

FIRST TIME BLOOD DONATION

Blood donation is a noble gesture towards humanity. But many are reluctant to come forward. Many factors do affect this attitude including fear of pain & procedure, Ignorance and illiteracy, medical excuses, inconveniences due to location and timing etc. but most common reason cited is that they are 'never been asked to donate blood by anyone'.

It's the social duty of every responsible citizen of the country to come forward voluntarily and donate blood for a noble cause. Various organisations promoting blood donation are coming forward to overcome the hardships of voluntary donors by providing the necessary helping hand. Prospective first time donors should enthusiastically participate in blood donation drives to become well versed and surpass their fear to become a regular voluntary donor.

Many 1st time donors are deferred temporarily or permanently during donor counselling and medical examination. This creates a misconception that they are unfit forever. 1st time blood donors should always enquire regarding the deferral status (Permanent or temporary) and deferral period if temporarily deferred.

For those who are unfortunately deferred permanently, should not be disheartened and should continue to promote Voluntary Blood Donation as per their capacity.

So break the barriers of fear and ignorance to come forward for voluntary blood donation. It will be always be a misapprehension regarding the process, till one steps into it.

Steps for 1st Blood Donation

- Make a self-proclaimed decision for voluntary donation.
- Get information about procedure from peer group, who have done blood donation previously.
- Have an adequate sleep on previous night of blood donation.
- Develop healthy habits by avoiding smoking , drugs or alcohol.
- Take a bath on the day of donation to keep the germs away from our skin.
- Take adequate healthy diet atleast
 4 hours prior to blood donation. Avoid blood donation if on fasting
- Well hydrate (atleast 500ml) half an hour prior to donation especially in hot weather climate.
- Inform the counsellor, doctor or phle botomist that you are a first time donor so they may alleviate the re maining doubts and help you overcome the fear during the donation proce dure.
- Avoid continuous visual contact with blood during needle piercing, and during blood collection in bag. Some may develop a feeling of 'loosing' something by the sight of blood itself and this may lead to donor reactions.
- Listen to music or watch TV provided in the donation room.
- Donor reactions are common among first timers, but remember it does not occur in all 1st time donors.
- Ask for a friend / relative to stand by your side during the blood donation if



Promoting Voluntary Blood Donation

Dr.Manish Nair Junior Resident Dept. of Transfusion Medicine Govt. Medical College, Thiruvananthapuram, Kerala

you are feeling more comfortable with it.

 Think of altruistic nature of your donation. This will help in calming down and generate a feel of relaxation.

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- Don't rush to get out of donation couch soon after the procedure. Follow all the instructions given by the attending staff.
- Take adequate rest in post donation room and have snacks and juice provided to you. Donor reactions can occur during this time also. So have chat with the staff and reconfirm do's and dont's as the post donation advice.
- Reaffirm your commitment for your next blood donation then and there itself.
- Get the contact details of blood bank in case emergency arises in the post donation phase.
- Follow healthy lifestyle till next donation and keep on doing so...

AWARD FOR PROMOTING BLOOD DONATION



TERUMO PENPOL received an award instituted by All Kerala Blood Donors Society for promoting blood donation. The award was received by our Terumo Penpol CMD Mr. C Padmakumar from the Revenue Minister, Mr. E Chandrashekar.



CENTRE MUST DECLARE VOLUNTARY BLOOD DONATION A NATIONAL PRIORITY: C PADMAKUMAR, CHAIRMAN AND MANAGING DIRECTOR, TERUMO PENPOL

Union government must declare voluntary blood donation as a national priority and back it up with adequate funding to promote, educate and ensure that all states follow it, stated C Padmakumar, chairman and managing director, Terumo Penpol.

India's position is very low in voluntary blood donation. There are over 2,700 blood banks which collect 11 million units of blood as compared to the US which has about 500 blood banks that collect 14 million units of blood. Moreover in India, it is the patient's responsibility to arrange for the required blood. This is not common globally. It should be made mandatory that blood banks provide safe blood for the patients' needs on a time bound basis. This could be achieved by recruiting and retaining a strong pool of regular voluntary donors. There is no doubt that India do take measures on similar lines like its global counterparts to spur voluntary blood donation, he added.

Education on blood safety and voluntary

blood donation must begin in schools and continue through colleges so that, the benefits to humanity would be long lasting. Companies must adopt voluntary blood donation as a campaign and earmark corporate social responsibility (CSR) funds. Celebrities could be roped in as brand ambassadors for blood donation campaigns, noted Padmakumar.

