

BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

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Promoting
Voluntary
Blood
Donation



PERSONAL THOUGHTS *ON* BLOOD DONATION

It is now 50 years since I first commenced my interest in blood. My first position was supervising a community mobile blood collect (camp). I certainly didn't realize at that time, that this was the beginning of my career in the field of transfusion medicine. Increasingly, I now have become convinced of the need for all blood services to concentrate on creating regular voluntary blood donors if they wish to meet community needs for a supply of safe blood.

Over the years I have been able to visit many countries in most parts of the world and advise on the development of their blood services. Starting from a base in my own country, that has a completely non-remunerated blood donor panel with a very high rate of repeat donors, and having previously worked for several years in blood banking in some developing countries, I have become fully aware of the problems and limitations to the development of reliable blood transfusion systems, in both advanced and advancing countries. There are often no easy solutions to the challenges as political systems, local expertise, finance and people differ so much between countries. But there are a few factors that can encourage progress even in a country that lacks a strong financial base.

Firstly, blood services need an initial committed person who has the enthusiasm and vision to provide leadership to a blood donor team. Strangely enough, the person does not need to be highly trained or have a University training, but must be someone who appreciates the key need to recruit blood donors as a basis for a life-saving blood transfusion system. Such a person needs to be a good speaker, persuasive and very energetic and be driven by their desire to achieve objectives. Too often such persons are under-paid for their role, as commonly the attraction of scientific aspects of blood transfusion take priority for any available finance. But a leader in blood donor recruitment needs to be given good recognition, and the tools to work with such as adequate transport, finance for publicity events, freedom to act independently, and relevant staff. So often have I seen key staff inadequately compensated for their work, eventually resulting in demoralization and their departure for other areas of endeavour.

Secondly, the focus must be on the voluntary donor. If ordinary people are treated as being really important (very important persons VIPs) and handled with real friendship and tender loving care (TLC), and it is thoroughly explained to them how important blood is to the lives of very ill patients, people anywhere will commonly respond by giving blood. The personal approach is best supported by relevant publicity material, not the other way around. Of course there are other factors that enhance the desire of people to give blood such as religion, personal experience with illness, overall health policies, and other life experiences,

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Dr Graeme Woodfield

Hon.Assoc. Professor, Transfusion Medicine
The University of Auckland
New Zealand



but my experience suggests that supportive person to person contact is a key to success in blood donor recruitment, at every level of the blood donation process, including follow-up.

Thirdly, the way the donor is handled during the donation process often determines whether they will give again. Any defect in this part of the chain not only affects that individual donor but their vocal dissatisfaction soon spreads to others in the community, and can be a major reason for general apathy towards giving blood. Donor centres need to be provided with all the physical amenities needed to do their job well. They should be happy places with cheerful staff, prepared to go out of their way to do everything possible for each blood donor. The aim is to retain donors, who want to return to give blood, knowing that the staff respect them and will help to care for their overall health.

If a blood centre can do these things, complemented by a competent scientific service, there will develop a satisfied community whose people will not be reluctant to give blood to such an organization. The reputation of the blood centre will become high and often exceed that of the local hospital. Blood donor recruitment becomes easier, costs will be lower, patient care is enhanced, and real progress in health support is achieved.

The main aim of every blood donor service should be the retention or regular voluntary blood donors. This provides a safer blood service, is in the long run, less expensive, and can create a sense of pride in the community. Blood donor services need to avoid the slippery slope of family replacement blood units as well as persons being paid for their unit of blood. The word **donor** should be used only for a person who voluntarily donates blood, and not for any other category of people who have blood taken. Leaders of the blood donor service must make these principles clear from the beginning and not compromise by commencing procedures that superficially seem easier ways to obtain blood for clinical use.

Over the years and after many visits to India, I have seen great improvements in blood donor work in many parts of the country. But there is still much to do. The example of the Association of Voluntary Blood Donors of West Bengal is quite inspiring and their sensible advice should be followed closely. What we do is so worthwhile but it requires hard work and ideally the full support of national and local government authorities if an optimal service is to be provided.

