

Blood Line

THE VOLUNTARY BLOOD DONATION JOURNAL

PROMOTING VOLUNTARY
BLOOD DONATION

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ROTARY BLOOD DONOR DRIVE

Rotary Clubs have a unique capability to promote voluntary blood donation in India. Community service is one of the principal objectives of Rotary. Sponsorship of community blood drives is a valuable community service, and is not difficult for Rotary clubs to accomplish.

The Vineland Rotary Club, in Vineland, New Jersey USA, is an example of the ability of Rotary to help increase the

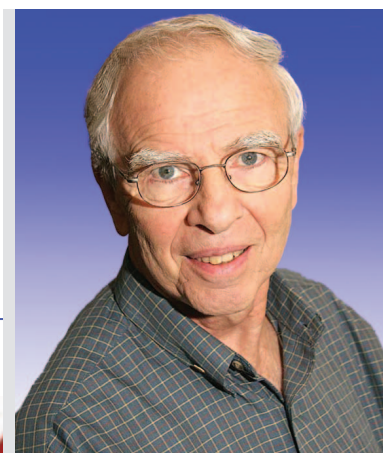
supply of blood from voluntary donors. The Vineland Rotary Club sponsors 4 drives for voluntary blood donations every year. Each blood drive is conducted over a period of 5 hours. The events are scheduled at least 56 days apart, to comply with the minimum interval required between

blood donations in the USA.

The Rotary Club is responsible for arranging for a community donation site, and for recruiting and scheduling donors. An American NGO provides the professional staff, blood collection equipment, testing, and

distribution to hospitals. Some of the donors are members of the Rotary Club, their families and co-workers. Many additional donors are recruited by phone from the local population by the Rotary Club, from lists of prior donors.

As a result of regularly scheduling 4 blood drives every year in the same location, many persons who normally donate blood only occasionally are converted to regular donors, in-



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creasing the blood supply substantially. At each blood drive, donors are asked to sign up for an appointment to donate at the next event. Several days before the next event, Rotarians phone those who signed up, to remind them of their commitment. The phone calls are followed up in writing, by email and postal card. The Vineland Rotary Club has collected nearly 2000 donations during the past several years.

Another area in which Rotary can assist in promoting voluntary blood donation is with Rotaract clubs. Rotaract clubs are organizations of people ages 18 to 30, sponsored by local Rotary clubs, and usually associated with educational institutions. The Rotaract Club in Vineland New

Jersey is sponsored by the Vineland Rotary Club. The Rotary Club encouraged the Rotaract Club to host blood drives at a nearby college. As a result, the Rotaract Club sponsors blood drives regularly. Donors are recruited and scheduled by the Rotaract Club from college students, faculty and family members. The blood drives are held at the college, and are staffed by professionals from the NGO.

In addition to Rotaract clubs, Rotary sponsors clubs in high schools known as Interact Clubs. The Vineland New Jersey Rotary Club sponsors Interact Clubs in several area high schools which assist in organizing voluntary blood donor drives in the schools for children, staff and family. In the USA, children are eligible to donate blood at age 16, with written permission of parents. These blood drives result in hundreds of dona-

tions each event. Also, they develop the habit of voluntary blood donation in children, which will improve the blood supply in future years. In India there are over 1000 local Rotary clubs, and many Rotaract and Interact clubs. They can provide a great service to the health of the country by initiating and regularly sponsoring events for voluntary blood donation, working with local blood distribution organizations.



A State Blood Service for Kerala



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Senior Advisor
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The first question that comes to mind when seeing a proposal with this title is: Why does Kerala need a Blood Service when it already has many Blood Banks? To answer this question, we need to understand what a Blood Service is supposed to do, and to compare that with what we have in Kerala at present.

A Blood Service is supposed to supply every citizen with the blood component she requires when it is needed. In other words, it is a citizen's right to expect to get the blood component she needs. Similarly, it is the duty of the State to ensure that this is done every time.

This may be accomplished by assigning a Blood Center in a specified territory the responsibility for meeting the blood supplies required by hospitals/patients in that territory. The revenue district in India is a suitable basis for planning such an operation. Every district will therefore have a Blood Center charged with the responsibility of ensuring adequate supplies of blood to meet all requirements of the citizens undergoing treatment in hospitals in that district.

