

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

This issue of **Blood Line**
is dedicated to
Club 25 Members

2007 | 5

SOME COMMENTS ON CLUB 25

Club 25 is an innovative donor recruitment tool to encourage younger people to donate blood regularly. The future of blood services depends on the availability of a regular input of new donors to replace those who have left the donor roll for a multiplicity of reasons. Focussing on younger donors is a sensible procedure as these persons are often idealistic, in good health and available through schools and colleges. We need to get away from the common idea that giving one blood donation is enough and focus on creating larger panels of regular blood donors. The programme of Club 25 does just this.

One of the key performance indicators for a modern blood service is the number and percentage of regular blood donors they have on their donor roll. Some countries have a high percentage of donors in this category. This means that these donors are "very safe" as they will have been tested many times for infectious disease markers and blood group characteristics. The regular blood donor is a treasure: no effort should be spared to ensure that they are given the best of care and encouragement. Club 25 procedures helps with this by providing information in a format that is acceptable to young people. It also provides an attainable objective for most young people. Perhaps we now need to also move to programmes that will help donors at the age of 25 to continue donating.

To make Club 25 even more successful, the entry age for blood donation might also be considered. Some countries allow blood donation at the age of 16 provided they exceed minimum weight standards. Young people in these days tend to be heavier than their predecessors of yesteryear and as such are physiologically competent to donate blood without harm. Starting earlier with the habit of donating would make it even easier for individuals to donate 25 donations by the time they are 25 years of age. It is also logistically easier to collect donors in this age group as many will still be at school.

Particular care will need to be taken with young ladies who join the Club to ensure that with regular blood donation their iron stores are not depleted. This can occur and the use of special tests such as serum ferritin investigations may be needed where there is any indication of iron deficiency. This is part of the special care that needs to be offered to Club 25 donors.

Already there is good evidence that the concept of a Club 25 programme is acceptable to young people and there are a number of other side benefits to those who join. Organisers of such programmes will need to be aware of the need to be constantly reviewing their publicity to ensure they are in accord with the changing modes of younger people. New motivational methods may be needed and sufficient finance needs to be allocated by blood donor



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services to make sure this can be done. In the laboratory we use sophisticated and often expensive technical equipment but in the blood donor area our tools are those of the publicity media which can be just as expensive.

Club 25 is a great project and for blood services who have not yet adopted it, please consider it seriously. It works, is sensible and it can be a great motivational tool for the recruitment of new blood donors. Go for it!

NATIONAL BLOOD DONATION DAY CELEBRATION

Inaugural Ceremony of National Blood Donation Day (October 1, 2007)



The Chief Guest Mr. Jacob Punnose, Additional DGP(Intelligence) delivering the inaugural address on National Blood Donation Day.



Mr. Mamoru Shimizu (Chairman, Terumo Penpol)



Mr. C Balagopal (Managing Director, Terumo Penpol)



Mr. Pradeep Shankar (Chief General Manager, State Bank of Travancore)



Dr. Ashalatha Thampuran (Principal, Mohandas College of Engineering)

Award for designing VBD banner



Keerthana Mannayam, eight standard student of Cotton Hill Girls School, bagged the award for the best banner designing contest. Hearty congratulations to Keerthana Mannayam!

Best Blood Donor Organizations receiving the award from Mr. Mamoru Shimizu, Chairman TERUMO PENPOL



The gathering on National Blood Donation Day

TERUMO PENPOL Limited in association with State Bank of Travancore and Club 25 celebrated National Blood Donation Day on 1 October 2007 at Vylopilly Samskrithi Bhavan. The function was inaugurated by Mr. Jacob Punnose (Additional DGP (Intelligence)). Mr. Pradeep Shankar, Chief General Manager of SBT presided the function. The best Donor Organizations and winners of various competitions were rewarded by Mr. Mamoru Shimizu (Chairman, TERUMO PENPOL Limited). The keynote address was delivered by Mr. C Balagopal (Managing Director, TPL). Ms. Ashalatha Thampuran, Principal, Mohandas College of Engineering felicitated the function. Mithun V, Club 25 Coordinator of Medical College welcomed the gathering. The Vote of thanks was delivered by Mr. T S Prakash, VBD member, TPL.