World Health Day Inaugural Ceremony



Mr.C Padmakumar, CMD - Terumo Penpol Ltd



Mr.Suresh Gopi, Cine Actor



Ms.Daksha Sheth, Kathak Dancer



Mr. Sanju Soman, SARSAS



Deepa Ananthapadmanabhan, SARSAS



Dr. P V Sulochana, Dr.D Meena, Dr.Mary Aloysius



Mr. Manikuttan, Cine Actor

World Health Day Celebrations

organized by

TERUMO PENPOL LIMITED & SAVE A RUPEE SPREAD A SMILE



TERUMO PENPOL in association with Save a Rupee Spread a Smile and Trivandrum Club organized World Health Day as a curtain raiser event on 5th April at Trivandrum Club. The theme for 2014 World Health Day is Vector Borne diseases.

Ms.Daksha Sheth the famous Kathak Dancer inaugurated the function. Mr.C Padmakumar the Chairman and Managing Director of TERUMO PENPOL presided over the function. In tune with the theme of World Health Day an awareness session on Vector Borne Diseases, Dengue and Blood Donation was taken by Dr. P V Sulochana, the Blood Transfusion Officer of SCTIMST .

Dr. D Meena, Professor and HOD of Blood Bank, Alleppey Medical College held a session on Apheresis Donation. Dr. Mary Aloysius, Chief Blood Transfusion Officer of General Hospital Blood Bank held a session on Importance of voluntary blood donation.

A Blood donation camp was organized and famous film star Suresh Gopi and his wife donated blood. Film star

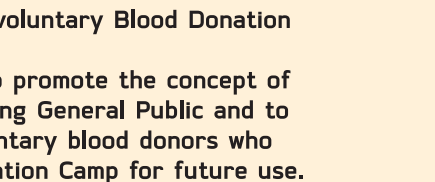
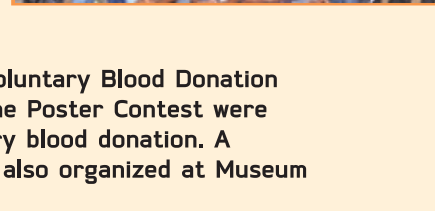
Manikuttan and 130 donors donated blood.

The Medical College Blood Bank, Sree Chitra Blood Bank and General Hospital Blood Bank collected blood from the Donors.

Various contests like a Voluntary Blood Donation Special Quiz Contest and Online Poster Contest were organized to promote voluntary blood donation. A promotional street drama was also organized at Museum and Shanghumugham.

A Flash Mob to promote voluntary Blood Donation was also conducted.

Our main objective was to promote the concept of Voluntary Blood Donation among General Public and to collect a database of the voluntary blood donors who participated in the Blood Donation Camp for future use.





Ms. Dakaha Sheth, Kathak Dancer and Chief Guest of World Health Day Program along with Cine Actor Suresh Gopi during the blood donation camp conducted as part of World Health Day Celebrations



Film Star Suresh Gopi donated blood during the World Health Day Celebrations organized by Terumo Penpol Limited and Save A Rupee And Spread A Smile



Cine actor Manikuttan along with Mr. C Padmalumar, Chairman and Managing Director of TERUMO PENPOL Ltd during World Health Day Celebrations



Cine Actor Manikuttan donating Blood during the World Health Day Celebrations

Flash Mob by Associates of TERUMO PENPOL Ltd to promote Voluntary Blood Donation

A 10 year boy stood outside the Museum gate in Trivandrum on 6th April wearing a carton over his head. Visitors and passersby looked curiously at the boy whose box had a message stuck on it: 'Donate blood, save a life'. He then slowly walked towards the other end of the Museum, with two young men following him. The boy then put down the box and began dancing to Bad Boy from Aishwarya Pandian. The guys who followed him joined him. More youngsters from the crowd joined in what was a flash mob to spread the message of voluntary blood donation as part of the World Health Day.

The Flash Mob was organized by Terumo Penpol in association with the NGO Save A Rupee Spread A Smile (SARSAS). About 20 young men and women danced to seven songs including Happy by Pharrell Williams and Hold My Hand by Akon. The group danced to the tunes of numbers such as 'Bad boy' from Alex Pandian, 'Gandibaat' and 'Sari ke fall' from R.Rajkumar, and 'I like to move it' from Madagascar among others.

The kid who started the dance, Abhishek, is the son of Aji from TPL MSG QA. TPL Associates and their Kids also participated in the flash mob.



