

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

2012|22

ROLE OF YOUTH IN PROMOTING VOLUNTARY BLOOD DONATION



Mr. C Padmakumar
Chairman,
Confederation of Indian
Industry (Trivandrum Zone)

I don't know about you, but if I were 18 years old, I wouldn't be exactly thrilled at the prospect of listening to sermons from middle-aged people on the virtues of Voluntary Blood Donation (VBD). In fact, if a middle-aged person had told me anything when I was that age, I'd probably have run in the other direction... very fast.

So why is it that most of us insist on inflicting our middleaged (or older) views on young people? Why don't we appeal to teenagers and youngsters in their language, in their idiom? Perhaps we should take a leaf out of the book of Pepsi and Coke. They are able to sell a product which is intrinsically not

worth a great deal and certainly of much less tangible value when compared to what we have to offer. How do they do that? I recommend that all organizations and people connected with the cause of promoting VBD study the methods of the Masters of the Marketing Universe like Coke and Pepsi and copy them.

Here are some of the things they do so well:

- Celebrity endorsement using youth icons: remember the catchy ads with Sachin Tendulkar, Sharukh Khan, Aamir Khan, Salman Khan, Aishwarya Rai and Akshay Kumar?
- Advertising: relentless, eye-catching ads right through the year, year after year
- Marketing: they use the media, movies, big sporting events such as the Cricket World Cup, popular TV shows, music concerts; in short they are wherever the young people hang out

So where do we start? I have a 7 point plan:

- Cut out the speeches from all events and functions connected with VBD
- Use technology: Facebook, Twitter, Orkut, Websites, Mobiles, Ipads
- Use the media: the Press, TV, FM Radio, Hoardings

- Go where the youngsters go... to promote VBD: Rock Concerts, Music Shows, Movies, Sports Events
- Engage celebrities and get them to endorse the cause by personally setting an example and donating blood
- Get companies involved in supporting the cause: that's where the money is, and also where the management expertise and skills reside, which is exactly what we need for getting the job done
- Fix quantitative targets. For example, if a college has 2,000 students, why not set a target of getting at least 25% of the students to donate once and aim at a retention rate of 90%?

To sum up, we need to capture the imagination of our target audience. Our target audience is largely below the age of 30 and we need to understand what makes them tick. It takes one, to know one, as the saying goes. What better way than to use youngsters in the VBD movement with the help, support and guidance of older people? At Terumo Penpol, we have tried some of the measures I have recommended and they work. Try it!



**World AIDS
Day
Observance -
Inaugural
Ceremony**

World AIDS Day Observance Organized By TERUMO PENPOL Limited And Club 25 Members Of All Saint's College

As part of World Aids Day, Terumo Penpol Limited in association with Club 25 members organized various programmes at All Saint's College. Dr. Sathyabhama, BTO, Department of Transfusion Medicine inaugurated the ceremony and explained to students about blood and its components and the importance of blood donation.

On the occasion, Executive Director of TERUMO PENPOL Limited, Mr. C Padmakumar gave a presentation on voluntary blood donation.

Ms. Simna the Club 25 Member and Tutor of All Saint's College was also honored on that day.

Dr. Shaiji and Dr. Chitra Elizabeth Jr Residents of MCH Transfusion Medicine Department organized a quiz competition for the Students of All Saint's college. A rally was also organized in and around the college by the Students.

A Blood Donation Camp was also arranged. Even though 65 members registered for the camp only 21 could donate blood at the camp. Most of the donors were deferred due to underweight and low hemoglobin.



Thanks to BIG FM For Promoting Voluntary Blood Donation

Big FM was the official Radio Partner for World AIDS Day Observance. Neenu the Radio Jockey of Big FM organized lively games and gave prizes to the winners of the games.



Mr. C Padmakumar, Executive Director of TERUMO PENPOL Limited honoring the Club 25 Member, Simna S of All Saint's College

Simna, a club 25 member and Tutor of All Saint's College regularly donates blood every 4 months.

