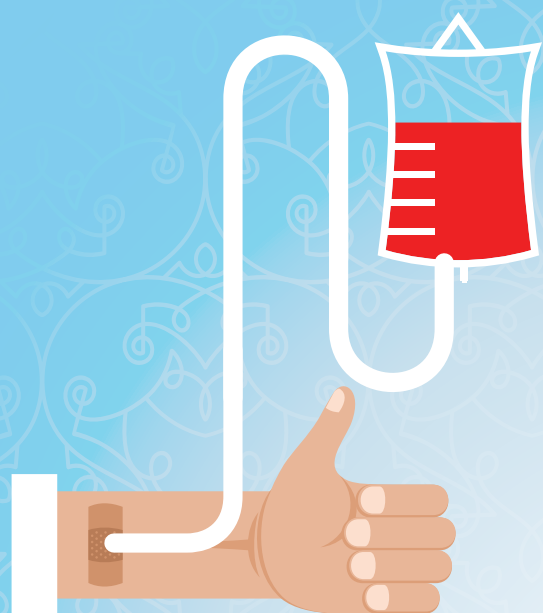


BLOOD LINE

THE *voluntary* BLOOD DONATION JOURNAL

2016 | 39



Dr. Rimpreet Singh Walia
Consultant & Incharge,
Life Line Blood Centre,
Patiala. Punjab.
Mob: 07837268197

APHERESIS DONATION

Apheresis is derived from a Greek word, which means “removal”. It refers to an automated blood component collection procedure in which whole blood from the donor is withdrawn using an apheresis device, the desired component is collected, and the remaining components are returned to the donor’s circulation. This is especially useful for patients who need only a specific part of a donor’s blood.

Specifically, the extraction of only platelets from a donor’s blood is known as plateletpheresis or single donor platelets, while plasmapheresis refers to the collection of a donor’s plasma. Apart from platelets and plasma, red blood cells and leukocytes can also be donated.

Most common apheresis donation in India is plateletpheresis. Platelets collected by apheresis are used to treat patients with thrombocytopenia or low platelet count, which might be due

to cancer, dengue infection, organ or bone marrow transplant etc. One unit of apheresis platelets serves as one adult dose of platelets, while it takes about four to six whole blood donations to constitute a single transfusable dose of platelets, therefore, plateletpheresis helps in minimizing the risks associated with a patient’s exposure to multiple donors.

The collection of components by apheresis follows many of the same rules and guidelines that apply to whole-blood donation. The donor is tested for transfusion transmitted diseases i.e. HIV I & II, Hepatitis B, Hepatitis C, Malaria and Syphilis, before starting the donation process. In addition, complete blood count of the donor is done before the donation and a plateletpheresis donor should have a platelet count above $150000/\mu\text{L}$ in order to donate platelets. As per guidelines, a donor can donate platelets two

times in a week or 24 times in a year and at least 48 hours must elapse between successive platelet donations.

The apheresis device uses a closed, sterile disposable system of plastic bags and tubing that is used only once for a single donor and the donation procedure usually takes about an hour. The donation process is generally safe and during the procedure, the donor can relax comfortably in a donor chair and watch TV or read a book.

Apheresis equipment -TRIMA ACCEL (Terumo BCT) is a state of art device which can collect any component, in any combination. It also comes with a ‘safety box’, which is dedicated to donor safety. It looks after donor’s post donation hematocrit, post donation platelet count, maximum donation volume & time.



World Health Day Inaugural Ceremony



Inauguration and Inaugural Address-
Dr. R Anupama,
State Chairperson,WIMA



Presidential Address-
Ms. Sarada Jayakrishnan,
DGM (Operations),
TERUMO PENPOL



Special Address-
Ms. Lekshmy Shankar,
Dietician,
S K Hospital



Keynote Address-
Dr. P V Sulochana,
Blood Transfusion
Officer,
SCTIMST



Welcome Address-
Ms. Deepa Rahul Eashwar,
Co -Convener
(Learning & Development).
CII IWN



Vote of Thanks-
Aadhil S,
Secretary, All Kerala
Ilaya Thalpathi
Vijay Fans Association

World Health Day Celebrations



TERUMO PENPOL PVT Limited in association with All Kerala Ilaya Thalpathi Vijay Fans Association and CII IWN celebrated the World Health Day as a gala event on 7th April at Park Center, Technopark. BIG FM was the media partner of the event and yentha.com was the Radio online partner.

