

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

This issue of Blood Line
is dedicated to
the women donors

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ISBTI Committed to Provide Quality in Transfusion Services

Otherwise instead of saving lives we will be infecting the patients with new diseases thereby endangering the lives. There is no substitute for blood. It cannot be manufactured outside the body. It is to be given by person to person and we must ensure that it must be donated by healthy voluntary non-remunerated donor, which is the only source of safe blood. ISBTI is the only organization in the country working for promotion of Voluntary Blood Donation and supply safe blood in the country. The society was established in 1972 at PGI, Chandigarh and registered as "voluntary organization" in society act.

The Society has done commendable job by

banning the professional blood donor through judgement of Hon'ble Supreme Court in 1996, established National and State Blood Transfusion council and helped the Govt. of India for implementing National Blood Policy.

To take the light of awareness for voluntary blood donation in rural area, ISBTI launched a Programme 'RAKT KRANTI GRASS ROOT MOVEMENT' on the occasion of National Blood Donation day on 1st Oct. 2005, which has created tremendous response in rural area. This programme is a forward steps towards achievement of Safe Blood and 100% of Voluntary blood donation in our country.

Transfusion of blood and its components is a major important part of health care system. Therefore it is necessary that the human blood and its components administered are hundred percent safe.

Inaugural Ceremony World AIDS Day



Mr. C. Padmakumar
Executive Director
TERUMO PENPOL Limited



Mr. Ravada A Chandrashekhar
City Police Commissioner



Mr. Anil S Bhadran
Organizing Secretary
All Kerala Blood Donors Society



Mr. Ravada A Chandrashekhar, City Police Commissioner delivering the inaugural address



Mr. C. Padmakumar, Exe. Director, TERUMO PENPOL Limited presiding the World AIDS Day function.



Mr. U Suresh Organizing Secretary, All Kerala Blood Donors Society delivering Key note address



Rotarian Captain T K R Nair, felicitating the World AIDS Day function

Is the real issue “Shortage of Blood”?

Mr. C. Balagopal

Managing Director
TERUMO PENPOL Limited

Is the real issue “shortage” of blood? It is axiomatic that acute demand for blood is being met somehow. Therefore the authorities think that all this talk about Voluntary Blood Donation is splitting hairs, making a very fine point, etc.

Is not the real issue that present Voluntary Blood Donation initiatives depend almost solely on the donor’s altruistic motives, unrelated to the final use of the blood thus donated.? A regular donor will go to the Blood Bank of his choice and donate every 3 months. What does this accomplish? Perhaps a sense of contributing to society. At best, certain Blood Banks will assure the donor of blood for him and his family. In which case, we will have to stretch the meaning of the term “altruism”.

On the other hand, if there were a Community Blood Center or a National Blood Service, my regular donation will



Mr C Balagopal, Managing Director, TERUMO PENPOL Limited talking about voluntary blood donation at a meeting organized by The International Association of Lions Club in connection with World Service Day.

assure that the system works, and will ASSURE every patient of blood supply when she needs it, including me and my family. There is a huge difference between the two situations.

I fear that unless we address the system issue, we will not be making any significant impact on the real problem ie there is no assurance that a patient will get the blood she needs unless she arranges the donor.

Experience of a Woman Donor after her first donation – Email to the Editor



Beena P Nair
Company Secretary
Terumo Penpol Limited

Dear Baby Mam,

Thank you very much for giving me an opportunity to do my duty - to serve our society by donating “life”. It was my first experience.

In this occasion, I would like to share the fact that it is the psychology of the person that cause fatigue after donating blood. Just before me donating blood, I saw a young man donating blood for his relative. He was about to faint during blood donation. After donating blood, I was surprised how he can be so fatigue!!!!!!

I was not at all feeling tired after donating blood, but feeling proud that I was able to help a mother who need me at that time. My prayers for her to get well soon. Thanks & Regards

BEENA. P. NAIR
Company Secretary
Terumo Penpol Limited

WORLD AIDS DAY FUNCTION

TERUMO PENPOL Limited in association with All Kerala Blood Donors Society, Club 25 and Rotary Club of Trivandrum celebrated World AIDS Day on December 1.2007 at Vylopilly Samskrithi Bhavan, Nanthencode, Trivandrum. Mr C Padmakumar, the Executive Director of TERUMO PENPOL Limited presided the function. The function was inaugurated by City Police Commissioner, Mr. Ravada A Chandrshekar. The General Secretary of All Kerala Blood Donors Society Mr. U Suresh delivered the Keynote address. Rotarian TKR Nair felicitated the function. Mr. Anil S Bhadran, Organizing Secretary of All Kerala Blood Donors Society welcomed the gathering. Suja S the Club 25 member of All Saints College delivered the vote of thanks. Various events which included Panel Discussion by Blood Transfusion Officers, Debate on VBD by Students, Experience Sharing by Students, Presentation on Club 25, Quiz on Blood Donation and interactive session on HIV AIDS Care and Counseling were organized.

