



BLOOD LINE

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VOLUNTARY BLOOD DONATION

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"Voluntary" blood donation refers to "unpaid, non-remunerated" blood donation.

A person who gives blood, plasma or other blood components of his/her own free will and receives no payment for it, either in the form of cash or in-kind which could be considered a substitute for money. This includes time off work, other than reasonably needed for the donation and travel. Small tokens, refreshments and reimbursement of the direct travel costs are compatible with voluntary, non-remunerated blood donation - the safest blood donation. In the key global fact and figures in 2011, in 62 countries, national blood supplies are based on 100% or almost 100% (more than 99.9%) voluntary unpaid blood donations. Forty countries collect less than 25% of their blood supplies from voluntary unpaid blood donors. The World Health Organization's (WHO) goal is for all countries to obtain all blood supplies from voluntary unpaid donors by 2020 in accordance with World Health Assembly resolution 28.72, which was adopted in 1975.

Goal & Objectives of Voluntary Blood Donation

Goal : To wipe off the scarcity of blood and ensure availability of safe and quality blood and other blood components, round the clock and throughout the year. This will lead to alleviation of human sufferings, even to the far-flung remote areas in the country.

Objective :

The objective of collecting blood through Voluntary blood donation are:

Provide safe and quality blood and blood components collected from voluntary donors, round the clock.

Ensure safety and quality of blood.

Motivate and maintain a permanent well-indexed record of voluntary blood donors.

Educating the community on the beneficial aspects of blood donation and harmful effect of collecting blood from paid donors.

Actively encourage voluntary blood donation and gradually eliminate professional blood donors.

Promote AIDS awareness and education to the

general public.

Assists the various Organizations, Clubs, Colleges, Public & Private Institutions and the Public to conduct voluntary blood donation drives and arrange for motivational talks to enable progressively increase the number of voluntary non-remunerated blood donors every year.

Why : Voluntary Blood Donation ?

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 blood donors from low-risk populations. Despite this notion, family/replacement donors still provide more than 45% of the blood collected in India.

Such donors are supposed to be associated with a significantly higher prevalence of transfusion-transmissible infections (TTIs) including HIV, hepatitis B, hepatitis C, syphilis and malaria.

For a safe blood service in our country, where comprehensive laboratory tests are neither possible nor pragmatic, it is best to switch over to 100% voluntary donations, as it is now established that only voluntary non-remunerated regular donation is the safest.

Thus, one of our key strategies to enhance blood safety is to focus on motivating non-remunerated blood donors and phasing out even replacement donors. The key to recruiting and retaining safe blood donors is good epidemiological data on the prevalence (and incidence, where possible) of infectious markers in the general population to identify low-risk donor populations coupled with an effective donor education, motivation and recruitment strategy to recruit new voluntary nonremunerated blood donors from these populations.

A pleasant environment in the blood bank, good donor care, polite and effective communication between staff and donors are all important factors for the retention of blood donors. A guideline designed to assist those responsible for blood donor recruitment and implement a programme to improve communication with blood donors has been developed.

These guidelines provide approaches for organizing, collecting information and developing plans; as well as providing ideas that individual centres might consider for recruiting, educating and retaining safe donors.

Who Are Eligible to Donate Blood ?

Any healthy adult, both male and female, can donate blood. Men can donate safely once in every three months while women can donate every four months. Good health of the donor must be fully ensured.

Voluntary Blood Donation Programme

The programme is to be implemented by Blood Banks, State Blood Transfusion Councils and recognised Voluntary Blood Donor Organisations, IRCS, CBOs, NGOs as per the following broad parameters

- 1) Need Assessment - In India, out of a total population of about 1000 million, the gap between demand and supply can be bridged by carrying out a proper assessment so that the demand can be met through planned donor recruitment and planned production of blood components and plasma derivatives.

A Directory of NGOs and agencies engaged in the field will need to be prepared and made available to Blood Transfusion Councils and State/UT Governments.