The theme for World Health Day 2016 is Diabetes. Our main objective was to promote the message that even Diabetes Patients could donate blood.

Dr. Anupama R , President, WIMA inaugu-

rated the function and delivered the inaugural address. Ms. Sarada Jayakrishnan, DGM (Operations)TERUMO PENPOL PVT Limited presided over the function. Dr. P V Sulochana, the Blood Transfusion Officer of SCTIMST delivered the keynote address. Ms. Lekshmy Shankar, Dietician, S K Hospital delivered the special address on keeping Life Style Diseases at Bay

Activities organized:

- A special Voluntary Blood Donation Quiz Contest and Poster Contest for General Public

were organized and winners were rewarded on 7th April.

- Flash Mob to promote the Blood Donation message.
- Magic Show to promote Voluntary Blood Donation by famous Magician Manu Poojapura
- 52 repeat regular donors of Vijay Fans Association were also honored.
- Blood donation camp was organized and SCTIMST collected the blood from Donors.



Flash Mob Organized By TERUMO PENPOL PVT Limited
in association with All Kerala Ilaya Thalpathy Vijay Fans Association
as part of World Health Day at Saphlayam Shopping Complex



Poster Contest organized by TERUMO PENPOL as part of World Health Day
Winners Receiving The Award from Ms. Baby P S, Manager (PR &CSR),
TERUMO PENPOL and Dr. Anupama R, State Chair Person,WIMA



1st
 First Prize - Mahesh
 Dimensions



2nd
 Second Prize - Gokul Gopan
 SMV School



3rd
 Third Prize - Kavya R S
 TCS

Special VBD Contest organized by TERUMO PENPOL as part of World Health Day
Winners Receiving The Award from Dr. Anupama R ,State Chair Person,WIMA



Deen F D, Deputy Manager
 State Bank of India



Geethu S.S
 Kodungannoor



Jibi Deen
 Neyyattinkara



Repeat Regular Donors of All Kerala Illaya Thalopathy Vijay Fans Association
Honored By TERUMO PENPOL,FIBDO, KEBS & Akhila India Thalamai
Ilayathalopathy Vijay Makkal Iyakkam For Promoting Voluntary Blood Donation



Magic Show organized by All Kerala Illaya Thalopathy Vijay Fans Association
and TERUMO PENPOL as part of World Health Day to Promote Blood Donation
Famous Magician Poojapura Manu Performing tttthe Magic Show





Suvidha ,Radio Jockey of 92.7 Big FM talking about the importance of blood donation on World Health Day

Blood Donation Camp organized as part of World Health Day Event



Blood Donation Campaigning as part of International Women's Day

TERUMO PENPOL in association with 92.7 BIG FM Radio celebrated the International Women's day on March 8th. As part of International Women's Day TERUMO PENPOL carried out a blood donation campaign for 200 days in cooperation with

92.7 BIG FM Radio and it was titled as Ladies first.

The theme for 2016 International Women's Day was "Pledge for parity". The event was designed under the theme "Recognitions for Women who Save lives" including

Mothers who struggled to save their children, nurses who took care of them, Women in charge of organizations and Women who despite their daily lives dedicated some of their time for a noble cause.

Activities organized as part of International Women's Day on 8th March 2016

1. TERUMO PENPOL CMD Mr.C Padmakumar flagged off the rally in the presence of TERUMO PENPOL Senior Managers and representatives from BIG FM Radio, Marikar Motors and All Women Rider's Club.
2. A flash mob of 92.7 BIG FM's RJs and All Saints College students was conducted at All Saints College and at Shangumugham Beach
3. Female Associates of TPPL, Three Female RJs of BIG FM, 30 members from Women Riders Club and Marikar Motors Associates visited All Saints College, Women's College, NSS College For Women, Govt Women's Polytechnic College and LBS College of Engineering. RJs of BIG FM, Women Riders Club Members and Manager (PR &CSR) of TPPL interacted with Students of these Colleges regarding the role women can play in blood donation and had spread awareness on blood donation.
4. Distributed VBD IEC Materials to the Students and collected the database of Students willing to donate
5. Regular Women Donors promoted blood donation promotion messages through 92.7 BIG FM Radio

