

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

This issue of Blood Line
is dedicated to repeat regular
voluntary blood donors

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BLOOD – EVERY ONE HAS IT, MANY OF US NEED IT



Dr Jaisy Mathai, Head, Blood Transfusion Services, Sree Chitra Tirunal Institute for Medical Sciences & Technology, Trivandrum

Blood inadequacy and compromise in blood safety are the twin challenges that Blood Banks face. Both can be overcome if volunteers regularly on their free will without any compulsion donate blood. Mismatch between demand and blood supply is huge. Requirement of blood can be acute as in road traffic accidents and emergency transfusions and chronic in patients needing repeated transfusions.

Our needs are met mainly through replacement donations by patients' relatives which most of the time are not in adequate quantity or quality. Responsibility of providing blood by relatives should give way to active public participation in voluntary blood donation movement, supported by Government. Blood Banks need the support of NGOs, Corporate management, Institutions, Colleges, Offices, and Residents' associations etc. by way of spreading the message of blood donation. An effective donor recruitment policy requires planning and professional approach, working and keeping in touch with local communities, effective communication and provision of good service. Blood Banks must be customer friendly, and have a hygienic and congenial atmosphere, trained staff and comprehensive donor care for repeat donations.

We should be aware of the factors that motivate and demotivate people to donate blood. Our studies have indicated that people get motivated when their emergency needs for blood are met as a result of an

unreciprocated act of love by some unknown soul and this makes them come forward to donate blood in return. A negative donation experience will have a significant determining effect on the future donor return behavior. Providing information to deferred donors and information on the beneficial effects of blood donation can be novel and effective motivational strategies. Offering health screens appears to motivate many. Reminding donors about their next donation, felicitating them on important days and sending greeting cards are much appreciated. Social and humanitarian marketing also help in creating awareness among the public and allay their fears. Donating at workplace appears to be the most effective way to reach many donors and mobile camps play an important role in such donor sessions where the organizers feel proud to be part of a community program.

Every replacement donor is a potential voluntary donor. Let us motivate them to make a change over to 100% voluntary blood donations.

World AIDS Day Inaugural Ceremony – December 1, 2008



Left to right : Mr. Sanjay Kaul, District Collector, Trivandrum - Mr. A K Jagannathan, Managing Director, State Bank of Travancore - Mr. C Balagopal, Managing Director, TERUMO PENPOL Limited - Mr. V K Chandrashekar Pillai, Treasurer, All Kerala Blood Donors Society - Mr. Namsheer Badery, Club 25 Member, College of Pharmacy, Trivandrum

World AIDS Day Celebration

TPL in association with State Bank of Travancore, All Kerala Blood Donors Society and Club 25 celebrated World AIDS Day on December 1, at Vylopilly Samskrithi Bhavan. Mr. Sanjay Kaul IAS, District Collector inaugurated World Aids Day Celebrations. Mr. A K Jagannathan the Managing Director of State Bank of Travancore presided the function and Mr. C Balagopal the Managing Director of TERUMO PENPOL Limited delivered the keynote address. Quiz Competition and Skit Competition were organized for the Higher Secondary and College Students. Dr.Yamini Thankachi, Public Health Consultant delivered a talk on HIV/AIDS-Do we really know it?. Dr.Shailaja Tetali. Public Health Consultant spoke to the Students about Club 25. 348 Students from various Higher Secondary Schools and Colleges in and around Trivandrum participated in the function.

Dr.Shailaja Tetali,Public Health Consultant talking to the Students about Club 25- Abstract of the Talk on World AIDS Day:



Dr.Shailaja Tetali began by saying that the students' presence in such large numbers proves one thing: Something draws their interest to this gathering every December 1st: maybe it is to know more about HIV, or blood safety or issues on adolescent health education. The speaker then took them through a mental journey and made them meet children and adults who need repeat transfusions. When the audience finished their virtual tour of the different situations that need blood, they were told that they should be proud of the fact that Trivandrum is one of the few cities in the country to have a Club 25. The speaker concluded by urging them to participate and add to the momentum that Club 25 is generating, by saving lives while donating blood.

Skit Competition on Blood and Blood Donation



The Students of All Saints College, Govt Women's College , Govt Sanskrit College ,Loyola School, St Thomas School and Saraswathy Vidyalaya School participated in the Skit Competition organized by TERUMO PENPOL Limited as part of World AIDS Day Celebration. The performance of the Skit Competition teams was truly amazing.

