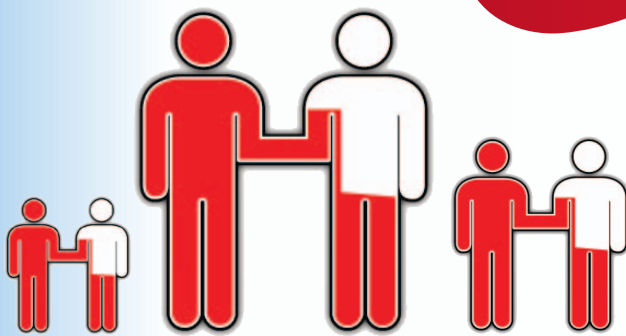


Blood Line

THE VOLUNTARY BLOOD DONATION JOURNAL

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PROMOTING VOLUNTARY
BLOOD DONATION



RESPONSIBLE USE OF BLOOD



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MEMBER, PERMANENT LOK ADALAT

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Health is the wealth of every nation. That is why many of the developed and developing countries have earmarked a major portion of their budget for the health sector. Today it is all the more relevant with the emergence of newer diseases In Kerala what every one is afraid of is how to prevent an attack from a mosquito in order not to contract with Dengue fever.

We were able to send humans to moon but finding it difficult to get rid of the menace of a living creature of about 6mm in size. Much has been done by Govt and other agencies to give awareness to the public. Still many are getting infected with the virus causing

Dengue fever.

Diminishing level of Platelet is a matter of concern in patients who are on a critical condition due to this disease. Here again there is need for Human Blood as Platelets are a component of Blood. If AIDS was the matter of the biggest concern till recently, now the focus is getting shifted to other diseases where also Whole Human Blood or component is required.

All along we are propagating the cause of Voluntary Blood Donation. But still it is matter of great concern to the medical personnel to get Whole Human Blood or component at the right time. Many a time news requesting for Human Blood appears in many dailies.

It is time that we have to think over of a permanent solution to this problem. Many NGOs are in the

field claiming to be able to provide Human Blood. What they just do is to maintain a directory and whenever a request is received they may search for the donor from their own directory and frantically attempts to find out the required donor. Is this the case when we require a tablet or injection when ever it is prescribed by the physician? Definitely no. there we have ready made drugs available in the medical stores or hospitals.

Can't we make Whole Human Blood a readily available drug in the hospitals instead of running after

**MAKE WHOLE HUMAN
BLOOD
A READILY
AVAILABLE DRUG
INSTEAD OF RUNNING
AFTER AGENCIES AND
DONORS**

agencies and donors?

The answer to this problem is a great YES. In a State having over more than 3 crores of population, is it difficult to tap 3 lakhs units per annum. What is required is a change in our attitude. I say it is not the individual who had to change in their attitude but the Voluntary Donor Organizations.

I would suggest a system to make safe blood readily available by the use of modern Information Technology. What is required is that all voluntary organizations

have to maintain record of donors with the required data along with a photograph. This data shall be made available to all Hospitals. For convenience this can best be done District wise first. Hence all hospitals in the District will get the status of Blood donor just by a click in the computer. They would require a software wherein once a donor had donated his name will be kept in the repository till three months and it will not figure in the list of eligible donors until the next three months. The information of

his donation will also be known to all Blood banks. The system will provide donor list of eligible donors only. Any new addition by the agency can be incorporated.

What is described is the concept and I would invite all such Blood donor forums to come together on a common platform and give life to such a system.

All of them have to put their individual interests away and change their attitude for the responsible use of Blood and Blood components. ♦

World Blood Donor Day Celebrations organized by TERUMO PENPOL Limited and IMA Blood Bank, Kollam



TERUMO PENPOL LIMITED IN ASSOCIATION WITH IMA BLOOD BANK, KOLLAM CELEBRATED WORLD BLOOD DONOR DAY IN KOLLAM ON 14 JUNE 2013.

THE OBJECTIVES OF THIS YEAR'S CAMPAIGN ARE

- thank blood donors for their life-saving donations
- promote voluntary unpaid blood donations

On World Blood Donor Day, 14 June TERUMO PENPOL in association with IMA Blood Bank Kollam rewarded the repeat regular blood donors, best motivators, best institutions, best colleges and best NGOs promoting voluntary blood donation.

Smt Prasanna Earnest, Honorable Mayor of Kollam, inaugurated the function and Sri. B Mohanan, IAS,

the District Collector of Kollam presided over the function. Mr. C Balagopal, Sr. Advisor of TERUMO PENPOL Limited delivered the key note address. Dr. Meena the Blood Transfusion Officer of Medical College Blood Bank took a motivational session on voluntary blood donation. Dr. P Babu Chandran, Chairman, IMA Blood Bank Society welcomed the

gathering.