6. Blood Donation Camp

The Valedictory function was held at Shangumugham Beach. Station Head & RJ's of BIG FM, Women Riders Club Members and Manager (PR &CSR) spoke to a large gathering about the reluctance of women to donate. They also stressed the fact that during Blood Donation Camps a majority of women volunteered to donate blood, but only a few are eligible to give blood as most are anemic or underweight.

India may have achieved 76% voluntary blood donation this year but the rate of donation among women is abysmally low. Of the total blood collected every year, only 10% is given by women as many are underweight or suffer from health problems like anemia.

During Blood Donation Camps a majority of women volunteered to donate blood, only a few were found medically fit. At camps, almost 40% of women turn up to donate. But only a few are eligible to give blood as most are anemic or underweight.

Donors are tested for weight, hemoglobin count, blood pressure and heart beat. During tests, we find that most women weigh below 45kg and do not have the minimum requirement of 12.5 mdg hemo-

globin. This is because of anemia and an unhealthy diet. Most women skipped breakfast and were at risk of developing complications if they donate blood.

1. According to the World Health organization's 'Global Database on Blood Safety 2011', 90% of blood donors in India are men. Also, among the women arriving at blood banks, less than 7% are eligible for donation.
2. There was no point in giving blood drawn from an anemic person to a patient as it would lack the quality of blood taken from a healthy person. Patients need blood rich in hemoglobin and if an anemic person's blood is given to them, it will delay their recovery.
3. Among women, maximum blood donations happen at camps conducted at women's colleges and information technology companies, Women are less prone to hypertension and diabetes when compared to men, so they make excellent donors. But they need to be motivated to stay fit and donate blood.
4. Experts pointed out that donating blood regularly helps reduce cholesterol levels in the body, and thereby decreases the risk of cardiovascular problems.



International Women's Day–Blood Donation Campaigning at 5 Women Colleges in Trivandrum



Female Associates of TPPL, Three Female RJs of Big FMt, 30 members from Women Riders Club and Marikar Motors Associates visited All Saints College, Women's College, NSS College For Women, Govt Women's Polytechnic College and LBS College of Engineering. RJ's of BIG FM, Women Riders Club Members and Manager (PR & CSR) of TPPL interacted with Students of these Colleges regarding the role women can play in blood donation and had spread awareness on blood donation.



Flash Mob To Promote Blood Donation Message

Organized By All Saints College Students and Radio Jockey's of 92.7 BIG FM as part of International Women's Day at All Saints College and Shanghumugham

Station Head and The Radio Jockeys of 92.7 BIG FM Promoting Voluntary Blood Donation Messages as part of International Women's Day Blood Donation Campaigning.

As part of International Women's Day TERUMO PENPOL carried out a blood donation campaign for 200 days in cooperation with 92.7 BIG FM Radio and it was titled as Ladies first.



Station Head, Veena



RJ Firoz



R J Vishnu



R J Ancy



R J Neenu



R J Suvitha

Marikar Motors & Trivandrum Women Rider's Club in the Forefront to Promote Voluntary Blood Donation

Motorbikes have always been popular in India, but it's usually men who are in the driving seat. Now, more women are starting to ride these machines, and female-only clubs have helped kick-start this trend, and overturn widely held stereotypes. For Trivandrum's biker women, taking to the roads offer a sense of freedom and independence like no other. They might

make up a very small percentage of the traffic here, but those in the saddle are arguably trailblazers in more ways than one.

As part of International Women's Day the Women Rider's Club and Marikar Motor Associates came forward to spread Blood Donation Messages. They visited 5 women colleges along with TERUMO PENPOL Fem

ale Associates and Female Radio Jockeys of 92.7 Big FM Radio. At the valedictory function held at Shanghumugham, Mr. Shaheen Parvaz, Sr. Manager of Marikar Motors and Shiny of Women Riders Club spoke about the importance of voluntary blood donation to a large gathering assembled there.