Like most college students, she had a busy schedule and juggled a wide variety of extracurricular activities, but she volunteers for the Club 25. She regularly donates blood because she knows that she is making a direct impact on someone's life with every single donation that she donates. She stated "It isn't hard to convince students to participate when I explain that they could help save up to three lives with their one donation...and who doesn't want to save a life?"



Aardra Chandra Mouli Shares her first Blood Donation Experience

Most people usually associate blood with pain. Think of all the times you have ever seen blood: when you fell down and skinned your knee; when you cut yourself accidentally with a sharp knife. When you poked a sewing needle through the fabric too heartily and found your finger on the other side. And these are just minor examples.

Now, I am not one to faint at the sight of blood. But I must profess that I have a healthy regard and respect for needles (especially big, fat ones that look like they can take out a vein or two),

drummed into me by my close encounters with I. V. cannulae. So you will forgive me when I say that, while I was waiting to donate blood at the RCC Blood Bank, my second thoughts were having second thoughts. The fact that it was my first attempt at blood donation only added to the general feeling of foreboding in the pit of my stomach.

Fortunately, the nurses and blood bank technicians were very friendly, and patiently answered all my questions (including the obvious "Will it hurt?"). Once they had made sure that I was healthy enough to be a donor, I was lead into the waiting room. In what seemed like no time, my name was called, and I walked into the blood donation area. The nurse gave me instructions on what was to come, and asked me to lie down while she got the blood bag.

I looked around at the other donors in the room, and at the posters promoting Voluntary Blood Donation. "Strange", I thought to myself. "Why is it that we

don't know how important blood donation is?" The nurse came back with the blood bag and swabbed my arm. Not wanting to risk watching the actual insertion of the needle into my arm, I screwed my eyes up, and hummed to myself. Seconds passed, and I realized that I hadn't felt much (if any) pain at all!

Once the required amount was collected, the needle was removed, and I was asked to rest for a few minutes, and given tea and biscuits. Once they were satisfied that I was fine, they let me go.

Though I had an idea that blood was required for surgeries and such, I had not known the exact extent of the blood requirement in India. If less than 10% of India's eligible population donates blood voluntarily, we will be able to comfortably meet our current blood requirements. I hope that, with the growing awareness of the significance of VBD, we shall achieve that necessary and admirable goal.

Dr. Shaiji P S, Junior Resident of Medical College Blood Bank Conducting Quiz Program at All Saint's College on World AIDS Day



Blood Donation Camp Organized at All Saint's College on World AIDS Day

Sree Chitra Tirunal Institute For Medical Science and Technology organized a voluntary blood donation camp on the college premises on World AIDS Day. Every year we find an increase in the participation of students in this programme. Such college - based events create awareness of blood donation and its importance in students. There are less than 2% of women who donate blood. Therefore, such programmes in women's colleges help to increase women participation. NSS programme Officer Ms. Mary Mettilda has given immense support for this project.

Ms. Mary Mettilda commented "When I first thought about coordinating blood drives on campus I was suddenly overwhelmed with all that would go into it. However, when I started making contacts and promoting Club 25 I realized how much of an impact I could make on my local community. Coordinating these drives has taught me a great deal and with each drive, I learn something new. The feeling after a blood drive is complete and is one of the most rewarding feelings I have ever had.. It's realizing the impact I have helped make by promoting and coordinating a blood drive and giving so many people a second chance at life through the units of blood that are collected at All Saint's College's campus. I am not a blood donor because I am Diabetic. But being able to coordinate drives and really increase the amount of donors on campus is even more rewarding... I think it is a great opportunity to get involved and spread the word about the impact each person can make through CLUB 25!"

We appreciate All Saints College for their huge support in promoting VBD.



