

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

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

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Millennium Development Goals



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The achievement of four of the health-related Millennium Development Goals (MDGs) will be facilitated by efforts to attain universal access to safe blood. These four goals are reduce child mortality, Improve maternal health, Combat HIV/AIDS, malaria & other diseases, Develop a global partnership for development

Attainment of 100 per cent voluntary blood donation brings with it sustainable long-term results for human development. Voluntary blood donors make a most effective contribution towards global partnerships for development. The vital relationship between a country's voluntary blood donation programme and the capacity of its government and civil society to meet broader responsibilities reflects the true value of voluntary blood donors in human development. The growth of Club 25 Programmes whereby blood donors play significant roles in both curative medicine and health promotion makes for an

economical public health model as well as contributing to wider civil society. Through the network of Club 25 members, young blood donors have social interaction and collaboration at the local and global level, resulting in their acquisition of significant leadership skills, which can later benefit their own country in wide-ranging activities. In effect, young blood donors commence their role in human development by giving blood. Then, they extend their community involvement, for example, by becoming HIV/AIDS peer educators or participating in other health promotion activities. Ultimately, they forge strong links of solidarity, which, in turn, build their capacity to provide leadership for improved health and well being in their communities



World Blood Donor Day Inaugural Ceremony



Left to right - Air Commodore S Mahapatra (Southern Air Command), Trinadha Rao (Deputy General Manager, State Bank of India)
Yoshiaki Shirashi (Chairman, TERUMO PENPOL Limited), C Balagopal (Managing Director, TERUMO PENPOL Ltd)
C Padmakumar (President, Rotary Club of Trivandrum),
K P Rajagopalan (Lay Secretary, Govt Hospital)
Ms.Anitha Shankar (State Liaison Officer, State NSS Cell) Ms.Bella Beena (Club 25 Member, All Saints College)

WOW ,Inauguration of Club 25 at College of Pharmacy-



Terumo Penpol Managing Director Mr. C Balagopal inaugurating the blood donors' forum, 'Club 25,' at the College. of Pharmacy, Medical College, Trivandrum

World Blood Donor Day Celebration- "Once is not enough -Give Blood Regularly"

TERUMO PENPOL Limited in association with State Bank of India, State NSS Cell and Club 25 celebrated World Blood Donor Day on 14 June 2008 at Vlyopilly Samskrithi Bhavan, Nanthencode . Air Commodore S Mahapatra inaugurated the function. Mr. Trinadha Rao the DGM of SBI presided the function. Mr.C Balagopal the Managing Director of TPL delivered the keynote address. Mr. C Padmakumar the President of Rotary Club of Trivandrum and Mr. KP Rajagopalan the Lay Secretary of KEBS felicitated the function . Ms. Anitha Sankar the State Liaison Officer of NSS welcomed the gathering. Ms Bella Beena the Club 25 Member of All Saints College delivered the vote of thanks . TPL Chairman Mr. Yoshiaki Shiraishi gave away the Prizes to the winners of Thank you Blood Donor Greeting Card Design Contest and also awarded the repeat regular donors. We took the opportunity to thank all of our blood donors for the contribution they make to the community. 223 repeat regular donors and Club 25 members participated in the meeting.



Lakshmi Devi the Club 25 member of Govt Women's Poly Technique sharing her experience and motivating others to donate blood



Best Female Donor

- Suma P – Kerala Mahila Samakhiya Society

Repeat Blood Donor's Meeting

TPL in association with Club FM 94.3 arranged a repeat regular Blood Donor's meeting as a prelude to World Blood Donor Day. The Club 25 members and repeat regular Donors from various colleges in the City attended the meeting. Dr Usha Kandaswamy , the Medical Social Welfare Officer of SCTIMST and Dr.Shailaja Tettali urged the Students to promote voluntary blood donation . Dr Shailaja Tettali suggested students should select a youth co-coordinator from their college who is a blood donor and helps to organize their college's donation schedule and encourage their peers to donate. The Club 25 Members and repeat regular donors shared their experience. Club FM 94.3 conducted funny games activities and distributed gifts to the winners.