DEBATE ON VOLUNTARY BLOOD DONATION



The CLUB 25 members of All Saints College Central Poly Technique and Medical College, Trivandrum participated in the debate competition.

Noble Gesture of Gopidass, LPSC, VSSC



Shri Gopidass, Technician, LPSC has donated blood 24 times in the last 10 years. The Regional Cancer Centre, Trivandrum has appreciated his valuable service .He

has donated blood voluntarily without accepting any remuneration.

Gopidass explains “It all started way back in 1992 when I was standing in front of the operation theatre with all the anxiety , tension and expectations of a young father to be. My wife was in labour and doctors had warned me that she might need blood. Fortunately she didn’t, but on the same night, I accompanied another person at the blood bank whose infant child was

undergoing an emergency surgery in the same hospital. Between 1992 and 1996 I donated blood three more times. Later in 1996 itself the local church announced that someone in RCC was in need of O Positive blood and I volunteered to donate blood. Between March 1996 and June 2006 I have donated blood at RCC Blood Bank 21 times. I have noticed that cancer is quite different from other diseases, it drains the patient and

his /her near ones of all the resources. After donation the happiness that is seen on their faces is the only remuneration that I receive. I have been fortunate that my wife and children also have been very supportive to me. My advise to youngsters is that a healthy person does not have to be afraid or have any stigma to blood donation .They should come forward to donate blood voluntarily because blood donation is a noble act.”



Candle Light Rally Organised On National Blood Donation Day

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 :

Tata Consultancy Services-Best Industry promoting voluntary blood donation

Deshasenahi Club, Nellimood –Best NGO promoting voluntary blood donation

Dalob, Venjarmood - Best NGO promoting voluntary blood donation

St, Marys College, Manarcaud, Kottayam –Best College promoting voluntary blood donation

Central Polytechnic College-Vattiyurkavu- Best College promoting voluntary blood donation

St. Xavier’s College, Alwaye— Best College promoting voluntary blood donation.

All Kerala Blood Donors Society KEBS



During 2001 Seventeen organizations in Trivandrum took an initiative on the lines of an organized effort to form a voluntary agency to address the problem of shortage of Blood and formed All Kerala Blood Donors Society (KEBS).The Society has taken up the challenge of meeting the target of 100% voluntary blood donation of our State. The objectives of KEBS is to create an awareness among the public about the need for regular and voluntary blood donation, to motivate people to donate safe blood for needy patients, to safe guard the interest and welfare of the blood donors, to promote voluntary blood donation among all sections of society and to adopt peripheral rural areas to make them self sufficient in blood needs. The motto of the Society is ALL FOR ALL.

During the last few years the Society could take the message of Voluntary Blood Donation to the people and bring the subject to the focus of the society. Blood donation and awareness camps were

conducted in various parts of the district. The society has recently re-constituted its committee with the following.

1. Chair Person(Acting)- Dr K Mohandas, Project Officer,CCA
2. Vice Chair Person - Mr V K Chandrasekara Pillai, Scientist,VSSC
3. General Secretary - Mr U Suresh, General Manager,Janayugom Publications
4. Treasurer - Dr.Usha Kandaswamy, Medical Welfare Officer, SCTIMST
5. Org. Secretary - Mr Anil S Bhadrans, Relationship Manager,SBT
6. Jt. Secretaries - Mr.Rajeev, Scientist, RRL, Ms. P S Baby,PRO ,TPL
7. Executive Committee Members-Mr. K.P Rajagopalan ,Lay Secretary, Govt Hospital , Peroorkada

Mr. V Unnikrishnan,Manager, SBT, Kollam

Mr.A Gopakumar,Jt Secretary,FRAT

Mr. Brahnanayakam, Social Worker, TVM

Dr. Sreejith, Ayurvedha College, TVM

Meet Life Saver Anand

Ms. Baby of Trivandrum was admitted in a hospital for an Operation. The day before the operation the Doctor suggested that being anaemic she has to be given a pint of O positive blood. The blood bank gave her one pint of blood on condition that the blood should be replaced within 2 hours. It takes at least 2 to 3 hours to transfuse a pint of blood. During transfusion lying in hospital bed she was worried about the replacement of the blood within two hours.