Terumo Penpol is India's first and largest manufacturer of blood bags. It ranks among the largest producers of blood bags in Asia. Access to latest medical technologies in tertiary healthcare which was city-centric is seen to expand to the Tier 2 and Tier 3 locations. The awareness of safer blood sourcing among the public is on the rise. There is a major shift in patient expectations for safer and quality blood products. The onus is now on healthcare providers to be equipped to meet the required high standards.

Global benchmark for blood collection, storage and processing focus on improving patient safety. It is here some of the blood centers in India have opportunities to enhance their processes to comply with the international norms. While the premier government and private hospitals in the country follow global standards in blood safety, yet the related practices vary widely in towns, cities, and states, he said.

Indian healthcare needs to invest and embark on constant blood safety with training for doctors and technicians among others. There is also a need to improve and set up infrastructure and storage equipment in blood banks. The adherence to standards for the sets used for blood collection and transfusion need to be of high quality. At any cost the public procurement objective should not compromise on blood safety and product quality. Further all banks need to adopt the latest blood safety technologies. In addition, the need of the hour is to prioritize regular and repeat voluntary blood donation, stated Padmakumar.

WORLD HEALTH DAY CELEBRATIONS



TERUMO PENPOL celebrated World Health Day on April 07,2018 in association with KEBS, TEJUS and Vijay Fans Association at Museum Ground.

The 2018 World Health Day Theme is Universal health coverage for All. It is about ensuring all people can get quality health services, where and when they need them, without suffering financial hardship. No one should have to choose between good health and other life necessities.

The main objective is to promote the concept of Voluntary Blood Donation among the general public and to focus on Safe Blood for all.

As part of WHD a blood donation camp was organised in association with SCTIMST Blood Bank.

TERUMO PENPOL addressed the issue of blood safety, equitable access to safe blood and blood products and their safe and rational use remain major concerns throughout the world & to address the challenge of inadequate access to safe blood transfusion.

TERUMO PENPOL in association with KEBS and NSS (DHSE) organized a 'Street Drama on Universal Access to Safe Blood Transfusion' on World Health Day April 7 in and around Trivandrum. The street drama was organized with the objectives to review the current challenges to blood safety and availability and to analyze the strategies for ensuring access to safe blood transfusion.

Honorable M P. Dr. Shashi Tharoor inaugurated the WHD function at Museum Compound.

The Blood Donation Camp was inaugurated by Deputy City Police Commissioner, Mr.Jayadev ,IPS and TERUMO PENPOL CMD Mr. C Padmakumar delivered the presidential address .

K Ansalan MLA, Neyattinkara inaugurated the street drama at Netayttinkara. Dr.P V Sallekhana delivered the keynote address on Universal Health Coverage.











Inauguration and Inaugural address Dr.Shashi Tharoor Hon. Member of Parliament

Presidential Address Mr.C Padmakumar Chairman and Managing Director,TERUMO PENPOL Private Limited

Keynote Address Dr. P V Sulochana HOD, Department of Transfusion Medicine, SCTIMST

Felicitation Ajeesh V R President,TEJUS

Welcome Speech Ratheesh Sahadevan General Secretary, KEBS

SRI. JAYADEV. G IPS DY COMMISSIONER OF POLICE, LAW & ORDER DONATING BLOOD

Sri. Jayadev. G IPS, Dy Commissioner of Police, Law & Order donating blood during the blood donation camp organized at Museum compound on April 7,2018 as part of World Health Day Celebrations.

Blood is vital to human life. It carries essential nourishment to all the tissues and organs of the body. Timely access to safe blood transfusion is a life-saving measure in many clinical conditions and can also prevent serious illness in patients suffering from violence and injury, road traffic accidents, child birth related complications and other conditions. Hence, blood transfusion services occupy a vital space in any National Health Service delivery system . Safe blood saves lives - but, for too

Safe blood saves lives - but, for too many patients around the world whose survival depends on blood transfusion, blood transfusion is either not available or not safe. Every second of every day, people around the world - of all ages and from all walks of life - need blood transfusions to survive. Safe blood is blood that does not contain any viruses, parasites, drugs, alcohol, chemical substances, or other extraneous factors that might cause harm, danger or disease to the recipient.

