

# Blood Line

The Voluntary Blood Donation Journal

Promoting  
Voluntary  
Blood Donation

2006 | 2



## 2007 YEAR OF VOLUNTARY BLOOD DONATION

The reasons for having a large and growing pool of repeat voluntary blood donors are well documented and widely known. Merely reiterating them at public meetings and in the media serves little purpose. What is needed is a PLAN OF ACTION to recruit donors.

The target group selected is the large body of college students. The reason for this is that this class represents the entry level in terms of age for eligibility to donate blood. College students may also be said to be at the peak of physical condition, enabling the majority of them to qualify as donors. Most importantly, students are idealistic in their outlook, and have a desire to do something for the society they are living in.

All colleges have a unit of the National Service Scheme (NSS). This scheme is intended to channelize the energies of students into socially useful directions by undertaking projects with a social relevance. The cornerstone of the POA proposed is to make the NSS units of colleges the operative agency to recruit donors.

A program of creating awareness among college students must be taken up at selected colleges through the NSS units. This should not be a one-off effort, but be repeated and sustained through the year. The program should be well planned and aimed at motivating students to become regular donors. It should not be a series of lectures, but have a mix of audio-visual presentations, first person experience sharing, and professional talks.

Incentives must be built into the scheme to motivate NSS units of participating colleges to recruit the maximum number of donors. These should be substantial so that NSS units and colleges feel their efforts are recognized not only in terms of donors recruited, but also in tangible benefits to the college concerned. Sponsors must be found for such awards.

Prominent youth icons like sportspersons and film stars must be enrolled for this mission. They must be persuaded to give generously their time for this cause. Media must also be encouraged to contribute to the effort in terms of free publicity for the program. The cooperation of political parties must also be actively sought.

Let us plan to make 2007 the YEAR OF VOLUNTARY BLOOD DONATION.



**C Balagopal**  
Managing Director  
Terumo Penpol Ltd.

## “PLEDGE 25”

“Pledge 25” is a Philippine National Red Cross Youth Department project, started in 1999, set up to recruit young volunteers as blood donors. The project emphasizes the value of saving lives by giving blood. The Philippine initiative is the first Red Cross Red Crescent involvement in this project. Young blood donors pledge to donate blood three to four times a year, from the age of 18 to 25 years old. After this, they will join other blood donors’ groups and continue donating blood. They also work to recruit new donors.

The Red Cross “Pledge 25”, also called “Club 25”, started in Zimbabwe in 1989 to target an untapped pool of low-risk donors. A student suggested that young people should commit to give blood 25 times by age 25. Now, “Club 25” members donate around 70% of the blood collected in Zimbabwe. “Club 25” has spread around the world. In addition to the obvious benefit of more, safer, blood being donated, the additional benefits are numerous!

In Malawi, Club 25 has only been operational for two years and the Malawi Club 25 provides opportunities for social interaction at different levels and collaboration and contact at global level. There are positive effects to all members regarding personal development and leadership skills.

### Success indicators in Malawi include Percentage increase in:

- the number of youth involved in donating blood;
- the total number of regular, voluntary and non-remunerated donors among the youth;
- the number of young donors who return to give blood a second or subsequent time;
- the average number of donations per person per year (within acceptable limits of safety to the donor) among young people;
- the number of young people enquiring about the blood bank.

Club 25 is designed for young people not only to give blood to save life, but also to attend blood centers, learn about healthy lifestyles and share what they have learned with their community. These young blood donors can also remain active in health promotion activities by promoting repeat regular voluntary blood donation and by fighting against HIV/AIDS. Younger people are searching for tangible expressions of hope. The gift of blood provides such an expression, the work of educating and motivating donors

is a powerful tool for solidarity and community development at all levels

### The objectives of Club 25 are to

- To organize a youth group who will work to encourage regular blood donors among the youth sector;
- To create a group of young blood donor recruiters
- To promote the participation of women in voluntary blood donation; and to instill into both young and old alike, the value of saving others’ lives by voluntary blood donation
- To Create a lifelong commitment in college leavers to the concept of regular donation of safe blood after they leave college.

Blood donors aged 16-25 years who have donated at least 2 donations a year and first-time’ donors who commit to giving blood regularly (2-3 donations a year) can be the members of the club 25. The Club will elect a local administrative committee to organize activities, i.e. a national youth blood donor activity or celebrations for the World Blood Donor Day (June 14), National Blood Donation Day (October -1) and World Aids Day- (December 1). Peer promoters will be elected to assist the Blood Service in the recruitment of voluntary blood donors from low-risk populations and in turn the Blood Service supervises and supports the Club. Operationally the clubs functions

according to local needs but one common thread is the education of young people about risk behavior helping ensure that they remain HIV negative.