Skit Competition Award Ceremony-The winners of Skit Competition receiving the award from Mr Mathur K Nanjunda, GM(Planning and Development), SBT



Govt Sanskrit College-First Prize, Govt Women's College-Second Prize, Loyola School-Third Prize



All Saints College-Consolation Prize, Saraswathy Vidyalaya-Consolation Prize, St Thomas Central School, Consolation Prize

Mass Blood Donation Camp at NAM College, Kallikandy. Kannur-The NSS Program Officer, Mr. Madhusoodhanan donating Blood at the Camp

NAM College Kallikkandy under Kannur University donated 42 units of blood in a day to the Blood bank of Govt. Hospital Thalassery. It was an all time record of the blood bank receiving such a number of units in a day. Dr. Ramesh, Blood bank in Charge and his team came to the college to collect blood and an orientation class was given to all the NSS volunteers. On the day Dr. Ramesh released the blood donors directory of more than 1500 students consisting the Alumni and existing Students of the College. Giving blood is an incredible thing to be able to do. Knowing your donation helped save three lives gives you a great sense of achievement. There



are regular blood donation camps taking place in NAM College. By giving blood the Students becomes involved in a vitally important service and donating together helps Students who are giving blood for the first time.

Winners of the Quiz Competition on Blood and Blood Donation organized as part of World AIDS Day Celebration receiving the award from Mr.Mathur K Nanjunda, GM(Planning and Development), SBT



First Prize-Shahin Mohammed and Tarun David, Govt Medical College, TVM

Second Prize-Jaison and Arun, St Thomas Higher Secondary School, TVM

Third Prize- Nithila S and Naziya R, Govt Women's College, TVM



Consolation Prize- Sherin Elizabeth, and Lakshmi N G, College of Pharmacy, TVM

Consolation Prize -Anila R and Aishwarya R, Govt College for Women, TVM

Consolation Prize -Ashita P and Tisa Thomas, St Thomas School , TVM

Consolation Prize-Sankara Narayanan and Abnijith, Loyola School, TVM

Dr.Yamini Thankachi, Public Health Consultant, talking about HIV /AIDS-Do we really know it ? Abstract of Dr.Yamini's presentation



2.5 million infected with AIDS in India. Kerala is a vulnerable state surrounded by three high prevalent states. Large number of early infections acquired outside the State.

When a person has the HIV virus in his/her blood stream-he/she is HIV infected.

AIDS is caused by the human immunodeficiency virus (HIV). HIV attacks and destroys white blood cells causing a defect in the body's immune system. The immune system of an HIV-infected person becomes so weakened that it cannot protect itself from serious infections. AIDS may manifest as early as 2 years or as late as 10 years after infection.

The Modes of HIV Transmission are through sexual intercourse between Heterosexuals and Homosexuals, accidental exposure to blood/blood products (eg blood transfusions, shared needles, contaminated instruments) and from mother to child during pregnancy, birth and breast-feeding.

HIV cannot be transmitted through everyday contact with infected people at

school, work, home or anywhere else, or by using the toilet, swimming pools, shaking hands, sharing utensils, phones or clothing, cannot be transmitted with sweat, tears, sneezes, coughs or urine. Mosquito, bed bugs, flies; lice or other insects cannot transmit HIV

The signs and symptoms of AIDS are fever of unknown origin, enlarged lymph glands, skin rash and cough, persistent diarrhea, severe weight loss, skin lesions, loss of appetite and fatigue.

Diagnoses of HIV are mainly serological and done by Elisa tests (rapid antibody tests) and Western blot test is used to confirm the positive Elisa test results,

At present no drug or therapy can cure AIDS. Availability of anti-AIDS vaccines appears unlikely in the near future. A combination of three antiretroviral (ARVS) is the gold standard for treatment. ARVs are not universally available, are very expensive and must be administered correctly.

Integrated Testing and Counseling centers are available at 5 Medical Colleges, 3 Public Health Laboratories, and 92 ICTS are available at District Hospitals, General Hospitals, Taluk Head Quarters Hospitals, Child Hospital centers and at Trivandrum Railway Station.

Persons who desire to get tested on account of past high risk behavior can also get themselves tested freely. It is felt that by getting tested and counseled the

infected people may adopt preventive measures so that they do not pass the infection to others and that the infected persons may be more careful to avoid high-risk behavior in future,

Club 25-A Community Service Project for Students who can make a difference

We encourage Students and youth groups to start a Club 25 unit in their area so that the young people could donate blood 25 times before they reach the age of 25 and could be aware about the importance of blood donation and its impact on their community. Young people will also grow in altruism and community spirit. You may promote a blood drive and may gain knowledge and experience in organizing and publicizing community events. Work with volunteer blood donors and understand the importance of their role in the community. Observe how blood donations make a difference in the lives of patients and their families. Learn about the process of blood donation and describe what it is like to donate blood (how long it takes, what happens during a blood donation). Analyze the process of giving blood and how community activities like blood donation improve the livability of the community and motivate others to become Club 25 members!