- 2) Education- a) There should be a planned programme to create awareness amongst the general public so as to ensure a regular supply of good quality blood without having to experience seasonal shortages. The educational programme, therefore, should be so designed that the community understands in depth the advantage of regular blood donation

- b) The donor education and information material, donor questionnaire and donor consent forms should be prepared in simple language and translated for use in local areas.

- 3) Awareness campaigns for the people

- a) Education programmes in schools where a community of future blood donors could be created.

- b) Short-term training courses for donor motivators, social activists, trainers, blood bank personnel and volunteers who have an aptitude to serve the cause.

National AIDS Control Organisation Voluntary Blood Donation Programme

Dr SASIKALA N

1) Donor Motivation - The underlying principle of donor motivation is to make the voluntary blood donor feel important and needed. It should aim at creating general awareness and to imbibe essence of firm determination in the minds of the potential donors. Any hesitation on the part of the donor will have to be tackled skillfully. The motivation of donors should be carried out as follows:

- a) By holding symposia, seminars, talks, discussions, get-togethers and street corner meetings at regular intervals.
- b) By displaying appropriate and attractive posters and hoardings at prominent places.
- c) By holding competitive contests and public exhibitions. Following groups may be considered for motivation: Educational Institutions, Industrial and Commercial Houses, Social and cultural organisations, Religious and spiritual groups. Political organizations, Uniformed services, Medical Institutions, Women's organizations, Fan groups (Film artists or Sportsmen) and Government organisations.

2) **Donation** - One key secret of the success of blood donor recruitment is to go to the donor, rather than expecting the donor to come to the blood bank. The policy for blood donations aims at:

- a) Organising and holding blood donation camps in centres of public assembly, viz. educational institutions, youth groups, offices, factories, etc
- b) By identifying and popularising specific ways of motivation of different communities and social groups. Blood donation drives should be evenly spread out throughout the year.
- c) Voluntary donations at the Blood banks will continue to be encouraged.

3) **Recognition** - Blood donors should be treated as a valuable resource and deserve courtesy and recognition. The policy therefore, should aim at rewarding and honouring donors and donor organisations through awards, certificates, badges and trophies. A list of honoured donors and panel donors should be compiled and maintained.

4) **Media** - Mass media approach for raising the awareness of the people and sensitising Voluntary Blood Donation Programme. All channels of media therefore, have to be utilized fully through a regular and sustained publicity campaign with a professional approach.

5) **Database of Donors**

- a) To maintain a detailed database of names, addresses and contact numbers of blood donor organisations and also database of blood donors for ready and easy access at the time of need.
- b) To network between the states so as to make data on blood donors available to the State Governments and donor organisations.

9) **Interaction and sharing of experiences**- All efforts should be made to facilitate blood donor organisations and blood donors to interact and share experiences by holding conferences, workshops, seminars, etc. These would help in bringing the organisations together and sharing information and experience on related areas.

6) **Publications**

- a) The State Blood Transfusion Council should bring out a quarterly News Bulletin (bulletins in different regional languages) for wide circulation.
- b) Regular publication of annual, six monthly and quarterly

reports should be brought out and distributed for extensive publicity purposes by NACO/ SACS

c) Publication of working manuals for voluntary workers, guide books for blood bank associates and for teaching personnel in adequate quantities for circulation.

7) **Policy regarding legislation and regulations**- Regulations governing blood transfusion services should encompass the infrastructure facilities including manpower, equipment, space, and testing as well as donor selection procedures.

The regulations must be in line with the National Blood Policy.

8) **Donor Organisers** Individuals involved in organising blood donation campaigns should be provided adequate training in communication skills and motivation. Office infra-structure, telephone, vehicle, staff are essential to make them effective. All Blood Bank staff should be properly and smartly dressed, polite, sympathetic and trained in public relations.

Advantages of voluntary blood donation

1. **The Joy of Saving Human Lives**

It is such a wonderful feeling being able to help doctors save human lives. There are no perfect substitutes for human blood. The blood you donate is divided into various components according to the needs of patients. Each component can be used by different recipients for various purposes.

Many newborn babies may benefit from a single blood donor as their blood requirements are smaller. Every time you donate blood, you can help up to 3 or 4 individual recipients. Be a hero by donating blood.