Announcing World Health Day April 7th 2008

Curtain Raiser Events planned By All Kerala Blood Donors Society, Club 25, Kerala State Sports Council, State Bank of Travancore and TERUMO PENPOL Limited as part of World Health Day Celebration.

- Intimation about the awards for the Institution sending maximum number of donors to donate blood on World Health Day
 - Invitation to the Head of State, Minister of Health and other prominent politicians, celebrities and famous sportspersons to support World Health Day by attending the mega blood donation camp which will be organized on World Health Day.
 - Invitation to be sent to government and private offices, factories, banks, hotels and shopping centers in Trivandrum about the mega blood donation camp.
 - Distribution of posters, leaflets, and other items featuring information about blood donation at Central Stadium to the general public
 - Invitation to the print and electronic media in advance of World Health Day to secure their support; provide them with information and “good news” stories about blood donors and patients and ask them to support the ongoing campaign to recruit voluntary blood donors; request radio services to broadcast Voluntary Blood Donation message as a public service announcement.
 - Enlist religious, women’s community, youth and national service organizations (e.g. Rotary Clubs, Scouts, Lions Clubs) to donate blood on World Health Day.
 - Display of banners with VBD messages at prominent places
 - Scrolling of VBD Messages through Display board at Kanakakunnu
 - Talk Shows and scrolling of VBD messages through Asianet Cable Vision
 - Kiosks placed in crowded areas, decorated with posters, that are specially designed for World Health Day
- Programme on World Health Day 7 April 2008**
- Blood Donation by a celebrity
 - Mega Blood Donation Camp (Target 200 Donors)
 - Collection of the database of the voluntary blood donors who participate in this camp for future use.
 - Award for the Institution sending maximum number of donors to donate blood on World Health Day
- Come and donate blood voluntarily!***

Time to plug the holes in the National Blood Policy

by Dr Shailaja Tetali, *Public Health Consultant and*

Mr C Balagopal, *Managing Director, TERUMO PENPOL LIMITED*

Abstract of the Presentation at the 2nd National Bioethics Conference December 6 to 9, 2007, Bangalore

Back ground-The Supreme Court of India passed a ruling banning paid blood donations in 1997 (NACO: Action Plan for Blood Safety). The National Blood Policy-2002 strongly advocates non-remunerated voluntary blood donation (VBD) and unambiguously states 'no' to replacement donation. But the ground reality is different.



Dr. Shailaja Tetali, Independent Consultant Public Health Researcher talking at National Bioethics conference in Bangalore.

Ethical issues-Patients advised to undergo surgery end up traveling, sometimes to a far off city. The onus for arranging blood for the patient is on his poor relative, who has to find a replacement for every unit of blood required for the surgery. Outside the hospital gates, he finds 'relatives' who are only too willing to donate blood, for a large fee. It is very difficult to check if this newly found contact is indeed the patient's relative.

Outcome of ethical enquiry-What is the use of having a ruling from the highest court of law; and a policy on paper, which is not implemented? In 39 countries, which include developing countries with much smaller human resources, 100% of blood collected is from VBD (WHO: Blood Safety and Voluntary Donations: Fact sheet), as opposed to 50% in India.

Discussion- The safest blood comes from the safest donors (WHO World Blood Donor Day Campaign Kit), who are healthy altruistic volunteers and who take pride in being regular donors; not from people who sell their blood to mitigate their financial problems. One of the great roadblocks preventing the development of an effective VBD service is a lack of sufficient forward planning by the relevant political authorities. The most important factor for good VBD service has been documented to be commitment from the government. (*Asian Journal of Transfusion Science, 2007*).

It is imperative that the government bans replacement donation and actively promotes VBD. It should act now, and turn its policy into practice, before any more recipients become victims of unsafe blood donation.

VOLUNTARY BLOOD DONATION

Safe blood donors are the cornerstone of a safe and adequate supply of blood and blood products. The safest blood donors are voluntary, non-remunerated blood donors from low-risk populations. Despite this, family/replacement and paid donors, which are associated with a significantly higher prevalence of transfusion-transmissible infections (TTIs) including HIV, hepatitis B, hepatitis C, syphilis and Chagas disease, still provide more than 50% of the blood collected in developing countries. WHO advocates and recommends to its Member States to develop national blood transfusion services based on voluntary non-remunerated regular blood donation in accordance with World Health Assembly resolution 28.72, which was adopted in 1975.

The key to recruiting and retaining safe blood donors is good epidemiological data on the prevalence (and incidence, where possible) of infectious markers in the general population to identify low-risk donor populations coupled with an effective donor education, motivation and recruitment strategy to recruit new voluntary non-remunerated blood donors from these populations. A pleasant experience during blood donation, good donor care and effective communication between blood center staff and blood donors are all important factors for the retention of safe blood donors.

WHO has developed a set of simple guidelines designed to assist those responsible for blood donor recruitment in resource poor settings to develop and implement a programme to improve communication with blood donors. These guidelines provide approaches for setting up a communication programme – organizing, collecting information, and developing plans; as well as providing ideas that individual centers might consider for recruiting, educating and retaining safe donors.