In order to accomplish that task, each such Blood Center will need to have the facilities capable of collecting the required blood, testing and

storing the blood, processing the collected blood into components, and supplying them to hospitals safely ensuring that the available material is always stored / transported under proper conditions. Each such Blood Center will also need robust blood donor recruitment and retention plan to ensure that there is a steady pipeline of suitable donors willing to donate on a regular basis.

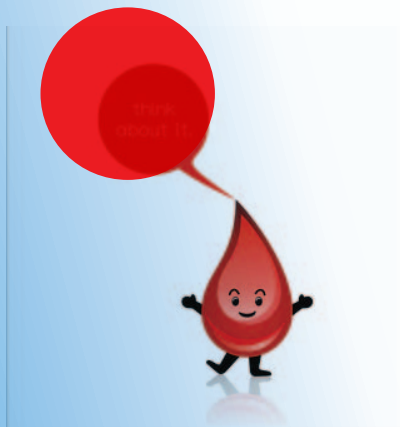
Only by having such a total coverage with a sufficiently large area like a district can it be ensured that the various blood groups required to meet all possible contingencies are available in the donor pool. Rare groups will of course require special

programs to ensure their availability when needed.

WHAT IS THE PRESENT SYSTEM IN KERALA?

There are 110 licensed blood banks in Kerala. Of these, 50 are run by government and the balance by the private sector (including NGO's). Those that are attached to hospitals are intended primarily to meet the needs of that particular hospital. The stand-alone blood banks meet the needs of people who approach them to get the blood they need for patients admitted to hospitals in the vicinity. The blood is issued by such blood banks for a charge, which varies from blood bank to blood bank, although there is supposed to be a government regulation covering such fees.

The main feature of the functioning of all blood banks in Kerala today including those attached to hospitals is that blood is collected from donors who are brought by the patient's people. The onus on finding the donor is squarely on the patient. Second, the blood issued is handed over to the patient's people who then transport it to the hospital where it is required for transfusion. There is no means whatsoever to ensure that the transport is done in the prescribed conditions, and there is no means of ascertaining the condition of the blood at the time of transfusion.



These two reasons are sufficient to disqualify the blood services in Kerala when tested against the requirements of a proper blood service set out earlier. All efforts to improve the functioning of blood banks that fail to address these crucial weaknesses will not serve to improve the effectiveness of the blood service in Kerala.

THE WAY FORWARD

First, Blood Services must be treated as a non-negotiable National and State priority. This must be set out in a policy document by the government to ensure that Blood Services receive the funds needed. It must be clearly stated in the policy that it is the right of every citizen to get the blood component he/she requires when it is needed.

This will automatically lead to the setting up of a suitable structure to ensure that such a deliverable is actually accomplished. That will require a district based system on the lines described above. Each of the districts of Kerala will need one such Blood Center to be identified. These Blood Centers should then be equipped and staffed to ensure that they are able to accomplish their goals.

This will therefore require 16 such blood centers, one for each district. The remaining blood centers can continue to function as long as they conform strictly to the regulations and standards prescribed by law. Except for some hospital based blood banks, the other blood banks will not find it easy to function once the district Blood Center starts operating. Many will close down, and some will continue as satellite centers storing blood components for issue to hospitals in the vicinity or as blood donor centers.

An active program of voluntary blood

donor recruitment will be drawn up by such district Blood Centers. This program will be run by full time staff. Their goal will be to ensure that blood donation camps and programs are planned to ensure that the required quantity of blood is collected and handed over to the district Blood Center for processing into components.

STRUCTURE, MANAGEMENT, AND GOVERNANCE

It has been the experience in most parts of the world that such a special service requires committed people supported by resources and community involvement. An NGO operating independently is the best system to deliver services to the required high standards of quality and safety. A State Blood Services Trust can be set up to operate the Blood Services in Kerala. This will have District Blood Centers that will take care of the blood program in the respective districts. Each District Blood Center should ideally be set up and run as a Community Blood Center (CBC), which may also be constituted as a Trust under the appropriate enabling legislation. To ensure that the right people associate with the CBC and ensure good governance, being a regular blood donor may be fixed as the membership criterion. This is the case notably in South Africa, which has one of the best Blood Services in the world. The blood service will thus be under the control of the blood donors of the district. They will elect a Managing Committee and appoint the Director, and will ensure that the goals of the blood service are always given the importance they deserve. Resources will never be a problem, with the public as well as business community in the district ensuring that the CBC gets what resources it needs.

