



Youths on wheels launch Youth Blood Donor Club at Orchard, Singapore

It starts with you ... Give Blood. Give Life. Be Responsible. Youths-on-wheels carried this message to greet people along Orchard Road on Saturday, 4 March 2006. This marked the launch of the Youth Donor Club(YDC), which brought together vibrant youths to motivate and recruit their peers as blood donors.

Targeting youths aged 16 to 25, the YDC is formed to connect and educate youths on the importance of blood donation, and to encourage more youths to adopt blood donation as a positive and cool life-style. In Singapore, youth blood donors aged 16 to 25 make up about 40 per cent of the voluntary blood donor population. This group makes up only 5 per cent of the total youth population. Through the work of the YDC, the Singapore Red Cross (SRC) hopes to recruit more youths as regular blood donors, increasing their numbers to 10 per cent of the youth population by the year 2010.

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Club 25 - The Club that gives the gift of life!

Scholars and young people under the age of 25 contribute about 15% of the million units of blood donated annually by voluntary blood donors in South Africa. SANBS has therefore developed a unique campaign for this target market, known as Club 25. This campaign promotes the importance of leading a sexually safe and healthy life-style and encourages members to incorporate regular blood donation into their lives.

Members are issued with a challenge to donate 20 units of blood by the age of 25. All blood donors between the ages of 16 and 25, who do not engage in HIV-related risk behaviour and are able to meet the requirements of the Club are eligible to become club members.

Club 25 in South Africa A Success Story

Improvement of blood safety: Club 25 in Botswana

The Ministry of Health, the Safe Blood for Africa Foundation and other of the partners, with funding from ACHAP and PEPFAR, have helped to improve the safety of blood transfusions in Botswana. The national supply of HIV-free blood doubled in size in the two years up to Sep

'05. Over the same period, the amount of HIV-infected blood given by donors fell by half, largely because of better screening of donors and counseling. One of the projects contributing to the improvement in blood safety is called **Pledge 25**. The young people are encouraged to pledge to donate blood 25 times during their lifetime.

Malawi Club 25: How Club 25 started...

The spread of HIV in the 1980s prompted blood transfusion services across the world' to seek new strategies to identify risk behaviors and risk population groups in order to identify safe blood-donors who will donate on a regular basis.

Malawi Club 25 was established in March 2004. The Club has elected national and provincial administrative committees to organize activities and has been incorporated as a branch of the Blood Donors Association of Malawi (BDAM). Selected peer donor promoters assisting the Malawi Blood Transfusion Service (MBTS), will educate their peers and plan activities in the recruitment and retention of voluntary non-remunerated blood donors from low-risk groups. In turn, the IBTS assists the "Malawi Club 25" in supporting and facilitating regular meetings, providing secretarial services and promotional activities.

Malawi Club 25 was selected by WHO and IFRCRCS and invited to be one of 3 countries featured in a video made to be distributed globally to promote this strategy to encourage the youth of the world to become identified with the "safe behavior, safe blood, save lives" strategy.

Club 25: Reaching young blood donors

WHO, in collaboration with the International Federation of Red Cross and Red Crescent Societies (IFRCRC), has played a leading role in promoting the wider application of the Club 25 peer education and promotion programmes pioneered in Zimbabwe and South Africa in which young people aged 18-25 pledge to give 20 donations of blood before the age of 25 and to lead healthy life-styles to protect both themselves and the recipients of their blood from HIV and other infectious agents. WHO has supported pilot projects in Botswana, India, Indonesia, Uganda and Zambia.

To encourage young people to give around 20-25 blood donations by age 25 years

Live... and Let Live

THE spread of HIV in the 1980s caused blood transfusion services across the world to seek new strategies to collect safe blood. In 1989, Zimbabwe started targeting a new pool of low-risk donors: students aged 16-19. The first of these students became so committed to the venture that when they completed their schooling they decided to create the Pledge 25 /Club 25, committing to make at least another 25 blood donations before the age of 25.

The initiative was particularly successful in keeping these young people protected from HIV and other illnesses since part of their pledge was that they would maintain a healthy lifestyle in order to give safe blood.

Today, Pledge 25 Clubs are still going strong in Zimbabwe. As well as promoting healthy lifestyles and setting a good example to other young people, the experience seems to have had positive effects on the members' personal development. Many Pledge 25 members have become successful professionals and leading figures in their communities.

Club 25 is designed for young people not only to give blood to save life, but also to attend blood centers, learn about healthy life-styles and share what they have learned with their community. These young blood donors can also remain active in health promotion activities by fighting against HIV/AIDS, substance abuse and other health risk behaviours, as well as promoting, for example, first aid, good nutrition, physical exercise and road safety.

