

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

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

2008 | 7

MESSAGE FROM THE PRESIDENT OF ROTARY CLUB OF TRIVANDRUM



Mr. C. Padmakumar, Rtn President, Rotary Club of Trivandrum

Rotary International is one of the largest service organizations in the world. Rotary is known worldwide for its outstanding contributions in the fight against Polio and for its disaster relief support work.

The theme of Rotary International for this

Rotary Year is "Rotary Shares". What better example of sharing can there be other than voluntarily donating blood to a fellow human being? Rotary has been in the forefront of supporting voluntary blood donation in different parts of the world including India. In fact, Rotary International received an Outstanding Achievement Award from the AABB (formerly known as the American Association of Blood Banks) for promoting and supporting voluntary blood donation in 2006.

Blood is one of the most critical resources when disaster strikes. Rotarians around the world answer the call by promoting blood drives, educating communities, and volunteering at blood donation centers. Several Clubs and Districts have found creative ways to make every drop count. One notable effort is Denmark's Vampire Project Group and Lend an Arm initiative. Members of Danish Rotary, Rotaract, Inner

Wheel Clubs founded the group in 2004 to organize the recruitment of their members as voluntary blood donors. The group mailed pledge cards to Inner Wheel Districts and all Danish Rotary Clubs to encourage members to donate blood. The "vampires" are working with Governors Challenge Blood Drive (a project initiated in Texas, USA, to promote district wide blood drives) to establish a Rotarian Action Group to take the movement global.

During the current year the Rotary Club of Trivandrum organized a special meeting on the subject "Voluntary Blood Donation" to educate Rotarians, leading members of the public and representatives of other service groups like Lions International, YWCA, Y's Men's International and the Indian Air Force. The Rotary Club of Trivandrum also actively participates in events like World Blood Donor Day and National Blood Donation Day.

Celebrity Blood Donor on World Health Day



City Police Commissioner Mr. Ravada Chandrashekar the first Blood Donor donating blood at Mega Blood Donation Camp. As a blood donor, he knows that donating doesn't hurt, so he encourages everyone to get involved and donate.

Inaugural Ceremony- World Health Day, April 7, 2008



Panniyar Raveendran (Member of Parliament), Mr. C. Balagopal (Managing Director, Teromo Penpol Ltd.), Mathur K Nanjuda (General Manager Planning & Development, SBT), Dr. K. Mohandas, (President, All Kerala Blood Donors Society)

Voluntary Blood Donation- Agenda for Rotary



Extracts from the Presentation of Mr.C Balagopal, Managing Director,TERUMO PENPOL Limited at a meeting organized by the Rotary Club of Trivandrum.

Approximately 5 million units of blood are collected every year in India. But less than 25% of this is separated into components unlike the rest of the world where the proportion is reversed! The WHO estimates that a country needs 3-5% of the population donating once a year to ensure that all blood needs are met (that would mean a figure of 30-50 million units for India!). The official figures indicate that most of the blood collected in India is from the Voluntary donors. This is misleading as it includes replacement donors, who are coerced into donating even if they may be un-remunerated. True voluntary donors donating on a regular basis are a very small proportion of the total, probably accounting for less than

10% of the total. What this means is that the erstwhile "Professional Donor" may be reappearing as a replacement donor to meet the demand of desperate families. The figures for Transfusion Transmitted Infections in India, which show little improvement over the past 20 years, is testimony to the continuing preponderance of unsafe professional donors in the system.

The debate on demand/supply of blood misses the real tragedy in India. The demand for blood is of two kinds: acute and chronic. Acute demand is for immediate transfusion due to surgery, blood losses due to injury, and is what we commonly encounter and read about. The chronic demand for blood refers to the demand from patients who suffer from blood disorders or require prolonged blood transfusion therapy. In most countries, this demand accounts for the larger proportion of blood use. In India this category is mostly neglected due to the present system under which Blood Services are provided. Therefore patients falling into the second category struggle to find the blood products they need to stay alive and lead normal life. This is a blot on our society and is an unforgivable oversight and neglect. Every citizen

should expect to get the blood product they require as a matter of right.