Kerala Blood Donors' Forum (H.O. Calicut Medical College)

എസ്.എസ്.എൽ.സി. ബുക്കിൽ രക്തഗ്രൂപ്പ് ചേർക്കൽ നടപടികൾ ഉടൻ സ്വീകരിക്കുമെന്ന് സ്പീക്കർ



രക്തഗ്രൂപ്പ് നിർണ്ണയം എസ്.എസ്.എൽ.സി. തലത്തിൽ പുനരാരംഭിക്കാനുള്ള നടപടികൾ കൈക്കൊള്ളണമെന്ന് അഭ്യർത്ഥിച്ച് സ്പീക്കർ ജി. കാർത്തികേയൻ നിവേദനം നൽകി കേരള ബ്ലഡ് ഡോണേഴ്സ് ഫോറം പ്രവർത്തകർ വിശദാംശങ്ങൾ ചർച്ച ചെയ്യുന്നു.

എസ്.എസ്.എൽ.സി. ബുക്കിൽ വിദ്യാർത്ഥികളുടെ രക്തഗ്രൂപ്പ് നിർണ്ണയമായും ചേർക്കണമെന്ന് 1987 ൽ വിദ്യാഭ്യാസ മന്ത്രിയായിരുന്ന ടി.എം. ജേക്കബ് പുറപ്പെടുവിച്ച ഉത്തരവ് അതേ വർഷത്തിൽ പ്രാവചനികമായി കൈമാറ്റം തുടർ വർഷങ്ങളിൽ തീർത്തും അപ്രത്യക്ഷമായതായി സർക്കുലറുകളിലെ രജിസ്റ്ററുകളിൽ എസ്.എസ്.എൽ.സി. അസൽ സർട്ടിഫിക്കറ്റുകളും പരിശോധിച്ചപ്പോൾ വ്യക്തമായ സാഹചര്യത്തിൽ എൺപതുകളിൽ ഇതിന് നേതൃത്വം നൽകിയ കേരള ബ്ലഡ് ഡോണേഴ്സ് ഫോറം പ്രവർത്തകർ രക്തഗ്രൂപ്പ് നിർണ്ണയം എസ്.എസ്.എൽ.സി. തലത്തിൽ പുനരാരംഭിക്കാനുള്ള നടപടികൾ കൈക്കൊള്ളണമെന്ന് അഭ്യർത്ഥിച്ച് ദേശീയ രക്തദാന ദിനത്തിൽ സ്പീക്കർക്ക് നിവേദനം സമർപ്പിച്ചു.

സംഘാംഗങ്ങളോടൊപ്പം കേരള ബ്ലഡ് ഡോണേഴ്സ് ഫോറം സ്ഥാപക പ്രസിഡന്റ് മോൺ. ഡോ. ഫ്രാൻസിസ് ആലപ്പാട്ട് രാമനിലയത്തിലെത്തിയാണ് സ്പീക്കർക്ക് നിവേദനം നൽകിയത്. മുഖ്യമന്ത്രിയോടും വിദ്യാഭ്യാസ, ആരോഗ്യ വകുപ്പ് മന്ത്രിമാരോടും ഇക്കാര്യം സംസാരിച്ച് തീരുമാനങ്ങൾ കൈക്കൊള്ളാൻ ആവശ്യപ്പെടുമെന്ന് സ്പീക്കർ ജി. കാർത്തികേയൻ ഫോറം ഭാരവാഹികളെ അറിയിച്ചു. എം.എൽ.എ.മാരുടെ ഹൈഡിന്ററി കാർഡിലും ബ്ലഡ് ഗ്രൂപ്പ് രേഖപ്പെടുത്തിയിട്ടുണ്ടെന്നും ഇതിന്റെ പ്രാധാന്യം വലുതാണെന്നും അതിനാൽ ബ്ലഡ് ഗ്രൂപ്പ് ഒഴിവാക്കപ്പെടേണ്ടതല്ലെന്നും അദ്ദേഹം ചൂണ്ടിക്കാട്ടി. കേരള ബ്ലഡ് ഡോണേഴ്സ് പ്രവർത്തകരായ ഡോ. സുശീല ജേക്കബ്, ഡോ. ടി.ആർ.രവി, സെബി വല്ലച്ചിറക്കാരൻ, ജമ്മിജോൺ കാഞ്ഞിരത്തിങ്കൽ, ആന്റണി സി.ഡി. എന്നിവർ സന്നിഹിതരായിരുന്നു.