2. **Free Health Check-up**

You can donate blood only if you are fit enough to do so. Before every blood donation process, a series of health check-ups are performed on the donor totally free of cost (bodyweight, hemoglobin, blood pressure, pulse rate etc). This will be of great benefit to you. For example, you will come to know of any blood pressure abnormalities. Further, after the blood is donated, the blood and blood products that are derived from them are screened for certain infections (HIV, HBsAg, HCV, Syphilis & Malaria). You can choose to be informed if they find any abnormality in those screening tests. Frequent blood donations are good, free health check-ups that will help you stay healthy.

3. **Reduces Risk of Heart Diseases**

Regular blood donations help to keep the levels of iron in the body in check, especially in males. This has shown to reduce heart disease. Though iron is an essential element for the proper functioning of the body, excessive iron build up can result in excessive oxidative damage. Oxidative damage is the major culprit implicated in accelerated ageing, heart attacks, strokes etc.

4. **Burns Calories**

One time blood donation helps you shed 650 Kcal. This can aid you in your body weight control measures. However, blood can be donated safely once in three or four months and not more frequently. This will depend on your health status and your blood hemoglobin and iron levels.

5. **Reduces the Risk of Cancer**

Theoretically, donating blood frequently will reduce the risk of cancers. More research is going on to find strong evidence on this one. However, the old myth that blood donations may lead to cancer has been put to the grave.

Event of the month

World Health Day Inaugural Ceremony

Kidillom Firoz, Program Head, Big FM Radio



Dr CSB Nair, Consultant (R&D),
TERUMO PENPOL Limited



Ms.Sobha Aswin,
Vice President,
SARSAS



Ms Aswathy Nair-Founder, Jwala Foundation



Dr S Sathyabhama,
Blood Transfusion Officer, SCTIMST

Mr. Karthik Akash,
Volunteer, SARSAS



CONTEST WINNERS



WINNERS OF QUIZ CONTEST ORGANIZED BY TERUMO
PENPOL LIMITED RECEIVING THE AWARD FROM
KIDILLOM FIROZ, PROGRAM HEAD, BIG FM RADIO

BLOOD DONATION CAMP ORGANIZED BY TERUMO PENPOL LIMITED & SARSAS AS PART OF WORLD HEATH DAY

Reaching Out



KIDILLOM FIROZ
DONATING BLOOD
AT THE CAMP



Thank You, Life Savers



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

The need for blood donations, of course, never goes away or diminishes much, but some times of year are marked by fewer donations, so there are times when supply doesn't match up well with demand. The act of donating blood doesn't seem particularly heroic, but it terms of sav-

ing lives, likely nothing you can do is more effective: Each donation potentially can save up to three lives.

Again, thank you very much for volunteering and helping humanity. We hope your experience will encourage you to donate again.

Thank you to all of you who gave up your time to give this precious gift of life. You do make a difference.

With that being said, we would like to dedicate this letter to celebrate and thank those individuals who

voluntarily gave their time and or blood without any reward except for the understanding that they have helped to save lives. We would also like to thank those individuals who tried to give blood but for whatever reason were deferred. The first step is just trying. The support the blood drive receives from you individuals each year is humbling and we thank you for loyalty and dedication. 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 the blood center assure a safe and adequate blood supply by remembering, "Blood that used today MUST be replaced today."



VIJAY FANS DONATING BLOOD AT THE BLOOD DONATION DRIVE ORGANIZED BY TERUMO PENPOL LIMITED AS PART OF WORLD HEALTH DAY CELEBRATIONS

Star Value



Letters To The Editor



Thanks. We would be glad to contribute a write up on activities of NBTC for your next issue. I am copying Dr Khaparde, DDG BTS and Director NBTC on this mail along with my colleagues at NACO/NBTC.

- Dr. Shobini Rajan, Deputy Director (STI) NACO.

Good work. Wait for breaking news

- Unnikrishna Panicker, Permanent Member Lokadalaat

Thank you for sharing this, Maám. Best Regards.