It is mandatory to test all the donated blood units for the presence of any of the TTIs. If a blood unit is found positive for any of the TTIs then the blood is considered unsafe for transfusion and discarded. In Voluntary Blood Donation the donors donate their blood voluntarily and for altruistic reasons and never know who the recipients are.

Voluntary Blood Donors are considered as the safest source of blood as they



have low prevalence of TTIs (Transfusion Transmissible Infections) like HIV, Hepatitis B, Hepatitis C, Malaria and Syphilis while the family/replacement donors carry higher prevalence of TTIs. <u>The event was organized by</u>

TERUMO PENPOL in association with KEBS and TEJUS.

BLOOD DONATION CAMP ORGANIZED AS PART OF WORLD HEALTH DAY







STREET DRAMA ON BLOOD DONATION

As part of World Health Day a street drama on Drug Abuse and Safe blood donation was organized by TERUMO PENPOL in association with KEBS and NSS DHSE. We need to promote awareness on repeat regular voluntary blood donation because such donors are repeatedly tested through the year and the records maintained ensuring almost total blood security. When Students first use a drug, people may perceive what seem to be positive effects; they also may believe that they can control their use. However, drugs can quickly take over a person's life. Over time, if drug use continues, other pleasurable activities become less pleasurable, and taking the drug becomes necessary for the user just to feel "normal." They may then compulsively seek and take drugs even though it causes tremendous problems for themselves and their loved ones. Some people may start to feel the need to take higher or more frequent doses, even in the early stages of their drug use. These are the telltale signs of an addiction.

Even relatively moderate drug use poses dangers.



BLOOD DONATION CAMP AS PART OF INTERNATIONAL WOMEN'S DAY, MARCH 8 2018

As part of International Women's day TERUMO PENPOL in association with TEJUS, eWIT and Prathidhwani organized a Blood Donation Camp at Technopark.

Every year for International Women's Day, TERUMO PENPOL used to conduct VBD Camps in Techno Park, in association with eWIT, Prathidhwani & Tejus. This time we have managed to touch the highest ever registrations, 88 walkins and majority of them were female / first time donors. Mr. V K Prashanth, The Trivandrum Mayor inaugurated the Blood Donation Camp at Technopark

Majority of the female donors were rejected for not taking breakfast and low HB counts. The rejection rate for this camp stands at more than 55%. Even with this, the camp closed with 37 successful donations.

The camps happening at Techno Park always help the employees / donors to give them an account of their overall health status and so happy to see them utilising such events to their best. With such camps happening at their door steps we are sure that in the coming days more and more employees will shed their fears and will end up in utilising such events to the maximum by donating blood. We wanted to create awareness among women that it is safe for them to donate blood.

TERUMO PENPOL also encouraged the Women Members of SARSAS and Vijay Fans to donate blood at SCTIMST Blood Bank. A women's-only blood donation drive was organised to overcome such old-fashioned views and educate the local society in its importance and value.

People living in Indian often have outdated mindsets – one among them is that women should not donate blood, as it might make them either weak or expose them to the risk of infectious disease.

Trivandrum city has witnessed a sharp rise in the number of female blood donors, busting the myth that doing so could lead to health complications among them.

According to data and reports available with the blood bank of Trivandrum the number of female donors has doubled in the past two years.

The number of female donors was very low till 2010. Parents were reluctant to



allow their daughters to donate blood, fearing that there were health hazards like developing anemias and complications during pregnancy.

But with better health awareness and intensive campaigns by different organizations to encourage blood donations, young girls as well as married women are coming forward for the noble job,

By December 31 2018, we are expecting to hold 150 blood donation camps in the city, which would be a record.

There was an advantage to having more female blood donors. Women can be great motivators for other family members. They can play the role of motivator as a mother, wife and daughter. We are sensitizing lady donors on bringing others along. The female Donors , said that they did not feel any weakness nor did they have any other health complications after donating blood.

HONOUR FOR PROMOTING VOLUNTARY BLOOD DONATION

Terumo Penpol felicitated Dr P V Sulochana, HOD, Transfusion Medicine Department, SCTIMST, for her contributions towards promoting voluntary blood donation. Shashi Tharoor MP presented the Life Time Achievement Award for donor motivation to her at a function on World Health Day.