The Winners of Quiz Competition receiving the award from Dr. Shaiji P S (Junior Resident), and Dr.Chitra Elizabeth (Transfusion Medicine Student) of Medical College Blood Bank, Trivandrum



Ahmedabad: Wedding Party Donates blood

Although they are doctors, they never realized that they would end up serving society even on the day that they decided to tie the marriage knot. Paediatrician Bhavik Shah and anesthesiologist Ripal Shah tied the knot on November 28 - soon after they donated blood.

"I had been part of a blood donation camp and had also donated blood at pediatrician Dr Vani's Clinic. She had organized a camp by the Red Cross Society. This gave me an idea --to organize a blood donation camp at my son's wedding", the groom's father Tushar Shah, said.

Giving back to society on an auspicious day, was a sudden decision, which helped the Red Cross Society get 22 bottles of blood in just 3.5 hours.

Tushar continued, "The camp was organized from 9 am - 12 noon and was extended by half-an-hour as we got more than the expected response for the donation. There were around 52 participants as blood donors but the society could

get only 22 bottles of good blood, as they had to reject the others on medical grounds."

According to a source from the wedding venue, "Those rejected were informed that the haemoglobin in their blood was low. But a few of them have been regular blood donors. In fact, members of the Red Cross Society did not have any equipment to measure the haemoglobin levels in the blood. They were also adamant about closing the camp at 12 noon and extended it only on insistence of Tushar. There were more than 52 people who were waiting to donate blood, but they could not as the camp closed."

However, Tushar believes that the Red Cross probably had other camps and hence they closed the camp soon. Thanking society for setting up the camp at his residence in Neelam Park Society, Satellite Road, Tushar concluded: "They have given us one free blood bag coupon which can be utilized anytime in the next 12 months, while two coupons are without replacement coupons."

HDFC Bank Conducts Blood Donation Drive

-679 Blood Donation Camps in 521 locations |

One of India's biggest single-day blood donation campaigns ever -

HDFC Bank organized a nationwide Blood Donation Campaign on Friday, December 9, 2011. People in 521 Indian cities donated blood at over 679 designated centres from 09.00 hrs to 17.00 hrs. It was one of the nation's biggest single-day blood donation campaigns where individual donors, including many Bank Executives, donated blood. The Bank has tied up with major hospitals and blood banks across these cities for technical assistance.

"Blood is precious. It feels good to know that every year more and more people are joining this noble cause. Every minute of every day, someone needs blood. That blood can only come from a volunteer donor, a person like you and me, makes it all the more precious. There is no substitute for your donation," said Mr. Bhavesh Zaveri, Country Head, Operations, HDFC Bank. "The problem is more acute in our country where the gap between demand and supply of blood is acute and growing. As part of our endeavor to **change peoples lives, we have been expanding our blood donation drive with more people, both from the Bank and outside, lining up to donate blood. We thank everyone who has come forward this time and hope to expand our footprint, number of donors and units of blood collected next year**"

This is HDFC Bank's fifth such annual blood donation camp. The Bank started this initiative in 2007 when over 4000 volunteers came forward for a national cause. Since then the camp has grown in size and stature. In the very first year, over 4000 units of blood were collected. Since then, the quantum of collection had jumped six-fold to touch over 25,500 units last year.