There are Club 25 branches and activities in different parts of India too. We are excited that a local chapter of Club 25 was launched in All Saints College, (Trivandrum). Government College (Kanjiramkulam), Mohandas College of Engineering (Nedumangad) and other colleges in the city.

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So, you want to set up a Club 25 in your area?

THAT'S a wonderful idea. By starting a Club25 programme, you are telling the world that life should go on in this planet. This folder gives you basic information about setting up a Club 25 Programme in your area, be it a college, society, club or for that matter any social group.

Various models of the original Club 25 idea exist but generally they follow a similar structure:

- The Club elects a national or local administrative committee to organize activities.
- Peer promoters are elected to assist the Blood Service in the recruitment of voluntary blood donors from low-risk populations and in turn the Blood Service supervises and supports the Club.



1 Formulate the Policy

To recruit young volunteers as blood donors so that young people will be committed to give blood 25 times by age 25.

2 Set your Objectives

The objectives are to

- To organize a youth group who will work to encourage regular blood donors among the youth sector.
- To create a group of young blood donor recruiters.
- To promote the participation of women in voluntary blood donation.
- To instill into young and old alike, the value of saving others' lives by voluntary blood donation.

4 Registration of the students: It is easy to become a Club 25 Member

- Announce the news about the formation of Club 25 through College notice boards.
- Intimate the students through letters by Club 25 Coordinator. The letter will have a registration form that must be signed and returned by a specific deadline by interested students.
- Since many of the events are team events, the Club 25 Coordinator may encourage students to find a friend or two to join the club with them.

5 Activities of Club 25: What you can do

- The Club may elect an administrative committee to organize activities, i. e. a national youth blood donor activity for celebrations for the World Blood Donor Day (June 14), National Blood Donation Day (October 1), World AIDS Day (December 1)
- Peer promoters may be elected to assist the Blood Service in the recruitment of voluntary blood donors from low-risk populations and in turn the Blood Service supervises and supports the Club
- Each Club can adopt one blood bank close to the unit in respect of their local need

- Club 25 could maintain the donor database and help the people of the locality in respect of rare blood group need .
- Club 25 may launch thalassaemia and AIDS awareness program in the locality to reduce blood requirement for thalassaemia in future generations and ensure safe blood transfusion.
- Rotary, Lions & Inner Wheel Clubs could be involved to support these activities.
- Club 25 could revolve round Education, Motivation, Donation and Recognition of Donors.
- The short term programmes to recruit the donors of today and

- Students with the help of Informative Educative, Communicative (IEC) Materials.

- Club 25 could honor donors after 5/10 donations on World Blood Donors Day as part of the program to retain donors.

- Club 25 should find a responsible, dedicated and committed person to drive the programme.

- Should gain commitment and support from the blood center for promoting VBD.

- May monitor, evaluate, and change the programme until it works for the club.

7 Encourage participation and ensure recognition of the Students

- Recognition as role models for saving lives within the community and beyond.
- Access for members to adequate and appropriate information and advice on how to protect themselves from HIV and other infections.
- Acquisition of leadership skills for personal development and growth through social interaction at different levels.
- Recognition on special achievements and for Club 25 membership.

Here's how you set up a **Club 25** Programme in your College

- To create a lifelong commitment in college leavers to the concept of regular donation of safe blood after they leave college.

3 Define the Scope of the Programme

- Blood donors aged 18-25 years who have made at least 2 donations a year
- 'First-time' donors who commit to giving blood regularly (2-3 donations a year)

- The young people may be educated about risk behavior helping ensure that they remain HIV negative

- Club 25 can arrange 1 or 2 blood donation camps with their volunteers, a number of camps department wise in their Colleges

- Trained volunteers of Club 25 may go out in the community to organize blood donation awareness sessions.



In Trivandrum city, there are 11 clubs promoted by Terumo Penpol Limited. Club 25 at Saints College won the 'Best Club 25 for the year 2007' award. The college organized four blood donation camps in a single year on the campus premises which brought them the recognition.

Picture shows panel discussion by Club 25 members on the Role of Students to Promote Voluntary Blood Donation held on October 1, 2007, Blood Donation Day.

- long term programmes to recruit the donors of tomorrow should be planned

- Club 25 could involve the print and electronic media and advertising agencies to help them in this programme.

- The trained volunteers of Club 25 may go to nearby schools by appointment to conduct awareness session for High School and Higher Secondary

6 Identify sources of support

- For funding Club 25 units can depend on State Government, State AIDS Societies, State Blood Transfusion Council and National Service Scheme.

- The technical aspects could be handled in cooperation with the National Blood Services.

For more information and guidance on how to set up a Club 25 Programme, please contact

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