International Women's Day Valedictory Function Held at Shanghumugham Beach

The Valedictory function was held at Shangumugham Beach. Manager (PR & CSR) of TERUMO PENPOL, Station Head & RJ's of BIG FM, Senior Manager of Marikar Motors, Women Riders Club Members and Student Representative of All Saints College spoke to a large gathering about the reluctance of women to donate. They also stressed the fact that during Blood Donation Camps a majority of women volunteered to donate blood, but only a few are eligible to give blood as most are anemic or underweight.



Baby P S
Manager (PR&CSR)
TERUMO PENPOL



Veena
Station Head
92.7 Big FM



Shaheen Parvaz
Sr. Manager
Marikar Motors



Athira Murali
Ambassador, Royal Enfield
Women Rider's Club



Jaimama
Student Representative
All Saint's College

Appreciation Messages Received For TPPL Blood Donation Campaigning



Karen Hackstaff, Director (Corporate Communications), TBCT
"It's a really impressive program and the photos are beautiful.
Another story opportunity for MyWorknet".

Rebecca Sarconi, Global Associate & Community
Communications, Terumo BCT
"GREAT stuff! Thank you so much for sharing"



Dr. Zarin Bharucha, Transfusion Medicine Consultant,
Indian Red Cross Society
"Congratulations and Thanks for sharing your experience".

Yudbir Singh, National President, ISBTI
"Congratulations Baby. You and your organization are contributing
in an excellent manner for VBD Promotion".

Dr. V Sanchali Roy, Consultant (IEC), NACO
"Thanks for sharing the information. Had gone through the
report and it was indeed a good activity. I have marked this
mail to our Joint Director IEC - Kerala State AIDS Control
Society. In future, you may always keep him in the loop for
similar kind of activities and support. Keep up the good job!"

Dr. Sangeeta Pathak, Chairperson-North Zonal Council
ISBTI "Great job and great effort. Was going through your
mail and got to know that donation criteria for Hb has been
taken as 12 gm%, but as per D & C act for blood bank
licensing and all other guidelines and mandates the Hb
level should be 12.5 gm % and I suppose you should
follow this".

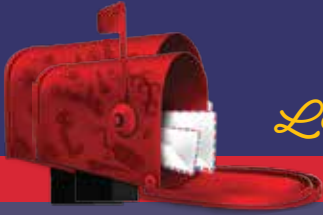
Dr. Latha Jagannathan, Medical Director &
Managing Trustee, Bangalore Medical Services Trust
"Well Done"



Dr. Rajesh B Sawant, Consultant Transfusion medicine
Kokilaben DHIRUBHAI AMBANI HOSPITAL AND MEDICAL
RESEARCH CENTRE -
"Great Initiative! Heartiest Congratulations to team Terumo
Penpol."

Sonu Singh, Manager-Motivation & Camp Operations,
Rotary Blood Bank, Delhi
"Congratulations! For celebrating ' The International
Women's Day. Thank you for encouraging female
donors!"

Shareef, World Summit Youth Award Indian Ambassador
"Impressed with the campaign plan for 200 days and
"Ladies First" program. Hope it will be helpful to take
voluntary blood donation moment one more step ahead".



Letters to the Editor



Baby-san,

Thank you for sharing the valuable information of Blood Line, which is very nice as same as always.

I am sure the activities such as blood donation and safety transfusion you are taking the lead will come to fruition in India. Best regards,

Y. Kimura
IAD, TC

Heartiest congratulations Baby!

Really well designed and very informative magazine. Maybe the next time, we could put in a small article about the Rotary TTK Blood Bank Thalassaemia programme and the support by Penpol for it in 2015

Warm regards,

Shalini Gambhir
Head, Community Services,
Donor Recruitment & Communications
Stem Cell Registry India (SCRI)
Rotary Bangalore - ttk Blood Bank,
Bangalore Medical Services Trust (BMST)

Excellent Issue . Thanks for sending.

Anoop SK
QUEST

Thanks Baby, appreciate it.

Regards

Dr. Latha Jaganathan
BMST

Dear Editor,

Thank you very much for sharing the newsletter. Good one. Good to see Dr. Sulochana after a long time. Convey my regards to her.