SUJITH BLEEDS FOR THE NEEDY

As he walks through College Corridors, students greet him with warmth. Almost all the Students share a heart welcoming relationship with Sujith P, a third year student of history of of the Government Arts and Science College ,Meenachanta, Calicut. His popularity comes from his social work inside and outside the college.He was awarded the Best Coordinator for blood donation in an event organized by the Blood Donor's Community and HDFC Bank,a couple of weeks ago, Sujith has been actively involved in Students politics from his school days. In his college too, he represents the students as the university union counselor .He has been donating blood regularly to the blood bank and also has been coordinating with almost 400 Students of his college. With a very keen vision in social service ,he tries to balance his studies and politics in his student life. It is not only the blood donation campaigns that Sujith works on. He is also a pain and palliative care volunteer at his hometown, Teruvayal. On holidays, he goes from door to door with a nurse to help out cancer and paralysed patients. Some days he visits almost 15 households and also the local medical college where he helps patients who are alone with their daily chores. He also regularly visits old age homes and helps out with the works there. "Though it may sound clichéd, I find happiness in what I do People who have been kind of abandoned in old age homes ,sometimes just need someone to talk to " adds Sujith.

Though his deeds make him different from his peers at College he blends with them perfectly.

Courtesy: Raghuram R
The New Indian Express

Apheresis-Automated Blood Collection

Automated blood collection (also called apheresis), or ABC, is a special kind of blood donation. Instead of giving one pint of whole blood (as in a regular donation), an ABC donor gives only the components of blood needed for patients that day. ABC is made possible by a cell separator machine that separates the components of your blood, retains certain components, and returns the rest to you—all with a single needle. It's a very efficient way of directly helping patients in hospitals. By collecting the optimal number of blood components at each donation, we can help ensure that these lifesaving products are available for the community.

The word aphaeresis is derived from a Greek word which means "taking away". It is a procedure by which blood is drawn from a person, only a desired combination of one or more components is separated and collected in disposable bags while the rest of the blood is returned to the same person.

There are broadly two types of aphaeresis:

Automated Collection: In this process, blood is taken from a **donor** and desired components are collected. For example, it enables a person to donate only platelets or only red cells.

Therapeutic Aphaeresis: This procedure is generally performed on a **patient**. The apheresis process is often

performed to remove certain unwanted components from the patients' blood. For example, to treat or manage certain autoimmune diseases where antibodies, which are proteins found in plasma, mistakenly attack the patient's own tissues. The patient is treated by removing plasma from blood and replacing with albumin or plasma from a healthy donor, a procedure called Therapeutic Plasma Exchange

Donor health and medical history requirements for ABC are the same as for a whole blood donation, with a few additional requirements. Each donation is based on gender, height; weight and hemoglobin (the number of red blood cells) count on the day of donation. These requirements are in place to ensure donor safety. Blood Bank Technicians will use the blood collection machine and their expertise to determine what type of donation you can safely give that day.

Donating Platelets»

During a platelet donation, Blood Banks will collect one, two, or three units of platelets. The Blood Transfusion Officers will recommend the number of units based on the Donor's weight, hemoglobin level, and platelet count that day.

You may donate platelets **every 72 hours** (3 days). However, there is a limit of 24 platelet donations per person per year.

FAQs about Aphaeresis-Automated Blood Collection

What are the possible side effects?

Like whole blood, ABC donations differ between individuals. Reactions to doing ABC are similar to reactions when giving whole blood. During an ABC donation, the technician can give you sterile fluids to replace the blood volume lost during the donation. Many donors actually feel better after an ABC donation than after a whole blood donation where no volume is replaced. If you feel any discomfort, adjustments can be made to assure you have a pleasant experience.

I don't mind donating, but I don't like the idea of anything coming back into me.

Many first-time ABC donors express this concern. Remember that each procedure uses a sterile, single-use, disposable tubing set. This eliminates the risk of "catching anything" during the procedure. In addition, most donors can't even tell when the blood is coming out or going in. It shouldn't feel much different than when you donate whole blood.

How do I know I won't get something from someone else's blood in the machine?

Cleanliness and sterility are of utmost importance to us. Each procedure uses a sterile, single-use, disposable tubing set. The tubing is all enclosed so blood doesn't ever come into contact with the machine. When a donor finishes his/her donation, the entire tubing set is removed from the machine and set is discarded.