Award for State Bank of India and State Bank of Travancore for their outstanding support in promoting voluntary blood donation

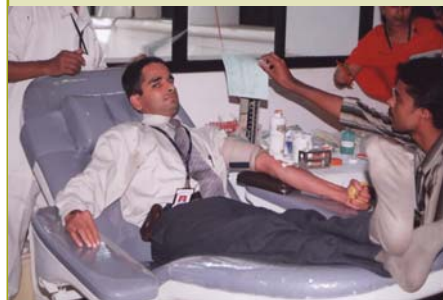


Mathur K Nanjunda, General Manager (Planning and Development), State Bank of Travancore receiving the award from the Chief Guest Air Commodore S Mahapatra on World Blood Donor Day



Mr. Trinadha Rao, Circle Development Officer and Deputy General Manager ,SBI receiving the award from the Chief Guest Air Commodore S Mahapatra on World Blood Donor Day –

Blood Donation Camp at Techno park -Thanks to UST Global



A Blood Donation Camp was organized at Techno park as part of World Blood Donor Day Celebration. 58 Donors donated blood at Techno park. The Donors were from US Technology, Winz Infotech, ARS Software. Amstor Technology, Park Center, and RMESI. 38 Associates of UST Global under the leadership of Sthanu Kumar Ramakrishnanthambi donated blood at the camp. The US Technology have been great supporters of the Blood Service for many years

We are very proud of all of you who give blood to help those in need .We love to see the dedicated donors like you as often as you can manage, and those you have never given blood before, now is the time to come and donate blood. We also hope to encourage more young people to donate and to become life-long donors – after all, you are the future of the Blood Service.

Kudos to G Jayakumar J S Shajudeen, and N Santhosh Kumar



J S Shajudeen G. Jayakumaran N Santhosh Kumar Nair

J S Shajudeen, G Jayakumaran Nair and N S Santhosh Kumar received recognition cards from the Director of SCTIMST at a WBD function organized by SCTIMST. TPL MD delivered the Keynote address at the function, which was thought provoking and impressive.

Best Blood Donors of Terumo Penpol Limited



Samchandran Balaram P Vinod R K Anil Kumar

Award for Best Blood Donor Motivators

Mr Byju S Mony –The Best Blood Donor and Best Donor Motivator of 2007 talking to the gathering at a donor meeting.

He has participated in various VBD events and has won the best blood donor and best motivator award three years in a row. He had organized 12 blood donation camps and motivated others to donate



Mr. S. Krishna Kumar - (TCS), the Best Blood Donor Motivator of 2007 receiving the Award from Air Commodore S Mahapatra

He arranges the new recruits of TCS for Blood donation and recognize that blood donors are an essential part of the community His motivation to encourage others to donate is praiseworthy.



Ms . Anitha kumari the Best Female Blood Donor Motivator of 2007 sharing her experience.

Anitha wants to help others and make a difference by donating blood and by organizing blood donation camps

Releasing First Issue of Club 25 Hand Book on World Blood Donor Day

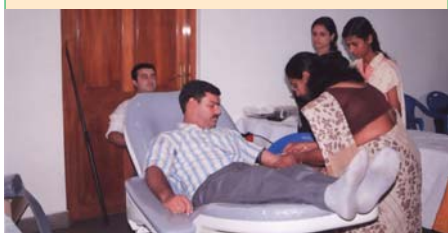
Air commodore S Mahapatra handing over the first issue of Hand Book to Mr Yoshiaki Shiraisi the chairman of TERUMO PENPOL Limited .



Club FM 94.3 supporting World Blood Donor Day Celebration

Vinod Kumar S, Sr. Officer (Radio Solutions) of Club FM 94.3 donating blood at the mega blood donation camp organized at Techno park as part of World Blood Donor Day Celebration.