In India today, blood services are unorganized and are run by government hospitals, private hospitals, and private commercial blood banks, NGOs etc. Although they need to get a license to operate, there is little regulation or supervision of their working. As a result, most Blood Centers have poor QA processes and consequently poor quality outcomes.

The best solution would be to bring Blood Services under a National Authority, as is the case in most countries. Alternatively, the Community Blood Center model that works successfully in the United States can be tried. Stronger regulatory control and supervision is unavoidable if minimum standards of safety and supply are to be met.

Rotary is already active in the field and runs several Blood Centers in India. Some of these centers are quite well run and need to be expanded. New Blood Centers are needed in several parts of the country and Rotary can think of starting such centers in association with other NGO's. Rotary can help the cause of VBD by promoting voluntary donation.

The Great Heroines of PTM Group of Institutions waiting at the Registration Counter for donation



37 B.Ed Students from PTM Group of Institutions turned out for the Blood Donation Camp. Young donors are very important and have so much more to give. Most blood donors can give blood every 12 weeks. With every donation potentially saving three lives, the young people can help ensure the future of our blood supply. We recognize the enthusiasm of the PTM students who already donate blood on a regular basis. With the demand for blood and blood components predicted to increase dramatically the youth, is literally the future of blood donation in our country. We thank all you for your kind gesture.

The IT Engineers of UST Global donating blood at the Mega Blood Donation Camp on World Health Day



23 Associates of UST Global under the leadership of Sthanu Kumar Ramakrishnathambi (who is a regular donor) donated blood on World Health Day. UST Global generated goodwill through involvement in an invaluable community based activity. They promoted good organization self esteem and demonstrated strong values by doing something for others. We thank you for your kind gesture.

The Heroine of TERUMO PENPOL



Sobha A the Jr Executive of TERUMO PENPOL is affected with arthritis and is a migraine patient. Her diseases didn't prevent her from donating blood on World Health Day. She told "Donating blood is a gift that is easy to give and it won't cost you anything. Give the gift of life. The need for blood never takes a holiday." Thank you Sobha!

Sushma Sethuraman as a Role Model Mother!

Sushma Sethuraman, aged 51 who is the Proprietor of, Revathy Beauty Parlor, Nalanchira came with her Son Ashwin a Mechanical Engineer of MES Engineering College, Venjaramood to donate blood on World Health Day. She closed her beauty parlor just for donating blood along with her son. When she was 45 year old she had donated blood for her relative. She was willing to donate blood even after that. But her husband restricted her to donate blood because he had a feeling that if she is going to donate blood frequently she may be affected with some health problem. Her elder son Sandeep working in Unisol Company at Technopark is a regular donor.

Her younger son Ashwin is frightened of blood. She took him to donate blood at the mega blood camp so that he could overcome his fear while watching others donating blood. Aswin was willing to donate blood after that. But due to some minor health problems he couldn't donate blood on that day. Sushma donated her blood and went

with her son for shopping. It is difficult to find the right words to express how much we appreciate the support of mothers like Sushama, but we hope a 'thank you' will help. Women in any community may serve the transfusion service in more ways than one: by becoming a blood donor which is the simplest way and by educating their children to become blood donors on their attaining adulthood which is a more far-reaching way. Women are in advantageous position to eradicate the superstitions and taboos from the minds of their children. Once



the child is allowed and trained to think free there is less chance of confused thinking later on.

The Real Heroes - Donating Blood is one great way people can help others



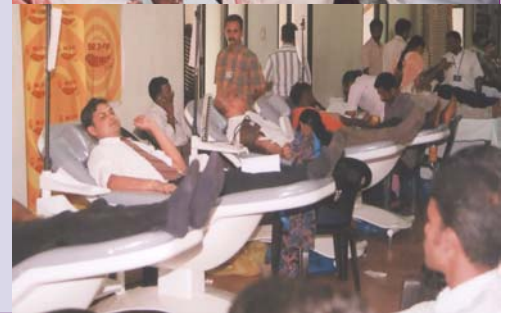
M D Shivasankar, Deputy General Manager (Inspection), SBT aged 56 years old donating Blood on World Health Day. A blood donation only takes about 10-20 minutes and it means you are making an important and potentially live saving contribution to the one in three people who'll need it in their lifetime.