Winners of

Poster Competition organized by TERUMO PENPOL Limited and SARSAS receiving the prize from Ms.Daksha Sheth, the Chief Guest of World Health Day Celebrations



1st Prize
Naufal S.R.
R R Donnelley



2nd Price
Vishvesh N.
Kasturba Medical College,
Manipal, Karnataka



3rd Price
Arun Sasi
IBS Software Services



Consolation Price
Reji Thomas
IBS Software Services

Winners of Special VBD Quiz Contest organized by

TERUMO PENPOL Limited
and SARSAS

Prizes given by
Mr. C Padmakumar,
Chairman & Managing
Director, TERUMO PENPOL Limited



Bindumol K.V., Brahmos Aerospace



Deen Francis, Multi Product Sales Team



Jibi Deen, Neyattinkara



Dr. P V Sulochana, BTO, SCTIMST checking
Film Actor Suresh Gopi's
Blood Pressure before his blood donation



Dr. D Meena, Professor and HOD
of Alleppey Medical College talking
about Apheresis Blood Donation



Dr. Mary Aloysius, Chief Blood Transfusion
Officer of General Hospital sharing
the importance of Blood Donation



Dr. Anumol Jose, Transfusion Medicine Student
of Medical College Hospital filling the medical
questionnaire form of Cine Actor Mani kuttan

Blood Donation Camp

Organized By TERUMO PENPOL Limited and
SARSAS as part of World Health Day Celebrations



Letters To The Editor



Nice work! Baby.

Regards

Reji Syne, Creative Director, In creation



Dear Baby,

The background is wonderful. and thanks a lot...

Dr Chitra James, MD Transfusion Medicine, Senior Resident
Govt Medical College, Kottayam



Awesome. Great presentation

Regards,

Dr. Nisha, Endocrinologist, Toronto General Hospital, Canada



Thanks. Nice presentation!

Hon. Assoc Prof Graeme Woodfield

Dept of Molecular Medicine and Pathology, School of Medical Sciences
The University of New Zealand, Private Bag 92019, Auckland, New Zealand.



Another well-endowed edition.
Congratulations.

N T Nair, Chief Editor, Executive
Knowledge Lines



Dear Baby,

Thanks for sending me the Blood line journal. After seeing your colorful pages, thought of asking you for help. In Rotary TTK Blood Bank we are looking for new poster design. Since we are using our old posters, some companies where we had camps gave us feedback to change our publicity materials. I have not got any volunteer to do the art work for us.

If it is ok with you, can you spare any of the paintings that you got from the drawing competition which can motivate people to come forward to donate blood in good numbers.

Mrs. Lakshmi, Rotary TTK Blood Bank, Bangalore.



Blood donation in Jaya's name enters Guinness Book

Collective effort of over 50,000 people comprising a motley crowd of students, professionals and government employees besides others saw the collection of over 18,000 litres of blood at camps organised across Tamil Nadu to commemorate the 66th birthday of AIADMK supremo and Chief Minister J Jayalalithaa earning a place in the Guinness Book of World Records.

Though Jayalalithaa's 66th birthday falls only on February 24, it was conducted to coincide with her birth star that fell on February 14.

Organized by the Transport Department, the state government employees took the pain and went all out to rope in the students from various colleges and people of various walks of life to donate blood at the camp organised in various cities of the State including Chennai, Vellore, Coimbatore, Tiruchy, Madurai, Villupuram, Karur, Salem, Kumbakonam and Tirunelveli on February 14.

Till now, the largest blood donation drive was organised by Saint Gurmeet Ram Rahim Singh Ji Insaan at Dera Sacha Sauda in Haryana on August 8, 2010 when 43,732 people donated blood.

But this time in Tamil Nadu, a total of 53,129 persons, which also included transport employees, donated their blood during the camp.

In Chennai, State Transport Minister V Senthil Balaji was the first donor at the venue organised in Chrompet at the outskirts of the city. The 60,000 sq.ft venue was filled with more than 500 beds and 42 blood banks, with both government and private hospitals engaged. The general public also came forward to donate

blood.

"In Chennai alone, more than 15,000 persons donated their blood", a senior official from the Transport Department said. The official said that an exclusive meeting was conducted by the officials comprising senior government doctors and nurses besides partymen to discuss the blood donation camp during February first week.

