

# BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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Voluntary  
Blood  
Donation



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Honoring College of Engineering, Trivandrum

*The Expert Speaks*

## DONOR MOTIVATION AND SAFE BLOOD SUPPLY

**B**lood is an invaluable, life-sustaining fluid. Without a sufficient amount of blood, the cells of the human body could not receive the oxygen and nutrients they need to survive. Similarly, the body could not combat infections, rid itself of toxic waste products, or regulate other aspects of its internal environment. The critical importance of blood to life, however, is often not fully appreciated until some physical trauma - such as an accident or an illness - results in a severe depletion of the body's blood volume. Partly for this reason, blood donor recruitment and blood donor retention are significant public health issues in India and elsewhere in the world.

The demand for blood products in India is projected to increase substantially in the coming years. Population growth and population ageing will present challenges to blood donor recruitment and hence threaten the availability of adequate blood supplies for the future. Improving the retention of blood donors offers an opportunity to leverage this availability of blood products, and a focus on young men can be particularly beneficial because men become the biggest cohort of donors later in life. Because only a small proportion of eligible donors donate and an even smaller percentage return to give blood a second time, a better understanding of what motivates donors to give blood is needed.

The most important strategy to ensure safe and adequate supply of blood and blood products is motivation, recruitment, selection and retention of voluntary non-remunerated blood

By DR NISHA L  
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Alappuzha



donors. The first step towards blood safety is to encourage blood donations which are voluntary, non-remunerated and obtained from low risk and regular donors. A regular donor is one who donates blood two or three times a year and continues to donate at least twice a year. In many countries, including India, continuous efforts are needed to achieve 100% voluntary blood donation. It is well established that paid donors constitute a group with high -risk behavior leading to greater chance of Transfusion Transmitted Infections in the recipients.

So education is an essential part of donor recruitment strategy. Before people can be motivated to donate blood for the benefit of others, they must understand how they, as in-

**THE DEMAND FOR BLOOD PRODUCTS IN INDIA IS PROJECTED TO INCREASE SUBSTANTIALLY IN THE COMING YEARS. POPULATION GROWTH AND POPULATION AGEING WILL PRESENT CHALLENGES TO BLOOD DONOR RECRUITMENT AND HENCE THREATEN THE AVAILABILITY OF ADEQUATE BLOOD SUPPLIES FOR THE FUTURE.**

dividuals, can play an important part in contributing to the health of the nation. There are three basic goals for a donor education, motivation and recruitment campaign.

- 1) To promote changes in public knowledge, attitudes and beliefs so that they understand why blood donation is vital, life saving service to the community.
- 2) To promote changes in people's behavior so that they become willing to donate blood on a regular, voluntary basis without payment
- 3) To ensure that potential donors understand the importance of safe blood so that they do not donate blood if they are in poor health or at risk for transfusion transmissible infections.

A communication strategy should be developed depending upon the messages to be conveyed and the communication channels to be used to reach the target population with these messages. Target population to be addressed may include youth in schools and colleges, people at work places, general population, organizers of blood donor campaign and religious and community leaders. A clear and simple message conveyed in a local language is the most effective method of communication. All health education materials like posters, flip charts etc once prepared, should be field tested among subset of target population and suitably modified based on the feedback from the field test.

Various methods and approaches that could be employed for communication or awareness programme include mass media like news paper, radio and television, interpersonal communication

through person to person interaction, group educational workshops like lectures, exhibition of posters and banners etc. Since resources are limited, every education, motivation and recruitment campaign needs careful planning as well as regular monitoring and evaluation of its effectiveness so we can confirm that resources available are being used in the most efficient and appropriate way.

A National or Regional blood transfusion service may have a designated blood donor promotion officer or donor recruitment organizer who is responsible for carrying out various donor motivation programmes. It is also necessary to promote participation of individuals like community leaders, celebrities, teachers, social workers, journalists and other influential people in the community so that messages can be conveyed to the community easily. Another important resource needed for donor motivation is finance for meeting staff costs, costs for preparing and distributing educational materials, costs for holding meeting to educate the public including transport, refreshments etc. So additional sources of funds should be raised from charitable organizations such as Rotary Clubs, Lions club, religious organizations etc.

### MONITORING AND EVALUATION

It is essential to evaluate the effectiveness of any donor education, motivation and recruitment activities in order to ensure that the most efficient and cost effective communication strategies are being used. Record should be kept of all educational activities and also important to keep detailed records of all donors so that people who have agreed to donate blood when required can be contacted easily.