I don't think I could handle a needle in my arm for that long.

The needle for ABC is smaller than the one used for whole blood donation, and many donors find it more

comfortable. Since ABC takes a little longer than a whole blood donation, the Blood Banks offer a few comforts to help pass the time:

Aphaeresis - what is involved?

Aphaeresis (pronounced ay-fur-ee-sis) is a special process by which donations of plasma only or platelet only can be made.

- As the process involves returning red cells to donors at the time of donation, plasma or platelet donations can be made more frequently – every two to three weeks.
- Each time you make an aphaeresis donation you are able to donate a larger volume meaning you have the potential to assist more people.
- While platelets or plasma can be collected from whole blood donations, the aphaeresis process involves collecting the platelets or plasma using a special cell separator or aphaeresis machine.
- The machine spins the blood to separate the platelets or plasma from the other blood components in a cell separator, and the other components are returned to the donor through another line.
- Inside the cell separator is a closed, sterile system of plastic bags and tubing that is used only once and then disposed of after use.
- The process is repeated until enough platelets or plasma is collected, which usually takes about an hour. You can sit back in comfort through the procedure and read a book or just relax.
- You are under no obligation to continue as an aphaeresis donor and you can return to donating whole blood at any time.



Dear Ms Baby,

Thanks for sending us the latest issue of the Blood Line Journal. Hearty congratulations too for your sustained effort in bringing out this journal . It made very interesting reading and carried a lot of useful information.

Regards,
Dr Saranya Narayan M.D.
Medical Director

Jeevan Blood Bank / Jeevan Stem Cell Bank
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Gopalapuram)
Chennai 600014. India.
044 28351200 / 044 28350300,
www.jeevan.org

Sir,
Thanks a lot and I have to spread this news among our volunteers. Also in advance I am informing we wish to conduct one more blood donation camp in our college in January. Today I just came now after felicitating in the district level inaugural meeting of VBD named "Heartbeats". And very happy to see our college's report in your journal just after it.Thanks again.

When you sent the blood journal send in the address provided below instead of Principal's name.

Abid Tharavattath
NSS Programme Officer
Govt Engg College,Kozhikode
Mob: 9447842699

Sir,
A couple of days ago I received the Blood line journals.My volunteers are really motivated to see their reports and photos in another magazine.I heartly pay my NSS unit's thanks to you for the effort taken in this regard.Hope to be in touch in future also.
Sorry for being late as I was on Eid holidays.

Abid Tharavattath
NSS Programme Officer
Govt Engg College,Kozhikode
Mob: 9447842699

Voluntary Blood Grouping Cum Blood Donation Camp at SNM College, Maliankara

A blood grouping cum donation camp preceded by awareness class on blood and organ donation, poster session and distribution of i.e.c materials was conducted successfully at Maliankara on 4th of January at SNM College,Maliankara.The well attended camp was



formally inaugurated by Prof. T.P Kairali (Principal, SNM Maliankara) at a function presided over by Mrs. Neelima C.A (Program Officer, NSS SNM College). 39 Students donated blood at the Camp. Laminated blood group identity cards and donor cards(offering right to a unit of blood without replacement) and promotional materials like fancy key chains were given to donors and certificate of appreciation to the organizers.



We appreciate your noble gesture ! Thank you very much for helping others ! We urge you to talk to your friends face-to-face and ask them to consider giving blood. Many people say they've never given blood because no one has asked them.Send text messages or emails to friends about blood donation..Post information about your blood donation experience on Facebook or Twitter..Make it a social event - organize a blood drive every month with friends or go together with friends to donate.



