

Blood Line

THE VOLUNTARY BLOOD DONATION JOURNAL

PROMOTING VOLUNTARY
BLOOD DONATION

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HASSLE FREE BLOOD for patients -OUR RESPONSIBILITY



DR USHA KANDASWAMY

Scientific Officer

MSW Department of
Transfusion Medicine,
Sree Chitra Tirunal Institute for
Medical Sciences and Technology,
Trivandrum 695011, Kerala, India
email: donbank@sctimst.ac.in

Humans have been described as a choice making species with the opportunity to shape life events and take steps towards a better life for oneself and for everyone. A complete voluntary blood donation programme for the State, to have 100% voluntary blood donations, to proudly support the blood needs of our patients is one such choice. It is high time that we realize our responsibility to do so!!!

At present we are well positioned to advance in this direction, whether it be collaboration, networking, advocacy, capacity building we have it. When social, political, cultural, economical factors coincide they create a great potential for positive actions. Such an effort will have long term gains that places it in a position much higher than the short term comforts that we have now with the present system. Projecting favourable statistics, changing definitions

are measures that do little service to the objective of any efficient system. Human beings are a part of a whole; we have to bring ourselves to believe and nurture a collective consciousness of supporting patients and absolve them from the burden of arranging their own blood donors. Patients are already struggling to meet their most immediate and emergency needs. It is not a charity service that we will be offering them, it is not out of sympathy but it is with due respect for every human life the worth and dignity of every individual that we stand for that we argue for a complete voluntary blood donor system.

I am sure that we as society in one voice will agree to this". Now let us examine ourselves.

ROLE OF SOCIETY:

The basic postulate is that society should ensure the physical and mental well being of individuals and more so when an individual is in a crisis. Many of our welfare programmes

are for rendering the services to such targeted populations. A voluntary blood donor programme, a well stocked blood bank is a guarantee for the society that blood will be available at all times to all patients requiring it. For this to happen there is a need for a continuous flow of blood donors to donate blood in blood banks. Blood is an everyday need in hospitals and needs voluntary blood donors on an everyday basis. I take this opportunity "to appeal to all persons of common blood groups O+ , B+ , A+ to donate blood at periodical intervals of three months, six months or at least once in year to come forward and donate blood at blood banks (for us these are the most precious donations!)". The

reason is that nearly 90% of our population is of these groups and very much in demand or needed on a daily basis. The fact is that very often there is shortage of even these groups in blood bank. I would also like to point out very humbly, that blood donor enlisted panels, carefully stored in the pages of registers are of little use in meeting blood needs of transfusion patients! A few mobile camps or mass donations can only fill in gaps. Our people should be geared to this reality. WHO has observed that even if 2% of population donates blood in any region that region can enjoy self sufficiency in blood. Organized and unorganized sectors should wake up to this call and help blood banks to achieve optimum level of voluntary blood donations. Even if we have 20 donors from 20 different groups donating blood every 3 months and more such groups joining in with just 10 - 20 donors on a routine intervals at least 5 days a week can make Thiruvananthapuram District be self sufficient in blood without depending on patients to bring their own blood donors. Studies have shown that it is burdensome for care givers of patients to arrange for blood donors and a cause of psychosocial and financial concern for them.

Regina Muelle (2000) has made following comments on voluntary work in communities "Development is a dynamic process. Finally, it is the people who make the difference. Their commitment, dedication, skills and knowledge, along with their inherited culture, beliefs and values are what make neighborhood and community support systems possible".

This calls for universal attention, an enhanced perspective, moving away from restrictive practices, emphasizing on the sacredness of human life and respond positively to it.

ROLE OF NGO'S

Since many years, NGOs put in efforts on National and International levels to fill the gaps in health service delivery. NGOs have performed and achieved the results because of the ability to interact and reach the population in a better way and success results because of the confidence of the people in them to solve their problems. The field of intervention often being - education, promotion, social marketing, community development and advocacy. It captures attention for the voluntary blood donor programme for the opportunity they provide of a proactive partnership to serve the cause and presents a framework for a meaningful engagement of activity.