The State Blood Service will set

policy, prescribe standards, arrange training for staff, and coordinate research projects. The SBS will evaluate the functioning of the CBC's in each district, and by regular review, ensure that all function well. The SBS will arrange for surplus plasma to be sold to plasma fractionators earning additional income for the CBC's. Surveillance studies will ensure that a close watch is kept on the safety and adequacy of blood supplies, especially with reference to TTI. People suffering from chronic blood disorders will be tracked by the SBS, and adequate supplies of the components they need will be ensured through

planning and coordination.

The SBS will also ensure that civil defense related subjects are considered in the operational plans of the CBC's to ensure that adequate supplies of blood components are always at hand to meet emergency requirements in times of war or natural disasters or calamities/accidents.

CONCLUSION

It should be clear from the foregoing that the present system in Kerala is not equipped to deliver the minimum requirements of a good blood

service. The reasons for this state of affairs are system related. Unless the present system is changed, putting more resources into the sector will yield little by way of change or positive outcomes. An important maxim of system theory states that STRUCTURE DETERMINES BEHAVIOR. The present system will continue to deliver the unsatisfactory outcomes we can see all around us. We need to change the system to change the behavior of the elements. Such a change is not difficult, and represents structural and organizational aspects, requiring very little by way of additional resources. ●

World Health Day Inaugural Ceremony



● Yoshihiro Kimura, Chairman and Managing Director, TERUMO PENPOL Limited

● C Balagopal, Sr. Advisor (Business & Market Development)

● Ramesh Babu, Vice President and Head, Trivandrum Center, IBS

● Dr Lissie Thomas, Medical Superintendent, KIMS Hospital.



● M Vasudevan, Sr. Manager (Business Development), Technopark

● Dr. Jaisy Mathai, Chief Blood Transfusion Officer, SCTIMST

● Dr. Usha Kandaswamy, Medical Social Welfare officer, SCTIMST

WORLD HEALTH DAY CELEBRATIONS

The World Health Day was observed in association with Techno park, IBS and KIMS at Techno Park on 5th April. Mr. Yoshihiro Kimura, Chairman and Managing Director of TERUMO PENPOL Limited, inaugurated the function and delivered the inaugural address. Mr Ramesh Babu, Vice President and Head Trivandrum Center, IBS presided over the function. Mr C Balagopal, Sr. Advisor (Business & Market Development)

delivered the keynote address. Mr. M Vasudevan, Sr. Manager (Business Development), Technopark felicitated the function. Dr Lissie Thomas, Medical Superintendent of KIMS hospital spoke about high blood pressure and how to control it, since the theme for World Health Day was high blood pressure. Dr. Jaisy Mathai, Chief Blood Transfusion Officer, SCTIMST

spoke about the importance of blood donation.

A blood donation camp was organized. The technical support was given by SCTIMST. A medical health check up camp was also organized by KIMS. Banner designing competition and spot dance competition were conducted and it was a success.



WINNERS OF BANNER DESIGNING COMPETITION ON VOLUNTARY BLOOD DONATION

conducted as part of World Health Day by TERUMO PENPOL Limited, TECHNO PARK, IBS and KIMS receiving the prize from Mr. Yoshihiro Kimura, Chairman and Managing Director, TERUMO PENPOL Limited.



1ST PRIZE



2ND PRIZE



3RD PRIZE



CONSOLATION PRIZE WINNERS



Letters To The Editor



Dear Baby,

I appreciate receiving your report on blood donor activity in India. Having visited Uttar Pradesh for a Rotary Polio Immunization campaign, I'm interested in the progress on health issues in your country.

Volunteer blood donations are very important here in the United States. In our area, the program is conducted by the American Red Cross. My Rotary club has conducted blood drives for 15 years. We currently sponsor 4 blood drives every year.

Keep up the good work!

RON MCMAHON, Vineland Rotary Club, Vineland, New Jersey USA

BLOOD DONATION CAMP ON 24 JANUARY, 2013

**Blessed are the young
who can donate blood!!
Tears of a mother may not save
a child! But your blood can!!**

Asia-Pacific Institute of Management, New Delhi organized a BLOOD DONATION CAMP on 24th January 2013 (Thursday) with Rotary Blood Bank, in collaboration with ISBTI. The donation was at the mark of excellence and the participation was enormous by the students and faculty members of the institute. It was observed that Forty Students volunteers donated blood in this camp, while there were almost thirty keen students who were rejected because of medical reason. The campus was bubbling with enthusiastic and energetic students who were willing to contribute for the humanity.