In simple term, donor recruitment can be considered successful if an adequate supply of safe blood is always available.

## NATIONAL BLOOD DONATION DAY INAUGURAL CEREMONY



**Mr Yoshihiro Kimura**  
Chairman & Managing Director,  
TERUMO PENPOL limited

**Ms S Sheela**  
Principal, College of  
Engineering, Trivandrum

**Mr C Padmakumar**  
Executive Director, TERUMO  
PENPOL Limited

**Ms Deepa P Gopinath**  
NSS Program Officer, College  
of Engineering, Trivandrum

## NATIONAL BLOOD DONATION DAY CELEBRATIONS ORGANIZED BY TERUMO PENPOL LIMITED AND NSS UNIT OF COLLEGE OF ENGINEERING, TRIVANDRUM

TPL had Celebrated National Blood Donation Day in association with College of Engineering, Trivandrum (CET) as a gala event on 1 October at CET.

Our main objective was to draw the public's attention to voluntary blood donation and encourage current and potential donors to give blood on a regular basis

Mr. Yoshihiro Kimura, CMD of TERUMO PENPOL Limited inaugurated the function and Ms. S Sheela, Principal of CET presided over the function. Mr. C Padmakumar, Executive Director of TERUMO PENPOL delivered the keynote address.

Special efforts were taken to make media representatives understand the unique role of blood donation. Used e-mail and face book for quick information up-date .

Various competitions like VBD Short Film Making contest, Online Poster Designing contest, Slogan Competition and Poster Competition were organized for College and School Students.

TPL in association with the NSS Unit of College of Engineering organized a flash mob on the theme on Voluntary Blood Donation at the



College of Engineering Trivandrum campus (CET) and at crowded places.

Magic shows were performed on 1 October at CET and at 3 Schools by Magician Mr. Indraajith who is well-known for his performances with the motto, "Magic for a cause". The Magic show has received good response.

Various activities like Buddy for life contest, Cycle rally, Kite Flying, VBD awareness sessions at Schools and distribution of Blood Donation IEC materials were organized to promote voluntary blood donation.

A mass blood donation camp was also organized at CET on 1 October 2013. Sreechitra Blood Bank and General Hospital Blood Bank both collected blood from 105 Donors

## FLASH MOB CONDUCTED TO PROMOTE VOLUNTARY BLOOD DONATION



TPL in association with the NSS Unit of College of Engineering organized a flash mob on the theme on Voluntary Blood Donation at the College of Engineering Trivandrum campus (CET) and at crowded places. True to the theme, the 'mob' was the coming together of students, who were repeat regular blood donors of CET. The surprise element, excellent performance of the team and teamwork have all made flash mob a successful event to promote voluntary blood donation.

While the flash mob was on, Najeeb an architecture student of CET was painting a picture on a piece of cloth to convey the message of

voluntary blood donation .When the flash mob ended the Students put up Najeeb's Art work and National Blood Donation Day Poster. The boys, who had danced, removed their shirts to reveal T Shirts carrying voluntary blood donation promotional messages. The highlight of National Blood Donation Curtain Raise celebration organized by CET was this 'flash mob' performed by more the 34 Students.

Flash mob is becoming a new trend for promoting a social cause. In flash mob; a group of people suddenly assemble in a public place and perform something together in a group.

# BUDDY FOR LIFE CONTEST

A buddy for life contest was also arranged for school students by TERUMO PENPOL Limited to promote voluntary blood donation. School Students were encouraged to recruit as many voluntary blood donors as possible in this contest. The school who has recruited the most donors from 15 July before October 1 was

selected as the winner.

Cotton Hill Higher Secondary School emerged as the winner and Peroorkada Govt Girls Higher Secondary School emerged as the runner up for Buddy For life Contest.



## CYCLE RALLY

A relay cycle rally conducted by TERUMO PENPOL in association with NSS unit of CET, NSS Technical Cell and Indus Cycle to promote Voluntary blood donation on September 27 covered 73 kilometers. Mr. Yoshihiro Kimura, CMD, TERUMO PENPOL Limited lit the flame and distributed certificates to the participants.



## KITE FLYING TO PROMOTE VOLUNTARY BLOOD DONATION



Blood donation campaign was organized at Shangumugham beach. The student volunteers of CET, flew 200 kites, with blood donation slogans written on them and prepared a sand sculpture on the beach

## Letters To The Editor



Excellent content, with very useful inputs for the public and professionals, as well. Kudos to Baby!