A boy named Anand working at Rose Nursery who is a regular blood donor, was trying various ways to promote voluntary blood donation. One of his friends suggested that he may contact Ms Baby who is a blood donor motivator for the promotional work. Anand contacted her on her mobile and enquired whether he could meet her at the Hospital. When he came to know about her transfusion he straightaway went to the blood bank and donated blood for Ms. Baby even without being asked for help. After donation Anand came to see the lady for first time and told her "I donate blood because I can donate blood. I am healthy, fit and I feel it's a good

thing to do. It makes me feel good and it does a lot for the community". Anand's commitment as a donor and continued advocacy of Blood Donor Services is typical of people who donate blood — they are committed to helping others, even those they may never know.

Unfortunately, Ms. Baby cannot donate blood. She has a longstanding medical condition that requires her to take medication on a daily basis. When she attempted to donate blood she was advised not to donate blood. Her illness did not exclude her from raising awareness about this issue and urging those who can donate blood to do so. Her situation gave her an insight into the problems faced by others with a medical condition and she could sympathies with those who need blood donations. For this reason, she continuously urged people to consider donating blood.



Blood requirement

- An accident patient will generally need four to 100 units of red blood cells
- A kidney transplant patient will need two units.
- A premature baby will use one to four units while in intensive care.
- A liver transplant patient will require up to 10 units.
- A patient undergoing cancer treatment will require two to six units. A heart transplant patient will require four to six units.
- A patient undergoing treatment for sickle cell disease will require 10 to 15 units periodically to treat severe complications.
- Open-heart surgery for an adult will require two to six units,
- A leukaemia patient two to six units and a bone marrow transplant one to two units given every other day for four weeks.

Blood Donation at Jubilee Mission Hospital, Trichur

District Collector, MPS, MLAs and Councillors of Thrissur donated blood at Jubilee Mission Hospital, Thrissur on World Blood Donors Day.

For many years, Father Francis Alappat and his team have been passionate about promoting blood donation. They had launched a new challenge campaign to encourage every donor to become a regular blood donor. They create awareness of the need for blood donation, and hold regular blood drives in Thrissur. The goal of this new campaign - "Give Thanks! Give Life! Give Thrice!" - is to thank all of their regular volunteer blood donors, celebrate the gift of life they so generously make, and encourage every qualified donor to give blood thrice a year, or more. Being a volunteer blood donor may not get your name in the newspaper, or your face on television - but it still makes you a hero. Volunteer donors currently provide lifesaving blood to their friends and neighbours every year - that's millions of lives made different because someone stopped to donate blood.



A Few Facts About Blood Donation

Many people with common blood types wrongly assume that their blood is not needed. In fact, the majority of patients in hospital are likely to have a common blood type, increasing the demand of these group. A donation of 350 milliliters of blood is less than 8 per cent of a person's total blood volume.

Blood donation is one of the simplest ways to give something back to the community. Almost anyone in the community aged between 16 and 60 years who weighs more than 45 kilograms can donate blood.

Whole blood is occasionally used for the replacement of blood lost during surgery and for the treatment of severe bleeding resulting from accidents. However, the majority of the blood collected is separated into three components—red

cells, platelets and plasma. That is done by spinning the whole blood donation in a centrifuge at varying speeds to separate each component. Every time blood is given as many as three lives are saved.

Red cells give blood its colour and account for up to 40 per cent of its volume. The main function of these cells is to carry oxygen from the lungs to all the cells of the body and remove waste products such as carbon dioxide. Transfusions of red blood cells are used to treat people with severe anaemia, those with red blood cells that do not function adequately and people experiencing severe bleeding such as accident victims and patients undergoing surgery. Red cells can be stored in refrigeration for up to 42 days.

Club 25 members receiving Award



Mithun V Club 25 member of MCH and Club 25 member of All Saints College receiving award from Ms.Girija Menon, President of Inner Wheel Club of Trivandrum North District-321. The debate was sponsored by Inner Wheel Club. –