Warm Regards

P T George, Vice President, V Guard

Dear Baby,

Thank you very much for sharing the journal with me. It helps me understand the various activities of blood donation in India. Success is the sum of efforts repeated day in and day out.

Hideo Arase, Director & Senior Executive Officer, Regional Representative, India and Asia Pacific, Managing Director, Terumo Asia Holdings Pte. Ltd

Thanks a lot for sending the Bloodline. Nice work

Dimple Sarma
Friends2support.org

Really nice work Baby! Congratulations!

Fandy Pablo
Marketing Coordinator
Patricio Sanz 1249, Col. del Valle, México D.F

Dear Baby,

Thank you very much for including me in your distribution list. I found the newsletter very interesting.

Best regards,

Marisol Zucco
Legal Affairs Manager, Terumo BCT Latin America
Direct: +54 (11) 5530 5212, Mobile: (011) 15 6715 1698
Mobile from abroad: (+54 9) 11 6715 1698
La Pampa 1517, piso 12 (1428)
Ciudad de Buenos Aires - Argentina
Marisol.Zucco@TerumoBCT.com

Dear Baby

Thank you very much!! I really appreciated: It gives me an idea of subjects that are being discussed in India. Please, keep sending me these journal.

Wishing you all a very successful and happy 2016.

Marcia Cardoso, PhD
Global Sr. Scientific Marketing Manager, Blood Center Segment
Terumo BCT, Ikaroslaan 41,1930 Zaventem
Belgium
mobile: +32 473 42 97 80
Email: marcia.cardoso@TERUMOBCT.com

Dear Baby-san,

Thank you for sending latest issue of TPL Blood Line.

Best regards,

Hideki ITO, IBD-TC

Dear Baby

Thanks for sharing the informative journal on Blood Transfusion. The main article on importance of leukodepleted blood for transfusion was really insightful. Also glad to see the reports on Voluntary Blood donation promotional activities initiated by TPL.

Regards

Binilal
Dy General Manager - IE, V Guard Industries Ltd., Cochin

Nice Journal. Thanks for sending it along.

Frank CORBIN
VP, New Venture Technologies
TERUMO BCT



Letters to the Editor continued...



This is really a very nice piece.
Thank you for providing me with a copy.

Raymond Goodrich,
Vice President of Scientific and Clinical Affairs
TERUMO BCT

Received BLOOD LINE. Nice to read .
All the best .Go ahead

Kamarudheen Parappil,
NSS Unit 140
Farook College
Kozhikode



Dear Baby,

Thank you very much for sharing the journal with me. It helps me understand the various activities of blood donation in India. Success is the sum of efforts repeated day in and day out.

Hideo Arase
Director & Senior Executive Officer
Regional Representative, India and Asia Pacific,
Managing Director, Terumo Asia Holdings Pte. Ltd

Thank you Baby – looks like a great news letter.
BR

Peter J. Baccarini
Director, Therapeutic Systems
Asia-Pacific (APAC)
Terumo BCT

National Stakeholder consultation strategies 100% Voluntary Blood Donation in country by 2020

Shardul Nautiyal, New Delhi Tuesday, February 02, 2016, 08:00 Hrs [IST]



The National Blood Transfusion Council (NBTC) under the Union health ministry conducted a national stakeholder consultation to implement 100 per cent voluntary blood donation (VBD) by 2020 as per the objectives and strategies of National Blood Policy (NBP) 2002.

Currently, the voluntary blood donations account for 78 per cent of total 10.8 million blood units collected in the year 2014-2015 and there is a huge scope of improvement. NBTC, a part of National AIDS Control Organization (NACO) oversees and coordinates the functioning of blood transfusion services in the country and is actively engaged in promoting VBD and developing strategy for achieving 100 per cent VBD by 2020.

Says Dr R S Gupta, Deputy Director General, NBTC, "This consultation is aimed at providing a platform to all stakeholders in VBD to deliberate and provide inputs towards formulating a strategy for the next five years and review or revise NBTC guidelines for VBD." Though the country has come a long way from reliance on professional blood

donations post Supreme Court directive of 1996, family or replacement blood donors continue to provide a sizeable chunk of blood supply in India.