A Blood Donation Camp was also organized on that day. As part of World Blood Donor Day celebration, Terumo Penpol Limited in association with IMA Blood Bank organized a 'Poster Design Contest' for college students, higher secondary and high school students. ♦

World Blood Donor Day Inaugural Ceremony



Sri B Mohanan IAS
District Collector



Smt Prasanna Earnest
Mayor, Kollam Corporation



Sri C Balagopal
Sr. Advisor, TERUMO PENPOL Limited



Dr K Salila
District Medical Officer



Sri Jayakumar
District President, NGO Association



Sri T N Rameshan
State Committee Member, NGO Sunk



Rtn Riyas Samad
President Rotary Club of Quilon



Dr M P Radhakrishnan
President IMA Kollam Branch



Dr Pradeep R
Secretary, IMA Blood Bank Society

BLOOD DONATION CAMP ORGANIZED AS PART OF WORLD BLOOD DONOR DAY BY IMA BLOOD BANK, KOLLAM

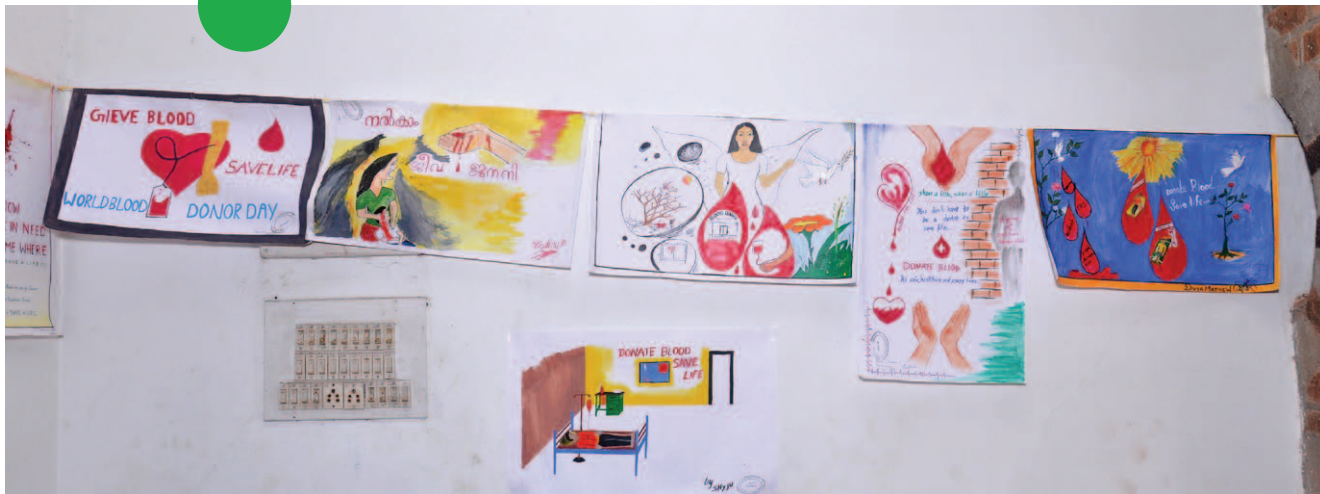


DR. MEENA D, Blood Transfusion Officer of Medical College Blood Bank delivering a motivational session on voluntary blood donation as part of World Blood Donor Day Celebrations.



Posters designed by Students as part of World Blood Donor Day Celebration

POSTER CONTEST
ORGANIZED BY TERUMO PENPOL AND IMA BLOOD BANK



Letters To The Editor



Ms. Baby P S,

Thank you for your mail. Pl send us a hard copy by post for our library.

Regards,

DEBABRATA RAY

President, Association of Voluntary Blood Donor, kolkotta

Pursue your efforts! Congrats to Balagopal sir and team!

On Blood donor Day I would like to say my views in your Blood Line.

Thanks and regards

M.K.UNNIKRISHNA PANICKER, M.Pharm, LL.M, MA,(CC) Dip CJ, PhD

Member, Pharmacy Council of India and Pemanent Lok Adalat

Dear Baby-san,

Thank you for your information.

This is very interesting article for me

RYOHEI SATO, TERUMO Corp



Shruti Shende

Blood Donation Camp by Constructivity

A blood donation camp on the occasion of 'World Blood Donor Day' organised by a teenagers group named Constructivity brought quite a few people to contribute towards the noble cause of blood donation. Attending this do were prominent

Nagpurians, Anuj Badjate, B K Agrawal and Dr Ved Prakash Mishra who seemed to be having a nice time. Dr Mishra said, "Blood donation is our responsibility and it's so good to see these young students taking an initiative like this. I think this will teach them concern and compassion for the society!"

