

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

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

2007 | 4



I am happy to see the fourth issue of BLOOD LINE coming out. During this time, the voluntary blood donor movement in Trivandrum appears to have gained some momentum. This is a welcome and long overdue development, and if it is sustained, will lead to more donors joining in the coming year.

The Club 25 movement offers the best chance for the voluntary blood donation movement to grow into a self sustaining movement, that can go beyond just annual or sporadic events, and ensure adequate numbers to meet the full requirements of the health services of Trivandrum district. The response at the recent World Blood Donors Day celebration is a reflection of the

impact Club 25 has had on the young people of the city. I believe this can be replicated in other parts of the State with good effect on the numbers of donors.

The special feature of the Club 25 movement is that it commits the members to becoming **regular repeat** voluntary donors. This is a feature that has been missing in other initiatives to promote voluntary blood donation. Hence many such well meaning efforts have ended up being one-off initiatives that have not had a lasting impact on the problem of insufficient numbers of voluntary donors.

The other feature of Club 25 is that it helps create a virtuous **community of voluntary donors**, who will work together in harmony to grow their membership. BLOOD LINE will help to foster the sense of community among the members so that they will derive strength and motivation from one another. This sense of community and fellowship will be a powerful draw to attract others into the movement. The efforts to promote regular gatherings of voluntary donors is part of this effort.

I suggest that the members of Club 25 set aggressive targets for themselves to recruit more people into their fold. I wish them all success in their efforts. I also take this opportunity to assure them of my support in this endeavour.

World Blood Donor Day Inaugural Ceremony



Mr. Niranjan Parsha the General Manager of SBI, Mr C Balagopal the Managing Director of TERUMO PENPOL Limited, Mr C Padmakumar the Executive Director of TERUMO PENPOL Limited inaugurating World Blood Donor Day Celebration.



Sherly, Club 25 member of All Saints College receiving the award for being a regular donor



Mr. B Sreekumar, NSS Coordinator of University of Kerala talking to the gathering on World Blood Donors Day

C Balagopal
Managing Director
Terumo Penpol Ltd.

2007 World Health Day Celebrations - "Investing on Health"



Mr. M Vijayakumar, Minister for Law delivering the inaugural address as part of World Health Day Celebration organized by Club 25 units of various colleges, Medical College Union Blood Donors Forum and TERUMO PENPOL Limited



Mr. C Balagopal, the Managing Director of TERUMO PENPOL talking to Students about Safe Blood and repeat regular voluntary blood donation on World Health Day



Dr.V Geetha the joint DME presiding the function on World Health Day



Dr.P Jayalekshmi (BTO,RCC) , Dr K C Usha (HOD, MCH Blood Bank), Dr. S Sathyabhama (BTO,SCTIMST) judging the winners of Elocution Competition on "Community Service Through Blood Donation" organized as part of World Health Day Celebrations.



Panel Discussion by Club 25 Members on "The role of Students to promote Voluntary Blood Donation" organized as part of World Health Day Celebrations.



Mr. C Balagopal, MD,TPL and Dr.S Sathyabhama BTO,SCTIMST Blood Bank talking to the Students about Club 25 during Donor Meeting organized as a prelude to World Blood Donors Day.

World Blood Donor Day "Safe Blood For Safe Motherhood"

This year, the theme of World Blood Donor Day **Safe Blood for Safe Motherhood** was to highlight the life-saving role of safe blood donation transfusion in maternal and prenatal care. It also introduced a new WHO initiative to improve the timely availability of safe blood in health facilities providing emergency obstetric care, particularly in countries with high maternal mortality, and on measures to reduce unnecessary transfusions. Worldwide there are more than 500 000 maternal deaths each year, - 99% of them in developing countries. Around 34% of maternal deaths in Africa, 31% in Asia and more than 21% in Latin America and the Caribbean are attributable to hemorrhage and the risk of developing complications due to haemorrhage severe bleeding is further increased in pregnant women with underlying conditions such as anaemia, sepsis, malaria, HIV/AIDS and female genital mutilation. Improved access to safe blood transfusion can help to prevent the death and improve the health of many millions of women and their newborns and is a vital component of global efforts to achieve the health-related Millennium Development Goals.