Senthivel aged 58 of VSSC who had donated blood 38 times donating blood at the mega Blood Donation Camp on World Health Day. We need people like Senthivel as blood donors to roll up their sleeves and give blood to the needy.

Mega Blood Donation Camp on World Health Day

TERUMO PENPOL Limited organized a mega blood donation camp in association with All Kerala Blood Donors Society, Club 25, Kerala State Sports Council and State Bank of Travancore at Chandrashekhara Nair Stadium, Palayam as part of the programmes in connection with World Health Day. TPL MD presided the function. Mr.Panniyan Raveendran Member of Parliament was the Chief Guest for the program. SBT General Manager (P & D) Mathur K Najunda felicitated the function. City Police Commissioner Ravada Chandrasekhar was the first blood donor. Minister for Forest and Housing Mr.Binoy Vishwam attended the camp. The blood banks at the Medical College Hospital, Regional Cancer Center and Sree Chitra Tirunal Institute for Medical Sciences collected blood from the donors at the camp.



Blood Donation Camp at Infosys turns out to be a huge Success



The blood donation camp was conducted at Infosys Trivandrum on 28th and 29th of February 2008. It was organized by Sanjeevani in association with IVS team. The camp was yet another successful event after the December camp.

A total of 63 units of blood were collected in 4 hours of the time on each of these days (26 and 37 units each). That was a very good collection as per the doctors. A certificate was provided to all members individually as their token of appreciation.

Announcing World Blood Donor Day

14 June 2008

On 14 June 2008, World Blood Donor Day (WBDD) will again be celebrated throughout the world to create wider awareness of the need for safe blood for transfusion and the importance of blood donation, and to thank blood donors for their gift of blood. World Blood Donor Day was designated as an annual event by the ministers of health of all WHO Member States at the World Health Assembly in 2005. Each year, the number of countries that organize WBDD events increases,

with activities now being held in the majority of countries. High-level commitment and support by government leaders, royalty and celebrities, coupled with media campaigns and community-based activities, unite the world in a celebration of the selfless individuals who donate their blood to save the lives and improve the health of people whom they will never meet.

World Blood Donor Day focuses on the lifesaving gift of voluntary unpaid blood donors who donate blood purely for altruistic reasons. As more and more countries achieve the goal of 100 per cent voluntary donation, there is growing appreciation of the vital role of voluntary unpaid donors who give blood on a regular basis. Regular

donors are the safest blood donors and they are also the foundation of sustainable national blood supplies that are sufficient to meet the needs of all patients requiring transfusion. Retaining suitable blood donors should be a high priority for every country.

In 2008, the theme of World Blood Donor Day will be "Giving Blood Regularly" to support national blood donor programmes in building a stable base of voluntary unpaid donors who make a long-term commitment to blood donation.

Source: WHO

Thanks to Radio Mirchi



Thanks to Radio Mirchi who was the official radio partner of World Health Day. - The Radio Jockeys Anjana and TJ of Radio Mirchi donating blood at the Mega Blood Donation Camp.



Mr .Bhaskaran ,General Manager (Marketing) of TERUMO PENPOL sharing his views at a meeting on Voluntary Blood Donation organized by Rotary Club of Trivandrum.

Mr. Bhaskaran's Views" Rotarians deserve lot of appreciation in setting up some good blood banks in the country. However, they should involve in the regular running of such blood banks to achieve safe blood banking and good practices instead of just supporting through funds and the Equipment".

First Time Donor

Lakshmi of All India Institute of Self Service, donating blood on World Health Day . By becoming a dedicated blood donor at 18 years old, our youth donors like Lakshmi have the ability to help save the lives of thousands of fellow beings.

Lakshmi says that she donates blood because it is something simple, which she can do that will really make a difference to someone's life. She quoted " One in three people will need blood in their lifetime, maybe even someone you know, so why not give what you can"?



The Heroes of TERUMO PENPOL Limited donating blood on World Health Day. These repeat regular donors of TPL donate blood once in three months