He said that though the students resented the aggressive attitude of the party men, they however, happily donated their blood after waiting hours together in a long queue at the camp in various cities that began at 8am went on till 7.30 pm.

"It is my great honour and pleasure to be here to award an official Guinness World Record certificate for the world record for conducting the largest blood donation camp at multiple venues to Jayalalithaa, General Secretary and Chief Minister of Tamil Nadu," the Guinness representative Lousia said.

According to her, who handed over a certificate that tags the mega event as a 'Guinness World Record', to Jayalalithaa at the state secretariat, a total of 18,439.28 litres of blood was collected from the camp and this is likely to result in higher chances for many lives to be saved.

Meanwhile in a statement, Jayalalithaa congratulated and thanked all those who had organised and took part in the blood donation camp. Last year, more than 20,000 employees of the State-owned transport Corporations donated blood to mark the birthday of AIADMK chief.

It's a Techie's Life: Together we can



(From left) Members of Tejus - Anoop K., Rahul B.S., Rateesh Sahadevan, Varghese V.J., and Brijesh K.I.

A group of techies have joined hands to promote the cause of voluntary blood donation.

If there is one cause for which the techies are always willing to lend a hand for, then it's voluntary blood donation (VBD). Over the past year or so, perhaps no individual or organization within campus would have worked for so much for the cause than this bunch of techies under the aegis of Tejus. The charitable organization, is primarily devoted to organizing VBD camps at Technopark.

"The response from fellow techies has been phenomenal. In fact, since we began operations on November 30, 2012, Tejus has organized 19 VBD camps. All but two of the camps were held in Techno park and we were able to get 919 people to donate blood for three Government hospitals - namely, the Regional Cancer Centre (RCC), the General Hospital (GH) and Sree Chithira Thirunal Hospital (SCT), in the city," says Varghese V.J., a member of the group. One of Tejus' biggest drives was one for the GH in July, organized in conjunction with Allianz, for which 82 techies donated blood. Another, also for the GH, got them 80 donations. "In addition, we were able to cater to 219 emergency calls for blood requirement within various hospitals in the city," adds Varghese, an employee of Gemini Software Solutions. Before forming the group, all the members had been individually involved in blood donation for the past several years, either by donating blood themselves or helping to secure blood for the needy. "We all met each other through blood donation activities. We were motivated by first hand experiences of the struggle to get blood for our loved ones who were hospitalized or after witnessing the desperate requirement for blood in the existing blood banks in the city. We realized that by working together we can bring about a more cohesive action on promoting VBD," says Brijesh P.I., who also works at Gemini. "We are determined that no one should have to struggle to get blood, when there is so much potential for blood donation in the city, particularly within Techno park," says Rahul B.S., an employee of RWDI. Rateesh Sahadevan, who works at VSSC, explains: "As M. Vasudevan, Senior Business Development Manager, Technopark, who was our guest of honor for our debut drive, rightly mentioned, there is a huge potential for VBD in Technopark what with its



Scene from voluntary blood donation camps conducted at Technopark



Scene from voluntary blood donation camps conducted at Technopark

45,000-strong workforce. That's a potential 80,000 pints of blood a year! But that's not too big a number when you consider that RCC itself requires about 25,000 pints of blood a year..."

The group says that they have realized the value of holding VBD camps on campus as opposed to the time and cost involved in ferrying donors to and from Techno park to the blood banks. Every time we take people into the city, both we and the donors end up losing valuable productive hours. And each time we can take only a dozen or so people at most. Besides, blood banks in the city close by 12.30 p.m. and, as we've noticed, mornings may not be convenient time for donors. Our concept is to take the facility to the donor. Thus with a drive on campus, a donor needs spend just 20 or so minutes of his/her time, many people can donate blood and it can be donated throughout the day, explains Varghese.

The group are slowly building up a database of donors in the city. They plan to expand their activities to colleges in the city and also tap the workforce of the major institutions such as VSSC and ISRO. "The potential for VBD in the city is huge. We are also pushing for a centralised system for blood collection," says Varghese.