Source : WHO

World Blood Donor Day

TERUMO PENPOL Limited in association with CLUB 25 celebrated the World Blood Donor Day on June 14, 2007 at Vylpilly Samskrithi Bhavan, Nanthencode. Mr. Niranjan Parsha the General Manager of SBI inaugurated the function. TERUMO PENPOL Limited Managing Director Mr. C. Balagopal presided the function and Mr. C. Padmakumar Executive Director of TERUMO PENPOL Limited delivered the Key Note Address. Three Best Blood Donation Motivators, three Club 25 Units and three Institutions were recognized for their outstanding support in promoting VBD . 201 repeat regular donors and the best Donors of 2006 were honored. Experience sharing sessions by

a Blood Recipient , Best Blood Donor Motivator and Best Donor were also arranged. As part of World Blood Donors Day Celebration various activities which included talk Shows on VBD in television channels, "Thank You Blood Donor" greeting card design Competition for School children and College Students , Donor 's Meeting at Hotel Horizon , Quiz for Donors , installation of tents in crowded areas decorated with VBD posters, display of Arch and banners with VBD messages at prominent places , School Education Program, distribution of educational brochures & pamphlets in connection with promotion of blood donation and Thank you Messages for Blood Donors on inflated Balloons were arranged.

Three Best Club 25 units receiving the award on World Blood Donors Day



Govt College (Kanjiramkulam), Mohandas College of Engineering, All Saints College

Anitha receiving the best Female Blood Donor of 2006 Award from the Chief Guest

Anitha aged 34 years old of Manickal Panchayat has been working in the Kerala Mahila Samakhya Society as a Grama Sevini Worker since 2000. Anitha attended a motivational session on voluntary blood donation organized by Sree Chitra Tirunal Institute for Medical Sciences and Technology on December 31, 2005. She was greatly inspired by the sessions on Voluntary Blood Donation and that inspiration motivated her to work for voluntary blood donation.

She then aimed at educating women from Manickal Panchayat about blood donation and motivating them to open up and donate blood. She adds that, "My village is developing a culture of blood donation through recruitment and retaining donors in blood donation." She had organized three blood donation camps within one Year. She says that Women Blood Donors



Movement, which has a registered membership of 120 Women Donors in Manickal, is on a campaign visiting every house in the panchayat to woo more women to get involved in blood donation. She dreams that every family will have one women blood donor. She and her friends used to visit Sree Chitra Blood Bank to donate blood every three months.



Suma P G, housewife of Manickal Panchayat receiving the best female donor award from the Chief Guest

It was an unprecedented event. Women of Manickal Panchayat in Vamanapuram have voluntarily come forward to donate blood after attending an awareness programme and they have formed a women blood donor's forum under the leadership of Anitha, Grama Sevini of Kerala Mahila Samakhiya Society. It is one of the few of its kinds not just in Kerala but also in India. In spite of a high literacy rate, the percentage of women donors in the state is rather low. It is expected that the new initiative will increase the Manickal Panchayat's blood donor base and will ensure a safe and adequate blood supply for those in need in Manickal Panchayat.

Three Best Motivators receiving the award on World Blood Donors Day from the Chief Guest



Mr. Krishna Kumar S (Tata Consultancy Services), Mr. Byju S Mony (Nellimood)
Ms. Mary Mettilda (All Saints College)

Salute to the repeat regular Voluntary Blood Donors!

Mr Suresh U

Suresh aged 48 years old has donated blood more than 55 times. Suresh who was a Student of Mar Ivanios College was an active NSS Member. He happened to hear a motivational speech delivered by Dr. Jayaprakash who was then the Chief Blood Transfusion Officer of SCTIMST. Dr. M S Valiyathan the then Director of SCTIMST in his address to the blood donors requested them to donate blood on their birthdays. He then started donating blood twice in a year including his birthday. "As the organizing secretary

of All Kerala Blood Donors Society my objective in the blood service is to motivate people to voluntarily give their blood, so others may live, regardless whose lives they save," Mr. Suresh, the General Secretary of Janayugham stresses.