Elements and activities in promoting voluntary non-remunerated blood donation include

- National blood donor programme for the education, recruitment and retention of low-risk blood donors, including community-based voluntary blood donor organizations and youth programmes;
- Appointment of an officer responsible for the national blood donor programme to include donor education, motivation, recruitment and retention;
- Training of donor recruitment and donor care staff in donor education, motivation, recruitment, selection and retention;
- Development of partnerships with nongovernmental organizations, such as national Red Cross and Red Crescent societies, voluntary blood donor

organizations, national service organizations and the media

- Identification of donor populations at low risk for transfusion-transmissible infections and development of strategies to promote positive attitudes towards voluntary blood donation;
- Development of donor education and recruitment materials;
- Educational and media campaigns in workplaces, communities and educational institutions;
- Establishment and maintenance of a database/register of donor records;
- Guidelines and protocols for donor selection and deferral, donor confidentiality and donor care;
- Guidelines on the management of donor sessions and blood collection;
- Monitoring of Transfusion Transmitted Infections in donor population;
- Training of staff in pre- and post-donation counseling;
- Donor notification and referral for counseling;
- Monitoring and evaluation of the blood donor programme.

Source: WHO

Life-savers on call

All Saints College won the 'Best Club 25 for the year 2007' award



Positive pressure - Students are encouraged to donate regularly when they see their peers do it

Mary Mettilda Rose and her group of students from All Saints College are a proud lot as they have won the 'Best Club 25 for the year 2007' award. Club 25 is a voluntary blood donation initiative whereby members pledge to give blood 25 times by the age of 25.

Promoted by Terumo Penpol Limited, there are 11 such units in the city. Mary, Club 25 coordinator at the college, along with other members of the initiative, organized four blood donation camps in a single year on the campus premises which brought them the recognition.

"When students see their peers do it they are encouraged to donate," says Mary.

"Donating blood becomes a voluntary act only when it is given without being asked and not knowing whom it goes to," says Baby P.S., public relations officer, Terumo Penpol Limited.

Origins

Club 25 originated in Zimbabwe in 1989 among student donors who became so attached to the cause that when they completed their schooling they decided to create the Pledge 25 Club, committing to make at least another 25 blood donations before the age of 25.

They also pledged to lead healthy lives. With research having proved that donors who give blood of their own free will without the expectation of payment are the 'safest' donors, the venture served as an example for several countries facing blood safety problems.



Club 25 members and Club 25 Coordinator of All Saints College

"It started as part of our Corporate Social Responsibility programme. People with Thalassemia, Haemophilia and the like need regular transfusions. The demand is such that we can never say enough. If you need blood, you know where to call, right?" Mary signs off.

Courtesy : The Hindu Metro Plus

Extracts from Dr Amar Fettle's Talk on HIV AIDS Care Counseling and Prevention



Dr. Amar Fettle, Pediatrician of General Hospital talking to Students about HIV AIDS Care Counseling and Prevention

The society in general might be experiencing an information overload, but there is practically no responsible channel of communication between society at large and the adolescent population on sexuality and sexually transmitted diseases. There is an abject lack of awareness among students on matters related to sex and HIV (Human Immunodeficiency Virus). Teachers often skip the topic in schools arguing that it would degrade their worth as educators. People should realize that sex education is a necessity. The focus of the sex education is not just on sex as such, but in addressing anxieties in children relating to mental, physical and sexual aspects of growing up. It is like handing over a torch to them to show the path ahead. People should realize that sex education is a necessity.

Parents should adopt a broad-minded approach while discussing matters related to sex with their children. Instead of switching channels and preventing children from viewing an advertisement on safe sex, for example, parents should engage them in a healthy and informed discussion on the topic. To think that children will automatically gain information about sexuality and sexual behavior is foolish.

Though prevalence of HIV is described as 'low' in Kerala at present, its proximity to States where the prevalence is high and the fact that it has an increasing migrant population makes the State 'highly vulnerable' to the spread of the virus, according to the AIDS Control Society. The largest number of new cases of HIV infection is found in the age group of 15 to 24 years. This is a global phenomenon and Kerala is no exception, says Dr. Fettle. (According to *The Economist* magazine, in India, 44 per cent of the reported AIDS cases are among 15 to 29-year-olds).

Dr. Amar Fettle, is a pediatrician of General Hospital, Trivandrum involved in the life skill development programmes of the State Departments of Education and Health.

PANEL DISCUSSION by BTOS



Panel Discussion by Blood Transfusion Officers on the role of Blood Transfusion Officers to promote Safe Blood Donation and to prevent HIV AIDS - Dr. Vijayalekshmi (RCC), Dr.Sulochana (SCTIMST), Dr. Usha (Medical College)

PANEL DISCUSSION BY CLUB 25 MEMBERS



Panel Discussion By Club 25 members on the Role of Students to Promote Voluntary Blood Donation