Involving the NGOs for health system strengthening may eventually contribute to create a healthcare system reflecting an increased efficiency, more equity and good governance in the wake of the goals we set for ourselves. It is all about creating positive relationships advancing social environment for collective human good. Nevertheless, we have to do some home work and pre-requisites have to be fulfilled before moving on. NGOs need the guidance of an efficient nodal agency to help them with them carry on with the agenda in a more scientific and systematic manner. They have to be encouraged to adorn the role of facilitators, mediators, leaders and activists for the cause of voluntary blood donation rather seriously. There is a need for engaging existing skills in the new context. Mobilizing citizen advocacy and support is the magic! Under utilization of this valuable resource is one of the drawbacks of voluntary blood donor programme "the program is good, but the disease is better" commented Smith Nonini in 2005 when he was disappointed with on his health projects. We have lessons to learn and learn fast, we should!

ROLE OF BLOOD BANKS

The sole mission of blood services is to provide a life-saving service by ensuring an adequate supply of safe blood for transfusions. Most blood banks in our State in fact in our country are hospital based hence the differences in prevailing circumstances of blood banks is apparent. In the absence of a centralized set up each blood bank is left to fend for itself. The chain of activities in a blood service gives an identity and an image that could make the biggest impact. One key area identified that is integral to this are the donors, a move to a total voluntary donors would significantly help achieving the ultimate goal of providing the safest possible blood transfusion. The role and responsibility of blood banks in this is manifold - to adopt a policy of a complete voluntary blood donor system, to help creating a committed blood donor base, to provide the facility and congenial atmosphere for voluntary blood donors, to focus on repeat regular concept of blood donation and most of all to win the trust and confidence of the public. Blood Banks are the best ambassadors, when it comes to donor recruitment and donor management. The society depends on the blood center for resources, blood donor motivators draw the inspiration and guidance provided by committed blood banks. It is almost an empowerment process for individuals and society. NGOs discharge their duties better, with better compliance and the most pleased are blood donors for they can donate blood safely and surely without apprehension.

CONCLUSION

We just discussed the issue in three broad entities. With a positive outlook we can count on social capital which comprises features of society that facilitate co-operation for mutual benefit and wellbeing. We need to promote multi-level dialogue,

critical thinking and partnerships where the “voice” of people are heard and create receptive social environments where we are willing to recognise “needs” and as-

sist by working for an improved, full fledged voluntary blood donation programme. Much needed are committed, well informed alliances to play an active role in this process. The

integration of efforts to make this programme into an energetic health initiative opens up exciting possibilities for translating this movement from “rhetoric to reality”. ●

World AIDS Day Inaugural Ceremony



DR. P V SULOCHANA,
Blood Transfusion Officer, SCTIMST



MR. M VASUDEVAN, Business Development Manager,
Technopark



MR. YOSHIHIRO KIMURA, Chairman.,
TERUMO PENPOL Limited



MR. C PADMAKUMAR,
Executive Director, TERUMO
PENPOL Limited

WORLD AIDS DAY OBSERVANCE @ TECHNOPARK Organized by TERUMO PENPOL Limited, TECHNOPARK and TEJUS, an NGO Based at Technopark

Technopark, Terumo Penpol & Tejus jointly observed the World AIDS Day at Technopark on Nov 30 2012. The event was inaugurated by Mr. M Vasudevan, Senior Manager, Business Development, Technopark. The event was a huge success with a good number of techies attending the event and approximately 55 voluntary blood donations.

“The effort was great and the camp was well organized. Congratulations All.”, said Dr. P.V. Sulochana, SCTIMST. The prizes for Slogan and

VBD contest were distributed by Mr. Yoshihiro Kimura, Chairman TPL. In his speech on “How Technopark could promote VBD”, Mr. C Padmakumar, Executive Director, TPL, shared his idea on how a systematic approach of Voluntary Blood donation at Technopark can make a huge difference in solving the current Blood crisis and emphasized the importance of repeat Voluntary Blood Donations. Mr. Varghese VJ from Gemini Software Solutions, gave a brief introduction on TEJUS, a charitable society registered as NGO and highlighted

the acute shortage of blood faced by various hospitals in Trivandrum such as Sree Chitra, Medical College and especially RCC, in his Welcome speech.