N T NAIR, BADEN, SWITZERLAND

Dear Ms. Baby,

Thank you for sending me the Journal. Very informative.

Kind regards,

DILIP VARMA

Thank you Baby Maa'm. Good to see the latest issue of Blood LINE.

Shall talk with you soon and take forward the idea of setting up regular voluntary donation (starting with once a week) at Techno park.

Regards,

JOLLY @ Techno park

## Honoring College of Engineering



TERUMO PENPOL Limited honored College of Engineering Trivandrum (CET) for their outstanding support in promoting voluntary blood donation.

## Recognizing the Blood Donor Motivators of CET



Deepa P Gopinath (NSS Program Officer), Jithin and Akhil Vijayakumar (Students) being honoured

## Blood donation gives this soccer man the ultimate kick

Former Santosh Trophy player Saleemkuty, 43, has provided surety for many people to help them take loan from banks. And most of these people have paid back in blood, literally.

"Most people I have provided surety for are either direct donors or have helped me get blood from others," he said. Saleemkuty said that he has no idea how many people he has helped secure loans.

"The number could be well above 1,000. I am happy to help them because they have helped me save several lives by providing blood belonging to rare groups," he said.

However, out of the scores of people who have benefited from his largesse, hardly less than one per cent have thanked him for providing blood on time.

Saleemkuty, who has played Santosh trophy football matches during the nineties and has attended various Olympics camps, earns his bread and butter from a hotel he runs at Thodupuzha. He has little time to run his business though. Saleemkuty is engaged in the process of grooming young football talent in the district by conducting camps at the Newman College Thodupuzha. In the process he has helped national-level players like N P Pradeep and Justin Stephen.

This has also helped him enrol several football players into his blood donor network. Saleem has in his list donors who are part of mutually antagonistic organisations like the NDF, RSS, DYFI, Youth Congress, NSS, among others.

It all started when an unidentified person donated O negative blood to his sister during her delivery at Thodupuzha. He was 18 years of age then. Saleemkuty had been active in this field way before blood banks were set up in Thodupuzha and at the District Hospital, Idukki. Although his yeoman services have yet to be recognised by the government, the former footballer has received countless awards and certificates from people and organisations who have recognized his work. But during most of these occasions he had to heavily spend out of his pocket just to travel to various parts of the state to receive these awards, as most of the organisers of these programmes do not bother to reimburse his travel expenses. Talk about a thankless world.



Courtesy:  
The New Indian Express

Hearty Congrats to Trinity College of Engineering who is the Winner of Short Film making contest organized by TERUMO PENPOL Limited and CET NSS unit.



Hearty Congratulations to the winners of Online banner designing contest from CET



Magic show conducted to promote Voluntary Blood Donation



As part of National Blood Donation Day Celebrations Magic Shows were conducted at three schools on 30th September to create awareness on voluntary blood donation. Magic show was also performed on 1 October at CET by Magician Mr. Indraajith who is well-known for his performances with the motto, "Magic for a cause". The Magic show " has received good response.

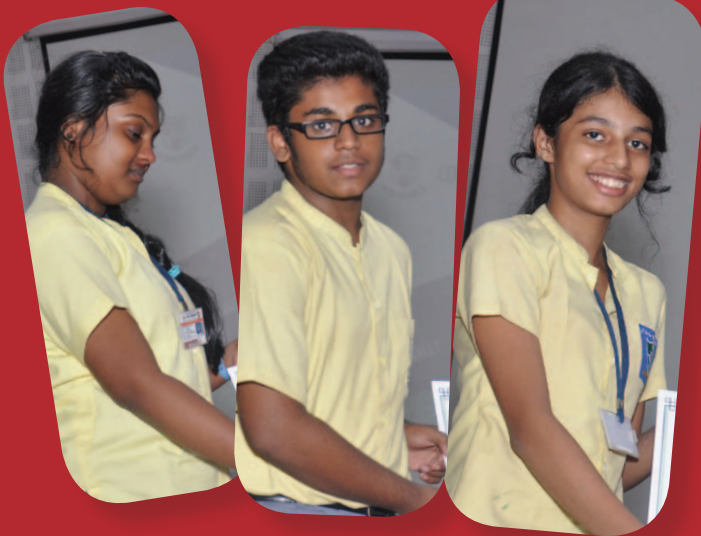
Blood Donation Camp organized at CET as part of National Blood Donation Day Celebrations



A mass blood donation camp was also organized at CET on October 1. Sreechitra Blood Bank and General Hospital Blood Bank both collected blood from 105 Donors.