For more information visit www.tejusindia.com or their Facebook page [tejusindia](https://www.facebook.com/tejusindia) or e-mail: help@tejusindia.com Contact: 09847068115/ 09020560331

COURTESY:
NITA SATHYENDRAN
THE HINDU METRO PLUS

Jeweller Bobby Chemmanur gets ready to run from Kasargod to Thiruvananthapuram to spread awareness about blood donation and help set up the world's largest blood bank

THIS RACE IS NOT FOR GOLD



"I am Confident. I have been running 10 km a day. The idea was to do something that not everyone can do"

Why is Bobby Chemmanur running? and what is he running after? The flamboyant, 44 year old jeweller laughs before recounting an incident of a year ago "I was travelling to Bengaluru in a car when a van got badly injured and we all helped him to be taken to a hospital. The next day, I learnt that he died because blood that belonged to a rare group which he needed was not readily available". he says, explaining how the idea of doing something for the cause of blood donation came up.

He intends to start running from Kasargod today and reach the capital in about a month. "I plan to cover about 25-35 kilometres a day", he says. Will he last the distance? "I am confident I have been running 10 km a day. The idea was to do something that not everyone can do. I read about a survey that said only one in a lakh can run 10 km without stopping. More importantly, many people are signing up for the cause". The idea behind the initiative is to set up the world's largest blood bank and also encourage the habit of donating blood about which there are many misconceptions he says.

Source: The Deccan Chronicle


Rail union holds blood donation camps

The Western Railway Mazdoor Sangh (WRMS) has kicked off celebrations to mark 80th birthday of its general secretary J G Mahurkar on 15th March. Before Mahurkar, popularly called 'Dada', turns 80 on Sunday, WRMS started holding blood donation camps across the six railway divisions of Western Railway. "Over 2,000 blood units were collected through these blood donation camps by Saturday evening, which were organized in different divisions to celebrate the occasion," WRMS' president Sharifkhan Pathan said.

A blood donation camp was organized at Churchgate, which was inaugurated by general manager of Western Railway Hemant Kumar in the presence of chief medical director of Western Railway Anil Kumar, chief personnel officer A K Sinha and divisional railway manager of Mumbai division Shailendra Kumar. Divisional railway manager of Vadodara railway division Asutosh Gangal inaugurated the blood donation camp at Vadodara railway station in the presence of additional divisional railway manager Amit Kumar Singh, Mahurkar and Pathan. "Railway employees donated 200 units of blood during the camp held at Vadodara railway station," Pathan said. During the camps held outside Vadodara in recognition of contributions made by Mahurkar, who is also vice-president of National Federation of Indian Railwaymen, over 1,800 units of bloods were collected. "During the camps that were held at Churchgate, Bandra, Borivalli and Andheri railway stations in Mumbai, a total of 1,200 units were collected, while 240 units were collected in Rajkot, 250 at Ratlam and another 150 at Bhavnagar," Pathan said.



TPL has been honored with M K Joseph Memorial Award instituted by All Kerala Blood Donor's Society (KEBS) for TPL's outstanding support in promoting voluntary blood donation.




State Finalist

Australia's Local Hero 2011

James Harrison OAM
Blood donor

Date of birth: 27 December 1936
Town: Umina Beach
State: New South Wales



After undergoing major chest surgery at the age of 14 which required 13 litres of blood, James Harrison vowed to become a blood donor himself. True to his word, James has donated blood regularly for the past 56 years. Now approaching his one thousandth donation, James is the Australian record holder for the most blood donations. James' blood contains a life-saving antibody which prevents Rh(D) negative women developing Rh(D) antibodies during pregnancy, which can harm the unborn child. When he began donating, thousands of babies were dying each year of Rhesus disease, and thousands more were being born with brain damage because of the condition. His multiple donations have contributed to more than two million doses of Rh(D) immunoglobulin. His selfless commitment to giving blood regularly has helped save the lives of more than two million babies. His blood has also led to the development of a vaccine for the disease called Anti-D. James has become affectionately known as the 'man with the golden arm' and his generosity is making a real difference to the lives of millions of Australians.

The Life Savers!