Mr. Vasudevan promised his support from Technopark for conducting regular Blood donation camps at Technopark and addressed the techies, that out of 40000 employees of Technopark, even if half of them could regularly donate blood it can make a huge difference to cater to the ever growing blood requirements at various hospitals in Trivandrum. ●

Blood Donation Camp Organized by TEJUS at TECHNOPARK as part of World AIDS Day Observance



A Blood Donor's Dreams

Jinsil P K, Malabar Christian College, Shares His Experience

"The joy of giving and the pleasure of social service make life worth living," said Jinsil P.K., a third year student of history at the Malabar Christian College (MCC).

Jinsil has been adjudged the best blood donor (2011) by the University of Calicut which selects the best donors from the colleges under it.

Jinsil, who has been an active NSS volunteer for more than five years, is also the college secretary of the NSS unit at MCC.

The Red Ribbon Club of blood

donation in the college has been providing blood to nearby hospitals in the city for years.

Malabar Christian College had the best blood donating record amongst colleges in the State last year. Major programmes in the college highlight social service and provide assistance to financially weaker students.

"I am so happy to be part of such a noble service - more than 10 patients are saved by my blood donation," said Jinsil.

"Even though I leave the college

this year after my graduation, I will be concentrating on social service which I think no professional degree matches as the spirit of helping someone lives on in people's minds. I will be organizing more programmes aimed at getting more and more students to donate blood," added Jinsil.

The college has been organizing blood bank donation camps and raising funds for cleaning drives and eco-friendly initiatives.

Source: Deccan Chronicle

Big Thanks to Big FM !!
for supporting TERUMO PENPOL
to Promote Voluntary Blood Donation

RJ NIZAM of Big FM having fun and games with Staff of Techno park as part of World AIDS Day Observance



The winners of VBD Contest organized as part of World AIDS Observance by TERUMO PENPOL Limited receiving the Award From Mr.Yoshihiro Kimura, Chairman, TERUMO PENPOL Limited



The winners of Slogan Contest organized as part of World AIDS Observance by TERUMO PENPOL Limited receiving the Award From Mr.Yoshihiro Kimura, Chairman, TERUMO PENPOL Limited



Letters To The Editor



Dear Baby,
I have been receiving the Blood Line Journal on line. The current issue is very well designed and attractive am moved by the story of Vineetha and her bridegroom donating blood on their wedding day. This will definitely inspire the youth. May God bless them with health, wealth and happiness.

Best regards

DR POONAM SHRIVASTAVA,
Medical Director, Lions Blood Bank, New Delhi

Thank you, Baby.
It is highly informative and useful. There is a lot of information which can be useful for the common people.

DR. RAJA UMMER
HOD & Professor & Police Surgeon, Dept. of Forensic

Medicine, Cochin Medical College, Cochin-683503

Dear Ma'am,
Thanks for sending the copy of the journal.

It was nice to see that a lot of activity is happening and the journal is covering the activities very well. All the best.

Best Regards,

GAUTAM SHANKAR
CEO, GES Infotek
Mob: +91 (9895) 577 566

Dear Baby,
Thank you for the Blood Line journal. All success for the Blood donation programmes of Penpol.
Regards,
ALTHAF
Vyomayan

WHO CAN DONATE BLOOD?

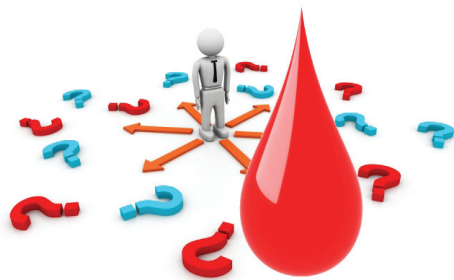
Ideally a donor should:

- * Weigh 45kg or more
- * Have a haemoglobin count that is not less than 12.5 g/dl
- * Have normal body temperature at the time of donation
- * Be free of any disease at the time of donation

WHO SHOULD NOT DONATE BLOOD?