BLOOD DONOR HONOURED

Sam Chandran has been donating his blood four times every year for a long, long time. Eighty times in all by now. Recognising the good deed, he has been hon-oured with the .Ambedkar Highest Excellent Award, by the Ambedkar Education Foundation and Lord Budha Universal Society for his social- commitment. An employee of Terumo Penpol – Sr. Executive (I&D), Sam has been involved in promoting blood donation activites, organising camps and arranging blood for people for emergencies. Sam received the award at a function recently from K. Jayakumar IAS, former chief secretary of Kerala and vice chancellor of the Malayalam University.



ISBTI KERALA CHAPTER AWARD

The Indian Society of Blood Transfusion and Immunohematology recognized Ms. Baby P S, Manager (PR &CSR), TERUMO PENPOL for promoting Voluntary Blood Donation on 18. February 2018. The award was handed over to Baby, P .S by Dr. Meena, D, HOD, Dept of Transfusion Medicine, Medical College ,Trivandrum.



TRIVANDRUM BADMINTON CLUB BLOOD DONATION CAMP

Trivandrum Badminton Club took a new initiative on March 9 2018 to celebrate the day by organizing blood donation camp and by releasing their logo. The blood donation camp was organized with utmost dedication in collaboration with TERUMO PENPOL It was nice to see the entire Trivandrum Badminton Club community who took part in this noble cause and Seventy donors donated blood at the camp. Mayor V K Prashanth inaugurated the blood donation camp and he appre-



ciated all those who have participated and conveyed a message to all saying that all people must keep contributing towards the promotion of blood donation in whatever small or big way possible.



Trivandrum Badminton Club is planning to conduct blood donation camps on regular basis every year.

Letters to the Editor

Dear Sir/Madam,

Thank you very much for sending to us the Blood Line regularly. I know it is not easy to do so, but your hard work is highly appreciated. Every time I read, I found some inspiring stories and lessons to learn. The 2018/46 issue was more thought provoking when I went through the short story written by a IO year old Muhammad Sajid Ali, as well as the altruistic act of the Chief Justice of India who led by example(actions speaks louder than words). These two write ups are an eye opener for every one, hope they will relay the message of Altruism in the field of Saving precious lives by donating blood Voluntary and regularly.

We have so much to do in our country, which is shrouded with lots of misconception and false beliefs about Voluntary blood donation. Hope one day we will rise above these and be a the courageous citizens to help our country in achieving a 100% Voluntary blood donation.

My appeal also would be - Let us be HUMAN let us be KIND. Thank you very much.

With best regards

Dr. Hughbert Dkhar, I/C Blood Bank Nazareth Hospital, Laitumkhrah, Shillong,Meghalaya.

We have great initiative indeed here at LATAM! We have some local actions to promote blood and aphaeresis donations in partnership with customers but it is true that this example from TPL is great mainly because it looks to blood donation in a holistic way!

Eduardo Morato Country Manager LATAM

Dear Baby, Happy New Year! Thanks for sharing these newsletters. I always enjoy reading them. Best regards,

Martine Notez Trade Show and Program Manager EMEA, Terumo BCT Europe N.V.

Dear Baby-san, Thank you for the latest Journal. With Best Regards,

Masanori Sato

A WALK TO SAVE LIVES

We have heard of people losing their lives due to the unavailability of blood. Nowadays although there are many blood banks and regular blood donation camps are being held, every year more than 12,000 people die but hardly anyone of us care about it.

But, Kiran Verma, a 33-year-old from New Delhi, however, believes it to be one's responsibility to donate blood and has set out on a mission to get 1.5 lakh people from across India on a single platform to donate blood. Kiran intends to travel 15,000 kilometres and in the process meet at around 10 people or more at each place and create awareness on the importance of donating blood. He started his journey on January 26, 2018, from Lal Chowk in Srinagar on foot and has now reached Thiruvananthapuram.

What led him to come out with such a mission was the difficulties he witnessed in his life as well as in other people's because of the unavailability of blood. He lost his mother to cancer at the tender age of 7. This brought a major change in his life. He started thinking about doing something as his life's mission. But what actually drove him to go on this mission was another life-changing incident. Kiran says, "I failed my Class XI exams. It was

during that time that my teacher was suffering kidney problems and was critical. I thought of donating my blood with the intention of getting marks in my exams. But when his son came and thanked me for saving his life, I was deeply moved. It was from then that I started donating blood on a monthly basis."