*Impressive individuals*

Winners of VBD contests receiving the award. Hearty Congratulations!



CONGRATULATIONS

## Stage Show by Radio Jockeys of BIG FM

MR. KRISH AND MR. NIZAM RADIO JOCKEYS OF BIG FM ORGANIZED FUN GAMES AND COMPETITIONS FOR STUDENTS CIRCLING THE THEME "EVERY BLOOD DONATION IS A GIFT" ON 1 OCTOBER AT CET



**PRAVEEN SHANKAR** the best blood donor of CET receiving the award from Mr. C Padmakumar, Executive Director, TERUMO PENPOL Limited



Following years of blood donation awareness drive and camps organized by the state health department across the state, the voluntary blood donation scenario in the state has improved a lot.

The data provided by the Assam State AIDS Control Society (ASACS) suggests an increasing trend in voluntary blood donation. During 2011, voluntary donation comprised around 57 per cent of the total blood donation, which increased to around 65 per cent in 2012. In 2013, there was further increase in voluntary blood donation and the figure stands at around 71 per cent.

The theme for this year's National Blood Donation Day is 'Voluntary blood donation will cost you nothing but it will save a life.'

Project director of ASACS, P Talukdar, said: "Earlier, the blood donation scenario in the state

## MORE PEOPLE DONATING BLOOD IN ASSAM



was very poor. But, with the changing times, the mindset of the people has changed and, now, an increasing number of people are coming forward to donate blood. This is mainly because awareness among the people has increased and now they are not afraid to donate blood. Things are looking up, but we have to take the donation figure to 100 per cent."

With the number of accidents increasing

across the state, the demand for blood has risen rapidly in recent years. "We need more blood in order to meet the demand of the people. For this, people should donate blood on a voluntary basis. They should also know that donating blood from time to time does not harm the donor in any way. On the contrary, it enables the creation of fresh blood, which is beneficial to the body," he added.

## GOVT-RUN BLOOD BANKS AT RAJASTHAN WENT ONLINE FROM 1 OCTOBER 2013

All the government-run blood banks in state are now connected online from 1 October, which will be observed as the National Voluntary Blood Donation Day. With this, the health department and blood bank officials will be able to check availability of blood of any group at any particular blood bank.

A Rajasthan State Aids Control Society (RSACS) official said, "From October 1, the health department officials and government blood bank officials will have access to the online blood checking facility. While in the next phase, the general public will also be able to check the availability of blood online."

Moreover, the RSACS will also connect private blood banks online soon, the official claimed.

It is often seen that the patients' attendants have to run from one blood bank to another to find matching blood. But in the next phase, everybody would have access to this facility. Also, it would become easy for the attendants to get blood in emergency situations.

In Rajasthan, there are 88 licensed blood banks operating in different parts of the state. Among them, 44 blood banks are run by state government, four are run by Central government and 40 blood banks are operated by private organizations.

Apart from connecting the government-run blood banks online, the health department has set a target to increase the percentage of voluntary blood donation upto 90% by the end of the current financial year.

"There are two kinds of blood donation - voluntary and replacement. In 2011-12, nearly 5.24 lakh units of blood was collected, 70% out of which was voluntarily donated. In 2012-13, voluntary donation increased to 79.29% for a total of 5.21 lakh units of blood," he said.

Meanwhile, in the current financial year, the voluntary blood donation in the state is 77.52% for a total of 2.15 lakh units of blood.

"The percentage of voluntary blood donation increases after October. The health department has now directed all the collectors to organize blood donation camps in their respective districts along with other activities to increase the percentage of voluntary blood donation," the official said.

SOURCE: TIMES OF INDIA NEWSPAPER



## THE MAIN OBJECTIVES OF NATIONAL VOLUNTARY BLOOD DONATION DAY

- ✶ To increase awareness among the people and the importance of voluntary blood donation.
- ✶ To achieve 100 percent Voluntary Blood Donation, so as to be able to give the safest blood to the needy patients.
- ✶ To have enough blood stock in our blood banks for any eventuality.
- ✶ To give our thanks and reinforce the self esteem of those who donate blood voluntarily, so that they continue to do so regularly.
- ✶ To inspire those who has not donated blood but are in good health, to start donating blood.
- ✶ To inspire those donors who donate blood only for their relatives or friends, to donate voluntarily.