**Other benefits for the Youth members of Club 25 are** recognition as role models for saving lives within the community and beyond, access for members to adequate and appropriate information and advice on how to protect themselves from HIV and other infections ,acquisition of leadership skills for personal development and growth through social interaction at different levels, recognition on special achievements and for “Club 25” membership and participation in education visits and meetings for the “Club 25”

We urge all Students and NGOs to consider the value of implementing Club/Pledge 25 Programmes because the benefits to the society and community at large are simply staggering. What starts as an entry point for involvement in promoting Voluntary Blood Donation work could rapidly spread to a wider function in society thus providing young people with a real sense of belonging, a sense of recognition and leadership: and now through the creation of a new Club 25 network we request young people to take center stage in real partnerships for sake of human development. Those who wish to be the member of “Club 25” could contact Ms Mary Mettilda, the NSS Program officer of All Saints College at mobile number 9447495290 .

## National Blood Donation Day October 1 2006

### Inaugural function National Blood Donation Day

TERUMO PENPOL Limited in association with the National Service Scheme of University of Kerala celebrated National Blood Donation Day. The function was inaugurated by Ms. Manjari, Playback Singer. The best Donor Organizations and winners of various competitions were rewarded by Mr.Mamoru Shimizu,



Chairman of Terumo Penpol Limited . The Key note address was delivered by TERUMO PENPOL Managing Director, Mr C Balagopal.

### Panel Discussion on Voluntary Blood Donation by the Media Personnel organized on National Blood Donation Day



To highlight the importance of the role of Media in promoting Voluntary Blood Donation a panel discussion was organized. Mr Anil Nambiar, Bureau Chief (Surya News), Mr P P James, Unit Chief ( Kerala Kaumudhi) and Mr. Vinu Abraham ,Special Correspondent(The Week) expressed their view points and stated that they would try their level best to promote VBD.

## Skit and Street Drama on Blood Donation Day

Skit and Street Drama on Blood Donation were organized by the Students of St Xavier's College, Thumba. The skit was directed by Father Dasappan, NSS Program Officer of St Xavier's College, Thumba. The Students of St Xavier's College - Salavan, Aneesh, Bosco, Arun and Rareesh were the actors .



Best College  
MES College, Aluva



Best Industry  
Infosys Technologies



All Saint's College taking the trophy from the chairman

## Release of the first issue of VBD Bulletin

Play Back Singer Manjari handing over the first issue of "Blood Line" Voluntary Blood Donation Journal to Dr Jaisy Mathai, Chief Blood Transfusion Officer of SCTIMST and a Motivator.



## Candle light Rally flagging off

A candle light rally was organized by TPL in association with National Service Scheme of university of Kerala. The Candle light Rally was flagged off by Project Director, KSACS. The rally started from Statue Central Stadium proceeded to Martyrs square and ended back at Central Stadium. The Volunteers wore T Shirts with VBD messages. 778 volunteers participated in this rally. The participants were from Terumo Penpol Limited, Marikar Motors Limited, KSRTC, NSS units of Colleges , Trivandrum Medical College and Kerala Police. The Managing Director and Japanese Associates of TERUMO PENPOL Limited participated in this rally.

## Award for promoting voluntary blood donation

The following organizations were awarded on National Blood Donation Day for their outstanding support in promoting voluntary blood donation by TERUMO PENPOL Limited:

1. Infosys Technologies –Best Industry Promoting VBD



2. Friends, Ernakulam-Best NGO promoting VBD
  3. MES College, Marampally, Aluva-Best College promoting VBD
- and consolation awards were given to:
1. All Saints College, TVM
  2. St Teresa's College, EKM
  3. St Xavier's College, TVM



## Donors Meeting

Terumo Penpol Limited organized a voluntary blood donors' meeting at Hotel Horizon on September 23 as a prelude to the National Blood Donation Day celebration . The donors' meet was designed to thank those who donate their blood without any reward. It is our hope that a new generation of blood donors would follow the example of such voluntary donors and ensure the supply of safe blood whenever and wherever it is required. TPL also plans to have a meeting of regular voluntary donors on a periodic basis so that a community of such donors is formed. Mr. Sreekandan Nair( Vice President – Programs) of Asianet was the MC for the Donors meeting. TPL had also arranged Quiz for Donors , Experience Sharing by Donors and a Game for the Donors.



## World AIDS Day December 1 2006

### World AIDS Day Inaugural function



State Bank of India Officer's Association (Kerala Circle) in association with TERUMO PENPOL Limited celebrated World AIDS Day on December 1 at Vylopally Samskrithi Bhavan. The function was inaugurated by Air Marshall P S Ahluwalia-AVSM & Bar, VM, VSM .The

objective of this program was to create an awareness on HIV/AIDS and safe blood donation and to promote repeat regular voluntary blood donation

### Kiosk

To create an awareness on blood donation leaflets and posters of blood donation were distributed through Kiosks kept at various locations at Trivandrum.