He says that at the beginning he had no clue how much it would help people but as he did it he started realising more about the importance of blood donation. He has donated blood about 40 times till now.

Kiran was working as a marketing head in a private company in Noida in 2016. Later he quit his job and started a foundation called Simply Blood- supposed to be the world's first virtual blood donation platform, with an initiative by Change with One Foundation, to saves lives. Many people came forward and supported this initiative.

Now Kiran is covering 15,000 kilometers to help people so that nobody ever faces the problem of unavailability of blood. He says, "Although I used to donate blood on a monthly basis, I found that it was not enough. So I decided to do a nationwide campaign by including people from other states in my mission. While doing this, I thought of meeting new people as



well as creating awareness about blood donation."

Till now he has travelled more than 6,000 kilometres where he covered about 2,800 kilometres on foot and about 3,400 kilometres using different modes of transportation. He chose to walk in this campaign as he says, " I thought that if I travel continuously using some transportation, my mission to meet people and spread the message of blood donation won't become that fruitful. So, I believe this 15,000 kilometres walk will save atleast 1.5 lakh people." He wishes to cover 24 Indian states and also Nepal and Bhutan.



KERALA VARSITY NSS UNIT FORMS DONORS' GROUP

The National Service Scheme (NSS) unit in the University of Kerala has embarked on an initiative to identify donors with rare blood groups among its volunteers.

The rare blood group donors' forum, launched by the NSS unit in November last, has 240 members on its list with rare blood types, including AB negative and O negative.

Conceived by NSS programme coordinator A. Shaji, who is also Assistant Professor of History at the School of Distance Education, the forum has attended to around 45 cases so far.

"Difficulty in obtaining negative blood types required for emergency transfusions has endangered several lives. NSS units organise numerous blood donation camps every year, but there was imperative need to identify a group of donors for the specific purpose of making available rare blood groups," Dr. Shaji said.

The database of donors was created after Dr. Shaji contacted the NSS programme officers at 108 affiliated colleges in Thiruvananthapuram, Kollam, Pathanamthitta and Alappuzha. The varsity NSS unit has a sizeable strength of 16,400 volunteers spread across 164 units in these colleges. Those with rare blood groups were identified by organising blood group identification camps, following which the consent of the students as well as their guardians was obtained.

Dr. Shaji pointed out that some of those who had been identified showed reluctance in signing up for the endeavour owing to various apprehensions, including the fear of getting infected during transfusions.

He said the forum maintained a centralised process wherein he verifies the authenticity of the blood requirement and alerts donors, having the particular blood group type and are nearest to the hospital, through the NSS programme officer concerned. A WhatsApp group of programme officers is also maintained for the purpose. They have been able to cater to demands mostly from the Thiruvananthapuram Medical College, Alappuzha Medical College and the Regional Cancer Centre.

The NSS unit in the varsity recently handed over consent letters of 25,000 students and alumni members of the University of Kerala for organ donation to Health Minister K.K. Shailaja.

100 AND COUNTING: FOR THEM BLOOD DONATION A WAY OF LIFE

HIGHLIGHTS

Vinod has donated blood for over 100 times.
Donors donate blood to even strangers.

•Vinod started donating blood at the age of 20.

JAIPUR: For some it started as family urgency while just like that for a few. But, gradually blood donation became part of their lives. If 60-year-old Vinod Mehta has donated blood for more than 100 times, 50-year-old Pushpendra Singh Khangarot donated it for more than 50 times and still counting. Whenever they got a message for blood donation request, they gear up and rush to the nearby blood bank for the noble deed.

TOI spoke to some donors who fanatically donate blood only for family and friends but also responded on stranger's call.

"I remember once a Gangman working with railways came to me and said he required blood for his son who had met with a major accident. Though I had donated one unit of blood just a day before, I just went to the blood bank and donated one more unit of blood. Usually doctors advise to maintain a gap of four months for the second donation. However, it was a question of life and death for my colleague's son and I lied the doctor that I had donated blood four months back," recalled Vinod Mehta, a railway employee and also general secretary of Uttar Paschim Railway Mazdoor Sangh while talking to TOI on Tuesday.

Vinod said that he started donating blood at the age of 20. "It gives me immense satisfaction when you realize that your blood can save somebody's life. I never did it for any kind of recognition or reward. At UPRMS, we organise blood donation camps every year and collect more than 1000 units. It gives every railway employee a chance to get blood in case of emergency from authorized blood banks."