"Each One Save Four Lives" was the slogan given by Dr. Sangeeta Pathak (In-charge, Delhi Chapter

ISBTI) who addressed the students and staff members of the institute about the blood donation. The talk by Ms. Sonu Singh (Rotary Blood Bank) motivated the students and staff for donation. This blood donation seminar was organised by AIM on 23rd January 2013 for sensitizing the volunteers about this great cause. This voluntary social exercise depicted that "Donating Blood is truly a Gift of Life!"

On this occasion, Chairman Mr. A K Shrivastava and Director Dr. D K Batra congratulated the students and faculty members for their noble work. Camp Coordinator Prof. Saurabh Mittal thanked Chairman, Director - AIM, Faculty & Staff members of AIM, Rotary Blood Bank and the other people for making this camp successful.

Blood donation camp organised on L&T campus

L&T and Red Cross organized a blood donation camp on the eve of the 75th year celebrations of the company at L&T Construction campus recently.

L&T is the largest corporate donor for Red Cross and more than 1,088 employees of L&T donated their blood, the highest ever participation so far.

S N Subrahmanyam, Senior Executive VP and Member of L&T Board honoured some of the participants at the Blood camp.



S N SUBRAHMANYAM, SENIOR EXECUTIVE VP, L & T GREETING A PARTICIPANT WITH A GIFT



THERE IS NO
SUBSTITUTE TO
BLOOD AND EVERY
HEALTHY PERSON
CAN DONATE ONE
UNIT EVERY

55
DAYS



Winners of Spot Dance Competition

conducted as part of World Health Day by TERUMO PENPOL Limited, TECHNO PARK, IBS and KIMS receiving the prize from Mr. Rejeesh G.R., Manager, International Business Division, TERUMO PENPOL Limited



1ST PRIZE



2ND PRIZE



3RD PRIZE



CONSOLATION PRIZE



BLOOD DONATION CAMP

ORGANIZED BY TERUMO PENPOL LIMITED, TECHNO PARK, IBS AND KIMS AS PART OF WORLD HEALTH DAY CELEBRATIONS



BLOOD DONATION CAMP ORGANIZED AT ERNAKULAM

Platinum Jubilee Blood Donation Camp was organised by Ernakulam Zonal Chapter of Majlis Khuddamul Ahmadiyya as part of its campaign "Youth For Life" with the support of IMA Blood Bank, Cochin on Sunday 10th March 2013 at Masjid Umar, Ernakulam.

The Camp was inaugurated with silent prayers by Jalaludeen Nayyar sahib, Nazir Baithul Maal at 9 am in the presence of B.B. Ahmad Kabeer

sahib, Zonal Ameer of Ernakulam zone and Naib Nazir Baithul Maal. Residents Association President and other members near by Masjid Umar visited the camp and wished all success.

In total 30 units of blood were collected from the camp. Refreshment items were arranged for all donors. The Camp ended by 12 noon.

Blood Bank authorities were also happy and showed their willingness to conduct another camp. May God bless us to serve Humanity better than ever in future.



Host a Blood Donation Camp

HOW TO ORGANIZE A BLOOD DONATION CAMP.

I. SELECTING AN AREA FOR BLOOD DONATION :

A minimum of 25 to 50 people should be in the organization/institute that you plan to organize a blood donation camp. Some of the places you can try are:

- Colleges/Institutes
- Corporate organizations/companies
- Religious organizations
- Banks
- Markets/malls
- Factories

II. BOOKING A DATE FOR THE CAMP :

Once you have identified the location, contact Manager (PR & CSR)s at 9388022400 to book a date for the camp. Email Id : babye@terumopenpol.com

III. REQUIREMENTS AT THE CAMP SITE :

A well ventilated, well lit venue:
Housekeeping/helpers to carry equipment to camp site
Drinking water arrangement at the camp site.

Tables and Chairs

Table 1: Registration/Pre-donation counseling

Table 2: Pre-donation screening for Hb

Table 3: Medical exam by doctor to ascertain fitness for donation.

Table 4: Refreshments

Table 5: Certificates and post donation advice.

Table 6: To keep blood bags after collection/sealing etc.

In case the camp is inside the Blood Mobile, provision of table/chair is required for registration only.



TERUMO PENPOL Limited provides motivation material that can be used prior to a camp.