The Club FM Radio 94.3 of Mathrubhumi Newspaper was the Official radio partner of this event and they had given wide publicity through Club FM for four days. They had covered about the event continuously for four days in Mathrubhumi Newspaper. Club FM gave an OB link of repeat regular donors and Club 25 Members on 14th June 2008 at Vailopilly Samskrithi Bhavan, Thiruvananthapuram. Thanks to Club FM 94.3!



Best Club 25 Donors

1. Rejeetha-All India Institute for Self-Employment
2. Simna S, All Saints College
3. Shirley J- All Saints College

All Kerala award for Best NSS Program Coordinator and NSS Program officers Promoting Voluntary Blood Donation

1. Mr.K Sabu Kuttan. NSS Program Co coordinator, M G University
2. Smt P K Rama Beebi, NSS Program Officer, Govt Women's Poy Technique, Thrissur
3. Smt, Parvathy, NSS Program Officer, St Xavier's College, Alwaye
4. Smt Sheena Xavier, NSS Program Officer St Xavier's College, Alwaye
5. Mr. Ali Jaffar C S, NSS Program Officer, Amal College of Advanced Studies, Nillambur
6. Mr.Satheesh V R, NSS Program Officer, Center for Computer and Information Science.
7. Mr Kuriakose Jacob, MA College of Engineering, Kothamangalam

Best NSS Program Officers Receiving the Award on World Blood Donor Day-



Ms. P K Ramla Beebi, Govt Women's Poly Technique

Ms. Paravathi, St Xavier's College, Alwaye

Ms. Sheena Xavier, St Xavier's College, Alwaye

Rejeetha-The Best Club 25 Member of 2007 receiving the award from the Chief Guest

Rejeetha, the Club 25 Member normally faints when she observe the bleeding at blood donation camps. Even then she was determined to donate blood. By becoming a dedicated and regular blood donor at 18 years old like Rejeetha, our youth donors have the ability to help save the lives of thousands of fellow human beings.



Blood Donation Camp at Cognizant Technology Solutions , Kochi



The Blood Donation Camp at Cognizant Technology Solutions was a huge success. Dr. Marina Mathew, the BTO of Lakeshore Hospital gave an awareness session on blood donation for CTS Associates. The Blood donation camp was organized with the support of IMA Blood Bank (Alwaye)



and IMA Blood Bank (Kochi). Thanks to Binod Krishna and G Manoj for taking the initiative to organize the camp at CTS, Manoj Said "Giving blood is one of those things I had always meant to do, Then Binod brought it up at work and I thought it was a good opportunity to organize camps at CTS."

Voluntary Blood Donation

First time experience of Rani Ramesh, General Manager (HR), Wins Infotek, Techno Park

The bright red color of blood and needle poke sends shiver down my spine. Though I have always been associated with voluntary blood donation camps being an employee of Wins Infotek, a Techno park based company I personally have never donated blood because of needle phobia.

Techno Park holds many such camps every year and I actively promote these camps. I have tried donating blood on two occasions and on both counts I failed the hemoglobin test. Secretly I was relieved by the hemoglobin deficiency.

But this time it was my daughter who inspired and initiated me into this process of blood donation. She being stronger willed person met a doctor of Sri Chitra Institute and fixed an appointment for voluntary blood donation. In the meanwhile I improved upon my hemoglobin deficiency by consuming green leafy vegetables and iron supplement.

The previous night of blood donation we both couldn't get much of sleep worrying

about needle pokes. But we mustered enough courage to drive down to Sri Chitra and entered the blood bank pluckily.

I was concerned about my age factor, being a 49 year old woman and this being the first attempt. But Dr. Sulochana at the blood bank alleviated my fear and gave an encouraging and inspiring speech on blood donation. She herself is 54 years of age and has donated 27 times. She has a family history of diabetes and blood pressure. Despite her family history she stayed clear of these ailments and she is a cheerful and healthy individual. After completing the initial formality of filling up blood donor form, hemoglobin test and blood pressure check up, I entered the blood donation chamber along with my daughter. We occupied adjacent seats. The doctor's assistant ensured that we relaxed

in our reclining seats comfortably. But I was far from a relaxed state. I was clutching on to the assistant's hand and her firm grip was reassuring. While Dr Sulochana herself inserted the big needle down the vein her assistant comforted me. As the needle slide in I felt a miniscule pain of a poke. That was all!! I was really annoyed with myself for not donating blood on earlier occasions fearing a poke of the needle.