- Sworu Roy John, Chief Executive Officer, Best2free Innovations LLP

Blood Donation camp at Surat

Dharmanandan Diamond Private Ltd, which recently bought the pinstripe suit of Prime Minister Narendra Modi in an auction for Rs 4.31 crore organized its eighth blood donation camp and collected over 1,000 units of blood from diamond workers, traders and manufacturers in the city.

All the industry leaders and owners of diamond companies have been invited at the blood donation camps to be held at the company's premises at Katargam.

"We have been organizing blood donation camps for the past eight years. Over 100 units of blood were collected in the first camp held in 2005. The last camp held in 2014 saw collection of 850 units of blood. This year, we have set the target of collecting more than 1,000 units of blood," the company's Managing Director Hitesh Patel said.

He added, "We have over 7,000 employees in the company and we have also invited people from the industry to donate blood."

The Diamond City's yearly requirement of blood is of 1.1 lakh units, against which the blood banks in the city get around 85,000 units of blood. There is shortage of more than 25,000 units of bloods per annum in the city.

Dr N V Vasavada, Medical Superintendent at Surat Raktdan Kendra and Research Centre (SRKRC), told, "People avoid donating blood during the summer season. Many donors go out of the city during the Diwali and festival season. Only the diamond, textile and other allied sectors in the city can hold mega blood donation camps and help the hospitals."

WORLD HEALTH DAY CELEBRATIONS ORGANIZED BY TERUMO PENPOL IN ASSOCIATION WITH SARSAS

TERUMO PENPOL in association with Save a Rupee Spread a Smile and Trivandrum Club celebrated World Health Day on 7th April at Trivandrum Club. Kiddillom Firoz, the Radio Jockey of BIG FM Radio inaugurated the function and Dr.CSB Nair, Consultant (R&D) of TERUMO PENPOL presided over the function. Ms. Aswathy Nair, Founder of the NGO Jwala Foundation delivered the Special Address because this year's World Health Day Theme was Food Safety and she is the one who provides food and shelter to the displaced and elderly.

Dr. Sathyabhama, BTO of SCTIMST Blood Bank took a session on Apheresis Donation.

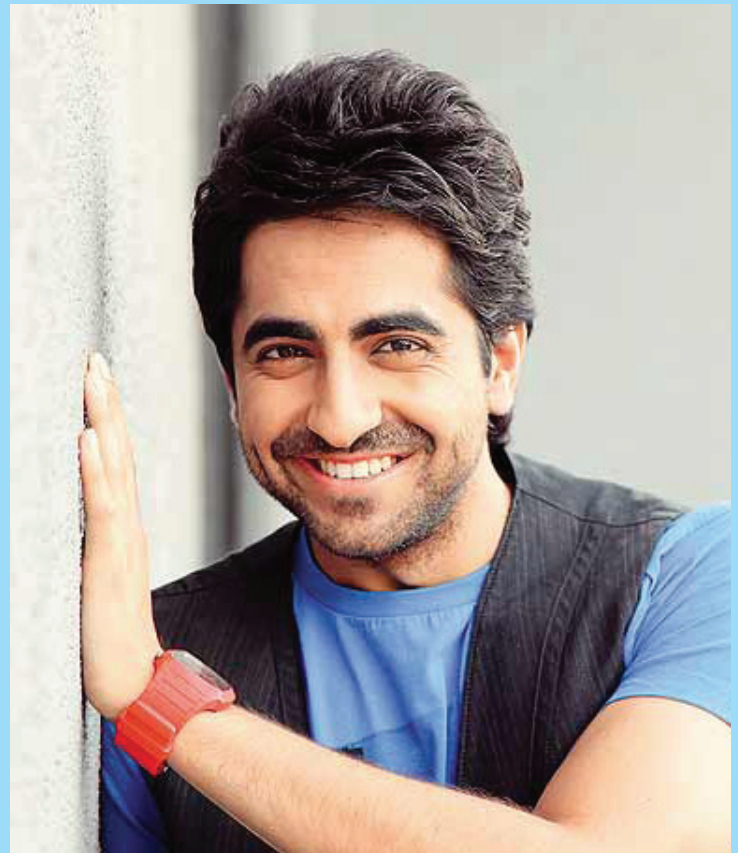
A Blood Donation Camp was organized and the Sree Chitra Blood Bank collected blood from the Donors. Kiddillom Firoz the Chief Guest, the members of Vijaya Fans Association and SARSAS members donated blood during the camp. A Voluntary Blood Donation online Special Quiz Contest and a VBD Quiz Contest through BIG FM Radio were organized to promote voluntary blood donation.