## Poster Competition

A poster competition on VBD was organized by TERUMO PENPOL Limited in association with State Bank of India Officers Association(Kerala Circle) for High School and Higher Secondary Students. Prizes were Distributed to the winners of Poster Competition by TPL Chairman on world AIDS Day.





Winner of quiz Competition on Blood Donation receiving the award from General Manager, SBI



Elocution Competition on blood donation Organized by HSBC and TERUMO PENPOL Limited

## Panel Discussion by Blood Transfusion Officers

A Panel Discussion on “The role of Blood Transfusion Officer’s in promoting Voluntary Blood Donation and Preventing AIDS” by Blood Transfusion Officers was arranged.



Dr.K C Usha , (MCH), Dr.Jaisy Mathai(SCTIMST), Dr. Meena D (MCH) and Dr.Usha Kandaswamy were the Speakers.

## Extract from panel discussion by BTOs

With the world’s fastest-growing rates of HIV infection and AIDS, we face considerable risk of transmission of HIV through blood transfusion. Units of donated blood are discarded if they test positive for the virus. Safe blood begins with safe donors. Despite improvements, efforts to recruit voluntary, unpaid donors remain insufficient. Screening for infections transmissible through transfusion is essential, but the safest donations come from the safest donors. Evidence from around the world shows that voluntary, unpaid donors are the foundation of a safe blood supply because they are the least likely to transmit potentially life-threatening infections, such as HIV and hepatitis. Payment for blood donations in cash or in kind can affect the reliability of the donor selection process, which should be determined first and foremost by the health status of the potential donors.

## Anas M-Motivating them to donate life blood

“A regular blood donor is actually healthier than a non donor because regular blood donation can over time prevent iron overload which in turn will reduce the chances of haemochromatosis especially in middle aged people. Besides regular blood will also get you updated on your health status”

Are you by anyway motivated to donate blood? Not surprising - Because those words from Anas M a final year MBBS Student of Thiruvanthapuram Medical College are genuinely motivating.

Anas has won the Best Donor Motivator Award instituted by the State Bank of India Officer’s Association (Kerala Circle) and Terumo Penpol. He has been actively involved in blood donation campaigns right from the time he became a Medical Student. He is also the Joint Secretary of the Kerala Medicos Association and former chairman of the Voluntary Blood Donors Forum. He has lead blood donation awareness sessions and motivational classes in rural areas.

“We have also conducted Medical Camps and Exhibitions. There are very few voluntary blood donors in our state . Most people donate blood when one of their

relative is sick. This is not voluntary blood donation . Only when a person donates blood regularly and repeatedly will it amount to voluntary blood donation. To motivate people to do that is quite a task”.

Anas says that the dwindling number of voluntary blood donors in the State is leading to a crisis.

“Although there is no acute crisis as such to say that all is well with the status of blood availability in the state would be incorrect. That is precisely the reason why donor campaigns have become important”.

It is not just motivating people for blood donation. Anas and friends are also involved in finding out why people are backing off from the noble service. “We are conducting a survey to find out what is keeping people from donating blood. And what we have found so far is that it is the lack of infrastructure and services that is keeping people from coming back to donate blood. Apprehensions about hygiene and transmission of diseases are also a major factor.

Anas, hailing from Karunagapally, is currently involved in the production of motivational videos along with his friends.

## Blood Donation Drive Organized by NCC

A blood donation drive for persons suffering from Dengue, Thalassemia and blood cancer was held by the cadets and staff of National Cadets Corps. The blood donation at the national level commenced in the presence of Union Defense Minister A K Antony at New Delhi.The State level blood donation drive commenced under the aegis of Kerala and Lakshadweep NCC directorate at Sree Chitra Thirunal Institute for Medica Sciences & Technology.



Photo of Best Donor Motivator-Anas M receiving the Best Donor Motivator Award instituted by State Bank of India Officer’s Association(Kerala Circle) and TPL from Air Marshall

## AIDS NEWS-Voluntary Counseling and Confidential testing Centers(VCTC)

Counseling and voluntary testing of those with high risk behavior has emerged as an important strategy for the prevention of the spread of HIV infection. Voluntary counseling and testing helps people to cope with their HIV infection, reduce transmission to others, to get access to care and plan for future. Currently only a small fraction of those who are HIV infected know their infection status.

The VCTCS are centers where people can obtain free HIV testing as well as avail counseling services. Persons who desire to get tested on account of past high risk behavior can also get themselves tested voluntarily at the nominal cost of Rs 10.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 uninfected

persons may be more careful to avoid high risk behavior in future. With this end in view it was decided to start Voluntary Counseling and Testing(VCTC) in every district 4 VCTCs have been established. They are at the Regional Public Health Laboratory, TVM, Regional Public Health Laboratory Ernakulam, Microbiology Department, Medical College, Kozhikode and District Hospital, Palakkad. All these VCTCs have a male and female counselor each, a trained lab technician with DMLT qualification and a Medical Officer.

Source: KSACS Website