Better late than never at all!!! I appreciated the service of the Doctors and their assistants at Sri Chitra Institute and thanked them for taking me through the process. They have given me enough confidence to donate every 3-4 months. I also thank my daughter for initiating me into voluntary blood donation. I plan to spread the awareness and importance of voluntary blood donation among our general public.

Blood Donation by TPL Associate



Pradeep the repeat regular donor of TERUMO PENPOL donating blood on the eve of World Blood Donor Day

Award for the Best Club 25 Coordinator-

Ms.Mary Mettilda, the Club 25 Coordinator of All Saints College bagged the Best Club 25 Coordinator Award. Ms.Mary Mettilda, who works in All Saints College, does a great job of encouraging and organizing groups of Club 25 Donors from All Saints College to donate blood. With the help of SCTIMST she organized 5 blood donation camps in 2007 and had recruited 127 Club 25 Donors. A fabulous effort!



Health Benefits of Reducing Body Iron as a Motivational Tool For Improving Voluntary Blood Donation

Dr.Sathyabhama of SCTIMST conducted a Study on Health Benefits of Reducing Body Iron as a Motivational Tool For Improving Voluntary Blood Donation in association with her colleagues Dr.Jaisy Mathai,Dr.P V Sulochana, and Mr.Vimal Sathyan. An extract is reproduced here, with the authors' permission.

The Challenges of Blood Transfusion Service are Blood Safety and Blood shortage. Window period donations are still a serious threat to blood safety. The Only solution is Voluntary Regular Donors and altruistic blood donation.

In the current Indian scenario there is a huge gap between demand and supply, and Transfusion requirements are met from replacement donors- most of whom are first time donors.

The aim of the study was to evaluate between body iron levels and coronary artery diseases (CAD), to compare iron levels in regular blood donors and non-donors and to highlight the beneficial effects of low iron levels to motivate people to become regular donors.

The study was undertaken for a period of 2 years 2002-2004. The Study subjects were Coronary Artery Diseases Patients, Healthy Controls and regular blood donors. The Questionnaire consisted of Medical History, Family History and Personal History. The Serum from 12 hour fasting sample are used for Biochemical analysis of Serum Iron, Serum Ferritin, Total iron binding capacity, and transferrin saturation.

The results showed that Serum Ferritin levels in regular donors is only 50 % of the value in non donors, transferrin saturation

is significantly reduced in regular donors.

Iron is an essential and important nutrient. Toxic effects of iron implicated in Diabetes Mellitus, Neurodegenerative diseases, Atherosclerosis and Malignancy etc. Men are prone to iron accumulation as it is not readily excreted through body's usual methods of elimination. The findings of the study have shown that men who have donated regularly for the past 3 years have kept their serum ferritin at low levels. Iron deprivation appears to be very efficient and more feasible than any other classical antioxidant therapy.

Taking these beneficial effects into consideration Blood Transfusion Services should adopt novel strategies. Public should be made aware of the ill effects of excess iron in the body and the benefits of keeping low iron levels. Blood centers should function as centers of health promotion. Baseline ferritin values should be assessed prior to donation. A schedule for blood donation can be prepared to achieve and maintain near iron deficiency levels and for those with high ferritin levels more frequent donations can be considered. They should be periodically assessed for Hemoglobin, iron levels and other health indices.

The authors conclude that public health significance of controlling iron stores is considerable. We should recognize iron as a risk factor for atherosclerosis and understand the need to control our body iron levels. Measuring iron levels should be included among the indices to assess ones' health status. Regular blood donation seems to be the right choice for regulating iron levels. This will be a boon to the developing countries like India where blood donations are few.