CENTURION BLOOD DONOR DOES LUDHIANA PROUD

As the world was celebrating the Blood Donor Day on Friday, a 48-year-old Ludhianvi was setting a record of sorts by donating blood for the 109th time. Meet the centurion blood donor, Sudhir Mudgal, who had been helping in creating awareness among the youngsters and adults to save lives by donating blood and vouches to continue doing so in future.

World Blood Donor Day, celebrated on June 14 every year, serves to create awareness of the need of safe blood and blood products and to thank voluntary unpaid blood donors for saving several lives.

A businessman from Civil Lines, Mudgal says, "The first time I donated blood was at a camp organized in my college Arya College Civil Lines on March 19 1985. I was pursuing post graduation in Political Science back then. Initially, I was death scared of donating blood. Common perceptions that people have about blood donation are that many may face weakness or it is risky etc. I too had such perceptions but the doctors helped me ward them. After donating blood, a feeling of immense satisfaction washed over me and was eager to donate the next time."

"The only motive behind my donating blood is that it helps in saving precious human lives. I donate blood once in every two-and-a-half months. Initially, I used to donate blood in the Red Cross blood bank, later I started making blood donations in Dayanand Medical College and Hospital (DMCH) and Christian Medical College and Hospital (CMCH)," he added.

"I donated the blood for the 100th time at DMCH in 2010. Even after that I donated blood nine more times. The last time, I donated blood was during the blood donation camp in February on the occasion of Guru Ravi Das' birthday," Sudhir further informed.

"I want to continue donating blood. I want my children Deepanjali and Manav too to serve the mankind similarly when they grow up. I am also associated with SalaamZindagi foundation, a NGO that works for thalassaemic children and organizes frequent blood donation camps."

HONORING THE ACT

TERUMO PENPOL LIMITED AND IMA
BLOOD BANK KOLLAM HONORING
THE REPEAT REGULAR DONORS,
BLOOD DONOR MOTIVATORS, BEST
COLLEGES PROMOTING VOLUNTARY
BLOOD DONATION AND NGOS
ON WORLD BLOOD DONOR DAY



DUO MAKING A DIFFERENCE BY DONATING BLOOD

KRB Prakash is the director of the shipping firm KRM Sons, while Dr A V Siva Prasad is a gastroenterologist - two professions that are poles apart. However, the two have something in common - the practice of donating blood.

Prakash has donated blood 65 times in the last 30 years, while Dr Prasad has donated blood 52 times since the early '80s. The two have

also turn their families and friends into regular blood donors.

Prakash told TOI during the World Blood Donor Day celebrations organised by A S Raja Voluntary Blood Bank here on Friday that he had started donating blood in 1982 at KGH Blood Bank, which was the only blood bank at that time.

He said that he had become a regular voluntary donor as there was a need to help people in distress. He was also one of the members of his club who helped create a directory

of blood donors so that it could allow people to easily locate voluntary donors. Since then not only has he donated blood but has also encouraged employees at his firm and family members to do this noble deed. "My son K Rohit has already donated blood 15 times," he said proudly.

Ask Dr Prasad why he donated blood 52 times and he says, "The question should be why have you not donated blood? People should walk in voluntarily and donate blood because everyday some person or the other will need it."

There is a high requirement for blood, Dr Prasad said, adding that his wife Dr Sugandhi, who looks after the A S Raja Blood Bank, and doctor son Sailesh also donate blood regularly. "Most of my family members donate blood regularly," he said.

Dr Prasad said that while he was studying in Chandigarh in the early 1980s, the blood donation campaigns had influenced him.

COURTESY: TIMES OF INDIA NEWSPAPER

Health Minister of Kerala stresses need to encourage blood donation

Health Minister V S Sivakumar on Friday said that the state aimed at making voluntary blood donation hundred per cent in three years and, as such, the youth had to come forward.

Stressing that there was a need for more voluntary blood donors, he said that the demand for blood had increased now.

He was speaking at the state-level inauguration of the World Blood Donors Day observance at the All Saints College here.

"When there is a need for four lakh units of blood in the state per year, only three lakh units is received through voluntary donation. There is a need for encouraging blood donation among the youth," the Minister said.

Sivakumar said 'Club 25' has been formed in Thiruvananthapuram, Thrissur and Kozhikode districts for promoting blood donation and healthy lifestyle. The aim of the Club is to promote the motto of 25 blood donations by the age of 25, the Minister said.

He said that the AIDS Control Society had been asked to submit a proposal with regard to Nucleic Acid Testing (NAT) facility, which could ensure greater safety during blood transfusion. NAT will bring down the window period during which diseases such as HIV remain undetected in the blood, he said.

Some of the leading blood donors of the state were also felicitated at the function.