Mr K P Rajagopalan

Mr K P Rajagopalan, the Lay Secretary and Treasurer of Government Hospital, Peroorkada is a repeat regular donor who has donated 64 times. He first donated for a relative when he was twenty years old. He commented "There is no substitute for

Blood. We cannot produce blood. We have to make Voluntary Blood Donation a way of life so that we can help save more lives. The more lives we save through the blood program the more we live up to the humanitarian ideals of the voluntary blood donation movement".



Mr. Suresh

Mr. K P Rajagopalan

The best Blood Donors of 2006 (TPL)



C. Samchandran - TPL



M. Gopakumar - TPL



Snojoy V Jacob - TPL



R. Asha - TPL

Best Blood Donor of 2006

Byju S Mony is the owner of Bhama Electricals, Nellimood, Trivandrum. Byju started donating blood at the age of 18 while he was a Student at University College for a boy who met with an accident. At that age itself he has taken a pledge that he shall donate blood voluntarily every four months. His mother who is a teacher also encouraged him to donate blood. For the last 20 years he has donated blood 58 times. He had also motivated others to donate blood and had organized various blood donation camps at various places. He says "At first we had to force people to come for donation because they had a lot of misconceptions and fears about donation". He now focuses on changing these misunderstandings amongst the public. His aim is to motivate people to donate blood voluntarily, creating awareness in the society about the science of blood and blood donation,



Byju S Mony- The Best Blood Donor of 2006 receiving the award from the Chief Guest

making people aware of safe blood transfusion, conducting blood donation camps throughout the year for Government blood banks, organizing training programmes for blood donors and motivators, motivating the donors of tomorrow, propagating the message of optimum utilization of blood amongst the blood users, and fighting against superstition and social taboos.

Thank You Blood Donor Greeting Card Design Contest

As part of World Blood Donor Day Celebration TERUMO PENPOL Limited in association with Club 25 had organized a "Thank you Blood Donor Greeting Card Design Contest" for School and College Students. The theme of this year's World Blood Donor Day "Safe Blood for Safe motherhood" is to highlight the life saving role of blood transfusions in maternal and prenatal care. The creative impulses of the children were obvious as we perused the cards which contained pictures of hearts, candles, the proverbial white dove of peace, mother and children and even a smiling drop of blood with folded hands. We spoke to Raji Nair who won the first prize in the competition and had depicted a pair of hands and a mother and child on her card." I wanted to say that donation is a helping act, you can

give life through it' she said. Alka Padman, a class X Student who won the third prize, had drawn a person grinning happily as he received blood. "He is happy because his life was saved, thanks to the anonymous donor", she explains.

We browsed through the numerous entries that children had sent, and "Thank you for saving many lives", "Donation is satisfaction" and Thank you life donors were some of the quotes found. It was a heartening sight to see children taking so much interest in a critical cause like blood donation.

World Blood Donor day applauds those Citizens who take the altruistic decision to donate blood. For like one of those greeting cards proclaimed "To spill blood is easy, but it takes great courage to donate it:



Hero of Terumo Penpol Limited

Shajudeen J S, the Evergreen Hero of TPL aged 39 years old has donated blood 50 times. He first donated blood at the age of 17 while he was a Student at S N College. Chempazhancherry for his Professor's son. The Child couldn't be saved and that is what gave him the impetus to donate blood. His only regret, he says is "In the last 22 years, I could have donated 88 times, but I managed only 50"



Shajudeen J S best blood donor of TPL (2006)

Vasudevan M - Repeat Regular Donor, sharing his experience with other Donors during the Donor Meeting at Hotel Horizon

Mr. M Vasudevan Working as a Pharmacist in VSSC aged 59 years old has donated blood 40 times. He wants to do something in life for others. He was



waiting for somebody to approach him for blood. One of his friends told him that if blood is required he would call him. But nobody called him. He then decided that he would donate blood voluntarily every year on 1st of June and also on his birthday which falls on the month of December. He quotes "I have realised the importance of giving blood and I will regularly give blood to SCTIMST to save more lives. I felt light and very good after donating blood. I hope my blood save lives."



Raji R Nair and Harishankar G J the winners of Thank You Blood Donor Greeting Card Design Contest receiving the award from the Chief Guest.