- * People with heart, kidney or liver diseases, and blood disorders
- * Those who are on medication for diabetes or hypertension
- * Those who have undergone a major surgery recently
- * Those who have had an attack of jaundice, rubella, typhoid or malaria
- * Persons suffering from infections such as Aids, hepatitis, syphilis and malaria
- * Pregnant or breast-feeding women
- * Those who have recently had an abortion
- * Those who have consumed alcohol in the last 48 hours
- * Those who are on steroids, hormonal supplements or certain specified medication
- * Those with multiple sexual partners
- * Drug addicts

Some Common Misconceptions



BLOOD DONATION IS BAD FOR HEALTH Blood donation, in fact, helps prevent accumulation of excess iron and reduces chances of cardiovascular diseases

BLOOD DONATION WILL RESULT IN A DEFICIT OF BLOOD Blood volume returns to normal levels within 24-48 hours after donation

A DAY'S REST IS REQUIRED AFTER BLOOD DONATION You

only need to avoid tough exercises or heavy weight-lifting for 12 hours after donation

COMMON BLOOD TYPES LIKE O+ ARE READILY AVAILABLE

Demand for common types is greater because of the numbers involved

BLOOD DONATION MAY LEAD TO INFECTIONS SUCH AS HIV


New and sterilised needles are used, there is no risk of infections



Dr. Sulochana motivating Technopark Staff to donate blood



Every Blood Donor is a Hero



Anoop Shaji, a 4th Semester Student of Sree Chitra College of Engineering, Shares One of His Blood Donation Experiences...

It's a rarity nowadays to spot people without mobile phones. Majority of you would have received forwarded messages requesting the donation of blood groups. The important question is, how many of us have paid heed to it?

When I was in class 9 at Loyola School, Thiruvananthapuram, on a fine Wednesday morning, instead of the usual weekly school assembly, we had a 'special' assembly. The assembly was indeed special because it was during that session of 30 odd minutes that turned my perspective on blood donation from something that might turn out to be detrimental to one of the best things one could do in life very easily. It is mere coincidence that Mrs. Baby P.S., who is my close friend's mother and PRO at Terumo Penpol, who enlightened the high school students of my school about blood donation gave me a call last week asking me to share my blood donation experiences.

As I had mentioned earlier, like majority of people out there, I too have a mobile phone. Like others, I have also received forwarded messages innumerable times. In the beginning, i.e., about one and a half years back, I used to forward the messages to a good number of people in my contacts list. Soon, I learnt two lessons. 1) Many people see such messages as mere jokes & 2) Some of the messages are not genuine.

It was one such message that prompted me to make my first blood donation. Towards the middle of August last year, I received a message from an elder friend of mine, Dileep, requesting anyone with O+ blood to make a blood donation for

his friend's relative. Realizing the urgency of the situation and the fact that the message was genuine, I decided to donate my blood for the first time in my life. I went to a private hospital in the city, met up with the person whom my friend Dileep had asked me to contact and he directed me to the 'blood bank'. Though I was slightly apprehensive of what was going to follow, once the nurse gave me a sponge ball asking me to squeeze it so that blood would flow from my veins to the 'blood bag', I felt relaxed. The process went off smoothly without any problem whatsoever.

"All is well that ends well" goes the saying but this particular scene did not have a happy ending as far as I'm concerned. As a token of gratitude, the person who had directed me gave a small amount of money. Though I refused, he made me take it. For him, it was a token of appreciation. To me, it was like selling my blood. Fortunately, things did end well, when I returned the amount to Dileep, who helped me get the money across to its source.

That is the story of my first blood donation.

Fast forward fifteen months and a total of four blood donations later, the situation has changed a bit. With Telecom Regulatory Authority of India (TRAI) having limited sending of SMSs to an extent, I haven't received a single message that has not been genuine for some time. Many of my friends have changed their attitude towards blood donation and some have even made it a habit.

It is in such a context that I need to mention about my friend Vivek Nair. He is truly a source of inspiration for me and is one person

whom I approach for any sort of help with regard to finding blood donors and associated things when a need arises. It was in mid September that he asked me whether I could donate blood for a 14 year old blood cancer patient from Kozhikode undergoing treatment at the Regional Cancer Centre. My answer was obviously yes as it had been almost close to four months before my previous donation.