One Day Leadership Program-Dr. Usha Titus, Project Director, KSACS talking to the Students



More than hundred college students from various parts of Thiruvananthapuram participated in a One Day Leadership Programme conducted at the Medical College Auditorium on the 22nd of November 2008. The event was organized jointly by the All Kerala Blood Donors Society, The Navachetana Social Circle of SBT, Medical College Branch, and the NSS unit of the Medical College. Mr. Sanjay Kaul IAS, District Collector Thiruvananthapuram inaugurated the programme. In his inaugural address he expressed his concern for such noble ventures involving the future generation. He said that Blood Donation is one of the great things, which one can do in his life. He said that such activities are largely depended upon the support of the Society. Dr. Usha Titus IAS, Project Director, Kerala State Aids Control Society addressed the participants in the after noon session. She said that KSACS would encourage voluntary blood donation and introduce donor recruitment and retention programmes. She also stated that the Kerala State AIDS Control Society (KSACS) is planning to centralize blood collection and testing facilities to ensure uniform standards and practices and all hospitals and nursing homes would be linked to a regional blood bank.



Blood Donation Camp at KE College, Mannanam, Kottayam

Blood Donation -What you should know

Blood Donation is the simplest easiest and noblest deed. You save a human life by giving your blood. There is no substitute for Human blood.

No person shall donate blood and no blood banks shall draw blood from a person, more than once in three months. The donor shall be in good health, mentally alert and physically fit and shall not be drug addicts.

On arrival at Blood Bank, you will be welcomed by the BTO and asked to complete a Donor Questionnaire. This form asks questions about your general health and is completely confidential. It is designed to protect both you and the person who receives your blood.

You will be given a quick 'finger prick' to ensure your hemoglobin level is within a healthy range, and your blood pressure will be measured. Every time you visit the Blood Bank the Blood Transfusion officer will discuss your recent health and make sure that you are healthy. If everything is okay, the next step is the actual donation. This is often the bit where most people feel a bit nervous. It's understandable, but please don't. The needle prick feels no worse than a pinch on the inside of your elbow, and you don't even notice it once the blood is flowing and you realize you're

actually doing something which will help save up to three people. Blood donation is absolutely safe. Only disposable kits are being used for each donor. It takes 15 to 20 minutes to donate blood.

After giving blood, you will be given refreshments while relaxing in the refreshment area. Within 24-48 hours your blood volume is completely restored. Drinking extra water based fluids before and after giving blood will help this process. Having done that, you're ready to go - and let your friends, family and colleagues know that you just helped save three lives.

All donated blood is typed to determine A-B-O group and Rh factor and tested for safety, including tests to detect HIV and other viruses. Most units of blood are separated into components, allowing one donation to help several people!

In the great majority of individuals, a donation of 450mL is less than 10% of your total body volume and may be given safely every 12 weeks. Your body keeps on discarding and replenishing blood all the time whether you give blood or not, so this amount is quickly replenished. So please donate blood at your nearest blood bank.

Criteria for Blood Donation

The donor shall fulfill the following requirements :

- The donor shall be in the age group of 18 to 60 years
- The donor shall not be less than 45 kilograms
- Temperature and pulse of the donor shall be normal
- The systolic and diastolic blood pressure are within normal limits without medication
- Hemoglobin which shall not be less than 12.5 gms/hundred ml
- The donor shall be free from acute respiratory diseases
- The donor shall be free from any skin diseases at the site of phlebotomy
- The Donor shall be free from any diseases transmissible by blood transfusion, in so far as can be determined by history and examination indicated above
- The arms and forearms of the donor shall be free from skin puncture
- Intake of food prior to donation

Blood Donation Camp at VSSC, Thumba- Mr. V K Chandrashekar Pillai, the Blood Donor Coordinator donating blood at the Camp.



The VSSC blood drives have the support of their CEO and they had incorporated blood donation in the company's community mission activity. VSSC organizes twelve blood donation camps in a year. VSSC has an extensive blood donation program and uses a database to keep track of all their statistics. Hearty Congrats to VSSC for promoting voluntary blood donation!