Khangarot is no way lagging behind when it comes to save life. "Once I got a message that a man from Bikaner needed blood of B negative group. He was admitted to the SMS hospital and had no local acquaintances. I rushed to the hospital along with five other friends and gave six units of blood," he said.

Being a travel agent, Khangarot sometimes changes his way and rushes to the blood bank just by getting an SMS or a phone call. "Whatever I do, blood donation remains top priority. I postpone every other work when I need to respond to medical emergency," he added.

A blood donor who has given blood for almost 76 times wished not to be named and said, "I am not doing for any kind of recognition. When relatives of an ailing person thank me with folded hands I feel my job is well done."

On the people who visit the blood banks just like that for donations, Deepak Vij who works at the blood bank of Bhagwan Mahaveer Cancer hospital and Research Centre(BMCHRC), said, "I know many people who visit us just like that on quarterly basis to donate blood."

BLOOD SIMPLE: IT BOILS DOWN TO WINDOW PERIOD

THIRUVANANTHAPURAM: Window period still seems to be the elusive part while screening the blood collected at government hospitals to determine HIV cases. None of the hospitals in Kerala have a foolproof mechanism to detect HIV positive status.

This assumes significance after a nineyear-old girl from Alappuzha, who allegedly tested HIV positive after undergoing a blood transfusion at Regional Cancer Centre (RCC) in Thiruvananthapuram, died in April. Recently, the parents of another 14-year-old child from Idukki alleged that their child died in March after allegedly contracting HIV during a blood transfusion at RCC.

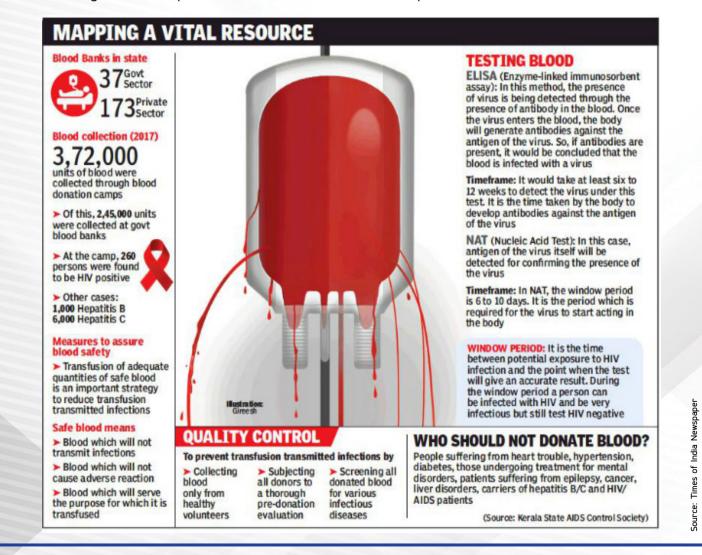
"In medical science, it is a fact that we do not have a foolproof mechanism in India. The latest technology - which reduces the window period is Nucleic Acid Amplification Test (NAAT) that is not available in state government hospitals. We have only fourth generation ELISA tests which is now available only at RCC and Sree Chitra Institute of Medical Sciences and Technology," said director of Kerala State AIDS Control Society (KSACS) Dr R Ramesh.

Even National AIDS Control Organisation (NACO) does not have a complete formula to cover the window period and has implemented only tests that can reduce the window period risks. NAAT assures that the wind period can be reduced to 7 to 11 days. The fourth generation ELISA test assures only a window period of 2-4 weeks.

"Here is our problem. Unless we promote safer voluntary blood donation and people prefer blood donation from their relatives, we will be at risk. KSACS is creating more awareness to promote voluntary blood donation. We are going to meet all CEOs and other department heads to promote voluntary blood donation in their organizations," he said.

Health minister K K Shailaja, who is worried over the alleged recent controversies, has decided to implement more stringer screening mechanisms at government hospitals. "Government hospitals see a huge demand for blood and a large volume of blood donations happen here. We need more stringent measures to screen donors," she said.

The volume of blood collected in a hospital like RCC is unimaginable. "RCC is perhaps the only hospital in Kerala where many blood transfusions occur and it has one of the biggest blood storage facilities. We collect blood from people and blood components are separated after a series of tests," said Dr CV Prashanth, RCC, palliative medicine.



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BLOOD LINE



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