Ayushmann Khurrana, Mumbai Film Actor Donates Blood At Chandigarh

Ayushmann Khurrana recently visited his hometown Chandigarh where there was a blood donation camp.

The actor got to know about the camp and decided to become a part of it and donated blood himself. The camp had an impressive turnout. It witnessed 900 donors and Ayushmann was one of them. He interacted with the people present who were all praise for his recent release Dum Lagake Haisha and complimented him on his fantastic performance.



Donated Blood to Mark V-Day at Unusual Raahgiri Day in Delhi



It was an unusual Valentine's Day celebration at Raahgiri Day in Connaught Place this Sunday, with a blood donation camp marking the day of love. Raahgiris donated blood and help saved someone's life.

CII organizes blood donation camp

CII organizes blood donation camp, collects 60 units
Confederation of Indian Industry (CII) Northern Region in association with Indian Society of Blood Transfusion and Immunohaematology (ISBTI) organized a blood donation camp at the CII NR Headquarters. The camp, which was organised as part of CII's Corporate Social Responsibility (CSR) initiative saw participation of a lot of enthusiastic CII employees, employees of CII member companies, staff of organizations like Food Corporation of India (FCI), Navodaya Vidyalaya Samiti, Bank of India (BoI), Ministry of Environment, Forest and climate Change, Central Warehousing Corporation (CWC), National Hydro Power Corporation (NHPC) and volunteers from the trinity, industry and institutes. A team of doctors headed by Dr Ravneet Kaur Bedi from the Department of Transfusion Medicine of Government Medical College and Hospital, Sector 32, Chandigarh carried out the blood collection. The camp concluded with a collection of 60 Units of blood. Dr Ravneet Kaur Bedi, Head of Department of Transfusion Medicine of Government Medical College and Hospital, shared that "Blood donation is a unique collaboration of modern medical science and humanity. Anybody can face the emergency and need blood urgently. Hence, blood donation is the most important opportunity for saving someone's life." Pikender Pal Singh, Regional Director, CII NR shared that "CII believes that it is the moral responsibility of all healthy people to donate blood regularly so that our blood banks have sufficient units available in case of emergencies. Blood donation is the highest donation as there is no other source of blood except from donations, so CII has made Blood Donation camps a regular feature in its calendar of activities."

PLATELET DONATION

Know How

BECOME A PLATELET DONOR

If you've donated blood before, you know that you've made a tremendous difference for the hospital patients who received your blood. You can take that feeling one step further by donating platelets. Many hospital patients need platelets to survive. By donating platelets, you provide an invaluable gift of life. In order to donate platelets you will first have to undergo a blood-check up at Hospitals which checks for their hemoglobin level in their blood. Ideally the hemoglobin level should be more than 12(units.). This report will be available within 24hrs. After they are eligible for the donation they need to donate platelets within 5 days of the report or else the report will be invalid. Platelet donation is a two hour process after which the donors will receive some refreshments.

