office for South-East Asia
Dr. Rajesh Bhatia
Regional Adviser, Blood Safety and Clinical Technology
WHO Regional Office for South-East Asia
World Health House
Indraprastha Estate, Mahatma Gandhi Marg
New Delhi 110 002
India
Fax: +91 11 2337 0197
E-mail: bhatlara@searo.who.int
http://searo.who.int/en/section10/section17/section53/section478_1671.htm
WHO Regional Office for the Western Pacific
Dr. Yu Junping
Blood Safety Specialist
WHO Regional Office for the Western Pacific
P. O. Box 2932
1000 Manila
Philippines
Fax: +63 2 522 2036
E-mail: yuj@wpro.who.int
http://www.wpro.who.int/health_topics/blood_safety/
Contact details of WHO country offices are available at:
http://www.who.int/country

International Federation of Red Cross and Red Crescent Societies
Peter Carolan
Senior Officer, Health and Care (Blood)
International Federation of Red Cross and Red Crescent Societies
P.O. Box 372
1211 Geneva 19
Switzerland
Tel: +41 22 730 4409
Fax: +41 22 733 0395
E-mail: peter.carolan@ifrc.org
http://www.ifrc.org
For contact details for all the Federation’s regional offices,
please see http://www.ifrc.org (and go to the “WhoWe Are” section).

International Federation of Blood Donor Organizations (IFBDO/FIODS)
Niels Mikkelsen
President, IFBDO/FIODS
c/o Bloddonorerne i Danmark
Vesterbrogade 191
DK 1800 Frederiksberg C
Denmark
Tel: +45 7013 7014
Mobile: +45 4011 9556
Fax: +45 7013 7010
E-mail: mikkelsen@bloddonor.dk

Jean-Marie Dunant
Secretary General, IFBDO/FIODS
Rue du Chateau de la Devèze 1
F 34500 Beziers
France
Tel: +33 4 67 76 52 79
Fax: +33 4 67 76 95 33
Mobile: +33 6 87 51 08 34
E-mail: jean-marie.durant@federation-dondesang.asso.fr

Continental delegate for Africa
Farid Belouafi
Association Marocaine des Donneurs de Sang
c/o Centre National de Transfusion Sanguine
474 Avenue Hassan II
BP 180 Rabat
Maroc
Tel: +212 37 69 14 60
Mobile: +212 61 15 78 48
Fax: +212 37 69 14 63
E-mail: cntrs@sante.gov.ma

Continental delegate for Asia
Dr. Debrabata Ray
President, Association of Voluntary Blood Donors of West Bengal
20A Fordyce Lane
700 014 Kolkata
India
Tel: +91 33 473 4484 / +91 33 473 4971, ext.132;
+91 33 400 6625
Fax: +91 33 473 2805
E-mail: ray@mahendra.iacs.res.in
http://www.angelfire.com/sc/avbdwb/rakta.html

Continental delegate for Europe
Vacant

Continental delegate for North America
Vacant

Continental delegate for South America
Leticia Côrtes Ferreira
Administrative Director, Associação Brasileira de Voluntários do Sangue
Rua Aligusta, 41 - Vila Nova Mazzei
São Paulo/SP
Brazil
Tel: +55 11 62 03 30 66
Mobile (+55) 11 81 25 03 71
E-mail: leticiaferreira@ig.com.br; Web site: http://www.voluntariosdosangue.org.br

Contact details of voluntary blood donor organizations are available at: http://www.fiods.org

International Society of Blood Transfusion (ISBT)
Dr. Paul F.W. Strengers
Secretary General
ISBT Central Office
Jan van Goyenkade 11
1075 HP Amsterdam
The Netherlands
Fax: +31 20 673 7306
E-mail: isbt@eurocongres.com
http://www.isbt-web.org

Contact details for Department of Blood Transfusion & Research Services
Ministry of Health, United Arab Emirates.
Dr. Amin Hussain Al Amiri
CEO. For Medical Practice & License
Chairman of Supreme National Blood Transfusion Committee
P.O. Box 2605 , Shj., UAE.
Telex.00971 50 6464371
Fax.00971 6 5388717
Email; alamiriamin@yahoo.com

Dr. May Y. Raouf
Medical Director
Sharjah Blood Transfusion & Research Center
P.O. Box 28996, Sharjah, UAE.
Telex.00971 50 1617722
Fax.00971 6 5388717
Email: mayyraouf@yahoo.com
"Giving Blood Regularly"