T N Kurien of Alappuzha (78 donations), Salim Kutty of Idukki and Abdul Azeez of Malappuram (60 times), Shajudeen and Jayakumar from Thiruvananthapuram (50 times), Ratheesh Kumar of Kasargod (44 times) and Noushad Bakel of Kannur (36 times) were among the donors who were felicitated at the function.

As part of the World Blood Donors Day, actor Suresh Gopi was among the leading persons who donated blood. Forty students of the All Saints' College also donated blood.

Mayor K Chandrika, State AIDS Control Society project director K Shailaja among others were present.

COURTESY- EXPRESS NEWS SERVICE



Blood Donor Day: **WALKATHON** @ Techno park



Over 400 techies at Technopark belonging to various companies, led by the NeST employees welfare team 'Sparsham', held an awareness walkathon on the occasion of World Blood Donor Day to create awareness about blood donation within the Technopark community on Friday.

The awareness walk was flagged off by actor and RCC brand ambassador Suresh Gopi, who exhorted the gathering of over 800 techies at NeST Towers to be more compassionate and to serve the community and participate in voluntary blood donation. He appreciated the noble efforts of Sparsham and said blood donation is now very important as we have many kinds of illnesses and fevers which require blood transfusions.

He urged the Sparsham team members to take out this awareness walk across the city next year and promised that he would lead the awareness campaign to spread the message. He also said misconceptions and fears about blood donation should be removed from the minds of people.

C Damodaran, VP, NeST and leader of NeST Welfare Team, welcomed the gathering and updated about the welfare activities of NeST. A memento was handed over to Suresh Gopi by president of NeST S Narayanan and he thanked the gathering for the positive response to the awareness walk. The

commemorative cap released on the occasion was given to Suresh Gopi by Sparsham secretary Sajeev.

In addition to techies from NeST Software, many volunteers from companies in Technopark like Asianet Communications and HFS Software, among others, participated.

With the slogan, 'Give the gift of life; donate blood'; coined by the WHO and UN, the World Blood Donor Day is celebrated all over the world with different events and the techies at NeST Software made a difference today by spreading the important message of blood donation. Donation camps are planned in the coming two weeks in Techno park to sustain the momentum of this event.

COURTESY : EXPRESS NEWS SERVICE

The popular notion about social media is that they are more or less virtual versions of former chat rooms where people do little else apart from indulging in idle babbling. However, for a bunch of young minds with a sense of humanity and benevolence, it is far more than that.

BloodAid, a three-year-old non-profit organisation, has been using the social media platforms, including Facebook and Twitter, to connect people in need of blood with donors living in their cities. The nationwide network provides a platform for voluntary blood donors where they can register and be searchable for those who in need of blood.

"Tweets have been flooding in our pages spreading information about the rain-ravaged Uttarakhand ever since the calamity happened. The six emergency helplines opened by the government often turn out to be nothing more than a long beep with busy networks and out-of-order phone lines. We are working in association with the other NGOs in not just distributing blood, but providing an active platform to spread the information also," said Anoop, a co-founder of BloodAid.

Launched on June 14, 2010, the organisation strives to reduce the number of deaths attributed to the paucity of blood across the country ever since. The online

USING SOCIAL MEDIA TO CONNECT BLOOD DONORS, PATIENTS

portal, with the aid of social media, connects patients with local donors according to their blood type and location. Meeta Maheshwari, a doctor in Delhi; Anoop S, an entrepreneur from Kerala; Prashant P; and Rahul are the co-founders of this initiative. Those who are willing to donate blood can register in their website. A database of donors is also made and updated.

BloodAid solicits blood requests and broadcasts this request across the Internet, especially on social media platforms using the #BloodAid hash tag after confirming the veracity of the blood request. These posts get retweeted and shared, resulting in even complete strangers coming to offer blood and save lives. A testimonial page is also present in Facebook, which is filled by getting responses from donors who responded to the requests and patients who were saved.

"Last month, owing to the onset of the monsoon and sudden rise of dengue cases in city, the blood bank at Govt Medical College,

Thiruvananthapuram, was running short on blood stock. When we got to know of this, we launched a campaign, with which we could bring the news to donors in the city and facilitate donors to donate blood," said Anoop. Attempts to make an offline presence are also being made by initiating tie-ups with doctors, hospitals and blood banks to ensure that they aid the technologically-challenged people to post requests. Plans are on to create an online registry of patients suffering from diseases like cancers and cancer survivors also. Those who are willing to donate blood or volunteer can register on the website www.bloodaid.com. Information about latest donation requests can be found through the #BloodAid hash tag on twitter. They can also be found in Facebook at <https://www.facebook.com/bloodaid1> and in Twitter at <https://twitter.com/BloodAid>.

COURTESY : EXPRESS NEWS SERVICE