Speaking on the sidelines of the meet, Dr. Jagdish Prasad, Director General Health Services (DGHS), said, "Voluntary blood donors are the cornerstone of a safe and adequate supply of blood and blood products. The safest blood donors are voluntary, non-remunerated, repeat blood donors from low risk populations." Health secretary B P Sharma and Dr. Pauline Harvey, country director, Centre for Disease Control (CDC) were also present on the occasion. As a part of the consultation, NACO has also formulated an action plan as per NBP objectives through a dynamic process to be updated every two years. Implementation of the operational strategies in the action plan calls for a multi-agency response from the government, private sector, Indian Council of Medical Research (ICMR), Medical Council of India (MCI), Indian Red Cross Society and NGOs. Socio-economic barriers also need to be dealt with through awareness programmes to achieve 100 per cent VBD. There is also a need to make safe blood available to the remote parts of the country by setting up of blood storage centres. Each and every unit collected must be put to its best use and thereby underlining the importance of collected blood reaching the facilities with component preparation. In the current scenario of medical

advancement, there is also a need to highlight the importance of aphaeresis donors and also have concrete strategy to promote the same," said N S Kang, Director General, Central Government Health Scheme (CGHS).

As per the objectives and strategies of NBP 2002 as laid out in the action plan, the practice of replacement donors shall be gradually phased out in a time bound programme to achieve 100 per cent voluntary non-remunerated blood donation programme. Extensive awareness programmes will be launched for donor information, education, motivation, recruitment and retention in order to ensure adequate availability of safe blood and National, State and UT blood transfusion councils shall involve other departments and sectors for promoting voluntary blood donation. As per the deliberations of the meet, blood donation is a contribution which can be made by healthy persons from all walks of life. The public sector, private, corporate organizations all need to be roped in providing inputs for formulating the strategy as these have immense contributions and as way forward can have VBD under CSR activities. Annual calendar needs to chalked out at pan India level to ensure smooth conduction of camps. The potential role of social media and aspects of leveraging technology to create awareness shall be explored in discussions with thrust on roping in the youth for VBD.

NBTC implements patient centric interface for blood availability under govt's bulk transfer policy

Shardul Nautiyal, Mumbai Wednesday, February 03, 2016, 08:00 Hrs [IST]

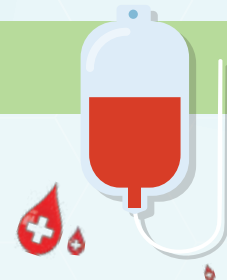
The National Blood Transfusion Council (NBTC) is partnering with Centre for Health Informatics, Ministry of Health and Family Welfare to implement a citizen centric interface through a mobile android based platform to make it easy for patients get blood during an emergency.

This would complement the bulk transfer policy announced by National AIDS Control Organization (NACO) to permit bulk transfer of blood between 2764 licensed blood banks in the country to increase the efficiency of blood transfusion services in the country.

This puts the onus of making safe blood accessible from the individual patient to the blood banks across the country through an android app called National Health Portal Service (NHP Service) which provides users information about the

location of hospitals and blood banks in their vicinity. NBTC, a part of NACO, oversees the functioning of blood transfusion services in the country, has directed all blood banks to put the stock status online under the bulk transfer policy.

Says a NBTC official, "Around 2736 blood banks have enrolled to put their stock availability status online to ensure blood availability through this mechanism which gives stock status of the respective supplier blood banks throughout the country through a mobile app locator embedded in the online system. Around 30 blood banks from the newly bifurcated state Telangana have not enrolled as yet. As per a NACO circular, the supplier blood bank can levy the prescribed processing charges on the patient/recipient blood bank as per NBTC norms. However, the recipient blood bank can levy



only processing charges for compatibility testing (cross matching), in addition to charges levied by the supplier blood bank from the patient or recipient for such transferred units.

Supplier blood bank should be responsible for all the complications except for those related to compatibility testing, which will be the responsibility of the recipient blood bank. Recipient blood bank shall report and evaluate all the adverse transfusion reactions, including those happening due to blood that has been transferred from supplier blood bank.