Heroes of 2013 from Terumo Penpol Ltd

The following Associates of TPL has also been selected as best donors of 2013 by All Kerala Blood Donors Society (KEBS):

1. Hashim P	-	Sr. Technician, BBF
2. Mahesh M R	-	Technician, BBF
3. Niyas S	-	Technician, BBF
4. Sujith Babu S	-	Technician, BBF
5. Dilip V	-	Apprentice Trainee, BBF
6. Srenath M S	-	Apprentice Trainee, BBF
7. Rajesh S	-	Apprentice Trainee, BBF
8. Prashanth Kumar P S	-	Apprentice Trainee, BBF

Heroes of 2013 from Terumo Penpol Ltd



The donation of your blood was very precious to us. Also, it said much about your capacity for great sympathy and generosity and sent an inspirational message to others regarding the importance of blood donation. In fact, your blood gave a new life to a needy human being. We thank you for voluntarily giving you time and blood without any reward except for the understanding that you have helped to save lives.

Millions of people owe their lives to people like you...blood donors...people they will never meet...people who donate their blood because they

understand, "it's not about me...it's about them."

Thank you for demonstrating such a genuine commitment to our community and helping patients assure a safe and adequate blood supply by remembering, Blood that used today MUST be replaced today.

To quote Peter Marshall, The measure of life is not its duration, but its donation

Hearty Congrats to the Best Donors! Keep up the good work!

BLOOD DONATION IS SAFE - SUCCESS STORY

Shri R.K. Patham, a senior executive in Financial Support Services, American Express, now 35, has donated blood more than 43 times. Frankly, he does not wish to count how many times he has donated blood or how many lives he has saved. Because, either way out of humility, he does not derive any sense of total achievement. He strongly believes that he needs to go a long way in helping the people and creating an impact which would encourage others to do the same.

He has been donating blood for some years now, very seriously and religiously. Though he had donated blood while he was at college, he does not really count them because at that point of time his intention was only to show off his friends that he is capable of donating blood and proclaim himself to be a hero.

In 1990 when he was working in Delhi he got a call from Madras that his father was quite serious and he should rush home at the earliest. That was August 19, 1990 and he in no way could afford to fly home. His boss being a cooperative and right thinking person managed to put him in Tamil Nadu Express, the same night. He reached Madras on 21st morning. Soon he was in the precincts of the hospital. His father was admitted in Coronary Diseases Ward and there was another patient waiting for his By-Pass surgery in the same room lying next to his father.

Soon it transpired that they were looking for 'O' Negative blood group for this patient and the operation was getting postponed because of non-availability of the required type blood units. His loving father insisted him to go and have breakfast from the near by restaurant. He was reluctant to move even an inch as his father was already put under artificial respiratory system. His father kept insisting on his having breakfast and though he was in no mood to eat yet he did not have the heart to disobey his father. Back, his father asked him to go and donate blood for his next bed neighbour patient. He was slightly upset as to why his father was getting interested in other patient when he had travelled all the way from Delhi to see him. His father looked at him with tears in his eyes and

with folded hands. He moved out of his sight and donated blood for that patient. It took about 40 minutes for him to come back to the ward. By that time, his father had passed away.

He was the only member in his family, last talking to his father. It took him some time to realise that his father's last wish was that he should donate blood to the needy. Then on he started donating blood regularly and on all important days of his life – his birthday, his wife's birthday, his children's birthdays and his father's death anniversary. Since then, his association with Indian Red Cross is beyond blood donation alone. He has helped Red Cross to computerise their National Headquarters blood bank with the help of his organisation.

He had the pleasure of being called "Vampire" when he first organised a blood donation camp at his work place. But this was more acceptable than hearing feeble excuses from his very own friends, such as :- "I need to ask my mom"; "I have to drive back home"; "I am scared of needles so on and so forth".

Says Shri Patham, "It is very pathetic to note that in a country which has an asset base of millions of people, we have very few Blood Donors. Even though this is one thing which does not cost you anything, which does not bring any weakness to you, which grows itself immediately in few hours time. In a country which has recently seen its brave soldiers laying their life for our land and security, we find people who are afraid to donate as little a thing as Blood which is the creation of God and can also save someone's life."

"It would be nice if society did not need people like him, but while it does, they should be there," says Shri Patham. He thinks that for many people in our country, life is a struggle. It is a struggle to live, to survive, to exist. To live is to survive but not vice versa. And we will continue to help our society and fellow human beings. And of course we need more hands (to puncture and take out blood), more participation, from all. Shri Patham is a shining example for all those who want to contribute to the wellbeing of the society.