This particular blood donation has assumed significance. There was a hartal on the day I was supposed to donate my blood. Kerala, being a state that celebrates hartals and my house being in the heart of the city, it would be a highly risky to make voyages in private vehicles. Since I love to walk, I decided to walk a distance of three kilometres from Palayam to Pattom as the patient's father told me that he could come to Pattom to pick me up, for he wasn't too acquainted with the city but was pretty familiar with Pattom. From there on, it was a repeat of the usual procedures. The donation went well and he dropped me back at Palayam. As I had mentioned earlier, this donation turned out to be significant. When I returned home, I received Vivek's call thanking me for what I did though it was a routine exercise.

Like every other person who has tried to arrange donors, he and I have heard a slew of excuses from others for not donating blood. Right from "I have got to go the gym" to "If I donate blood, I will get cancer" and even to "I won't be able to give birth", we have heard every reason. Some sound hilarious and some shock us.

When Vivek told me that he'll be updating his status in Facebook

congratulating me for walking this much of a distance to do something noble when people all around are making silly excuses, I strongly disagreed. Finally, he convinced me about the point he was going to make. He was giving a go at 'inspiring' more people. He slightly changed the script by projecting me as a person who walked ten kilometres (not the three kilometres that I really covered) to donate blood for a 14 year old girl.

The update was a hit garnering more than a 100 likes and another friend of mine sharing it, which got another 100 likes. I received a few phone calls as well. All of these gestures were tokens of appreciation. But, what Vivek wanted was,

for others to draw inspiration. Have they? Answer is partly yes and partly no. Hitting the like button isn't too difficult a task but getting rid of the misconceptions of the noble deed and coming forward to comply is slightly difficult. Anyway, a few people at least have drawn inspiration and have come forward to make their first donations and certain others have made it a habit. The others haven't changed. It doesn't take much to give a reply of 'Yes' or 'No' to a message but a large chunk of the people still don't even do that. That is disheartening

From my own experience, what started as a wish to do something new for the novelty of it, blood

donation has now become a practice. I want to make my life useful to others even if it is in a small way. I don't believe in charity being defined as giving out money to every other person who knocks your door. Donating blood for people in need is a way through which I think I make my life useful. Our nation faces a shortage in number of donors largely due many misconceptions. Rather than sitting on such misconceptions about the noble act, wouldn't it be nice if you could do something good for the society? Who knows, one day we may need someone else's blood for our survival. Make sure to do it 'voluntarily'. As the saying goes, "Every blood donor is a hero".

Motivate to Donate

SUDARSHAN AGARWAL shares his experience in the Week Magazine. He is the President Emeritus, Rotary Blood Bank, New Delhi and former Governor of Uttarakhand and Sikkim.

Blood donation in India is better than what it was a few years ago, but it is not a happy situation yet. There are many issues that need to be tackled. The first and foremost is the fact that most blood banks are still giving whole blood, while it should ideally be separated into three different components—RBCs, fresh frozen plasma and platelets. The National Aids Control Organization should encourage component separation throughout the country.

Next, we need to encourage voluntary blood donation because it is the only way we can get quality blood. Despite Supreme Court guidelines on a writ petition filed by H.D. Shourie, replacement donation by professional donors continues

unabated. It is sad that in a country of 1.2 billion people, we cannot get 13 to 14 million units of blood a year.

Not much effort has gone into motivating people to donate blood. Besides, hospital-based blood banks find it convenient to ask the patients' relatives to find donors so that they don't have to make any efforts to organise blood donation camps. I strongly feel that hospital-based blood banks should not be a profit-driven enterprise. This goes against the ethics of blood donation.

The Rotary Club has set up a number of blood banks in different parts of the country purely as a public service. I was part of the team that helped establish the

Rotary Blood Bank in Delhi. Inspired by its success, I motivated the medical fraternity in Dehradun to set up India's largest voluntary blood bank in the accident-prone hilly state of Uttarakhand.

If young people are encouraged to donate blood on special occasions such as their birthdays and wedding anniversaries, there will be no shortage of blood in life-threatening situations. I firmly believe that blood donation creates an egalitarian, caring and compassionate society.

Donating blood is a divine experience and I wish every healthy individual stretches out his arm to give blood so that many a life can be saved.