WHY ARE PLATELETS NEEDED

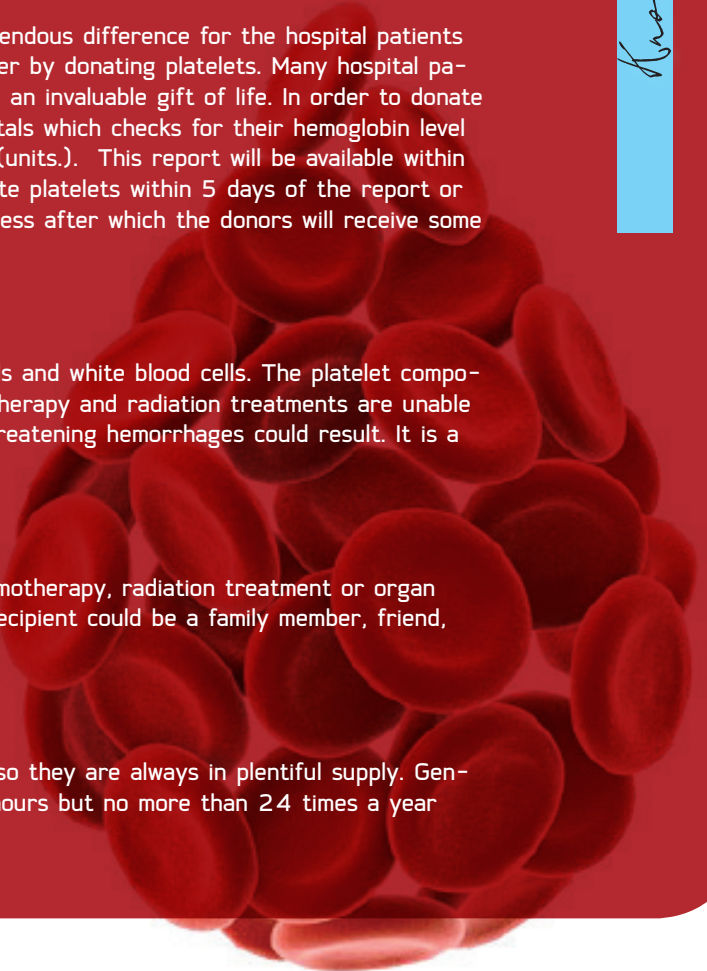
Blood is made of four components: platelets, plasma, red blood cells and white blood cells. The platelet component is necessary to control bleeding. Patients undergoing chemotherapy and radiation treatments are unable to produce enough platelets. Without platelet transfusions, life-threatening hemorrhages could result. It is a simple, safe process-very much like a regular blood donation.

WHO RECEIVES PLATELETS

Most patients undergoing a bone marrow transplant, surgery, chemotherapy, radiation treatment or organ transplant need donated platelets in order to survive. A platelet recipient could be a family member, friend, neighbor, acquaintance or stranger. Your donation can save a life.

HOW OFTEN CAN I DONATE

Your body is able to replenish its supply of platelets very quickly so they are always in plentiful supply. Generally, a person may donate platelets as frequently as every 48 hours but no more than 24 times a year



Coast Guard Organises Blood Donation Camp

The Indian Coast Guard Station, Vizhinjam, organised a blood donation camp on Saturday at Vizhinjam to commemorate the 38th Raising Day celebrations. The camp was held in association with TEJUS Blood Donors Forum, Technopark, and the blood bank of the Sree Chitra Institute of Medical Sciences and Technology (SCTIMST).

Commandant P K Kushwaha, Station Commander, Indian Coast Guard, Vizhinjam, inaugurated the camp. Coast Guard personnel as well as volunteers from the Institute of Catering and Hotel Management, Kovalam, donated blood for a noble cause during the event. The motivation and enthusiasm shown by the blood donors at the camp augurs well for the cause of voluntary blood donation. Around 40 units of blood were collected during the camp and the same will be donated to cancer patients undergoing treatment at SCTIMST as well as the Regional Cancer Centre, Thiruvananthapuram.

Speaking on the occasion, Kushwaha highlighted the importance of blood donation which can help save thousands of lives. He reiterated the need for voluntary blood donation at the society level, calling it one of the noble gestures for humanity promoting fraternity, unity and brotherhood in society. Such camps will be conducted at frequent intervals to help out patients, he said.

Surgeon Lieutenant Commander Hari J P, Station Medical Officer, Vizhinjam, delivered the vote of thanks. Dr Satyabhama and Dr Usha of SCTIMST, Brijesh, secretary of Tejus Blood Donors Forum, and Rathish were present.