ജയേഷ് യു.വി. 13 തവണ രക്തം ദാനം ചെയ്ത CPT NSS Volunteer എഴുതുന്നു

ഞാൻ 2008 ലാണ് വട്ടിയൂർക്കാവ് സെൻട്രൽ പോളിടെക്നിക്കൽ പഠനത്തിനായി ചേരുന്നത്. +1, +2 പഠന കാലഘട്ടത്തിൽ ഞാൻ ഒരു എൻ.എസ്.എസ്. വോളണ്ടിയർ ആയിരുന്നതിനാൽ തന്നെ CPTC-യിലും N.S.S. Unit - ൽ പ്രവർത്തിക്കുവാൻ തീരുമാനിച്ചു. തിരുവനന്തപുരത്തെ ഏകദേശം ഹോസ്പിറ്റലുകളിൽ നിന്നെല്ലാം Blood-ന്റെ ആവശ്യത്തിനായി ഏറെക്കുറെ പേർ ദൈനംദിനം CPTC-യെ ആശ്രയിക്കുന്നു. അങ്ങനെ ഒരിക്കൽ എന്റെ ഒരു കൂട്ടുകാരൻ Blood donate ചെയ്യുവാൻ കൂട്ടിനായി ഞാനും കൂടെപ്പോയി. പക്ഷേ അവിടെവെച്ചാണ് ഞാൻ രക്തത്തിന്റെ ആവശ്യകതയും അതിന്റെ പ്രാധാന്യവും മനസ്സിലാക്കുന്നത്. കാരണം എന്റെ കൂട്ടുകാരൻ Blood donate ചെയ്യുന്ന സമയം ഒരു പാവം അമ്മ R.C.C. യിലെ Blood Donation Room ലെ ഡോക്ടറിന്റെ ക്യാമ്പിന് മുന്നിൽ നിന്ന് കരയുന്നു. കാരണം അന്വേഷിച്ചപ്പോൾ തന്റെ ഒരേയൊരു മകൻ Blood Cancer-ന്റെ ആരംഭശയിലാണ്. ദിവസവും Blood മാറ്റണം. തിരുവനന്തപുരത്ത് ആദ്യമായാണ് ആവയനാട്ടികാരിയായ അമ്മ. വേറെ ആരെയും പരിചയമില്ല. ഭർത്താവ് ഉപേക്ഷിച്ചുപോയി. കൂട്ടിന് ആരും ഇല്ല. അവിടെനിന്ന് refer ചെയ്ത് ആർ.സി.സി.യിൽ വന്നതാണ്. 2 ദിവസം മുൻപ് 20 ബന്ധുക്കൾവന്ന് രക്തംതന്നു എന്നു പറഞ്ഞു.

Blood Donation-നെക്കുറിച്ച് കൂടുതലൊന്നും അറിഞ്ഞുകൂടാത്ത എനിക്ക് പെട്ടെന്ന് എന്തോ ഒരു സഹായം ചെയ്തു കൊടുക്കുവാൻ തോന്നി. അങ്ങനെയാണ് ഞാൻ മകന്റെ ഗ്രൂപ്പ് അന്വേഷിച്ചത്. ഭാഗ്യത്തിന് ഗ്രൂപ്പ് same, O+ve. അങ്ങനെ ഞാനും ആ അമ്മയും ഡോക്ടറെ കേറിക്കണ്ടു കാര്യം പറഞ്ഞു. അങ്ങനെ എന്റെ ആദ്യ രക്തദാനം അവിടെ തുടങ്ങി. ഇതുപോലെ നിരവധിപേരെ നമുക്ക് R.C.C.-യ്ക്കും ശ്രീ ചിത്രയ്ക്കും മെഡിക്കൽ കോളേജിനും മുന്നിൽ കാണാൻ സാധിക്കും. ഒന്നു മനസ്സുവെച്ചാൽ നമുക്കിവരെ സഹായിക്കാം. രക്തദാനം ഇതിനുമുമ്പേ എനിക്കു നല്ല പേടിയായിരുന്നു. Blood donate ചെയ്താൽ തലകറങ്ങുമെന്നും ആരോഗ്യം നഷ്ടപ്പെടുമെന്നുമുള്ള പല തെറ്റായ കാര്യങ്ങളും എവിടെനിന്നെക്കെയോ എനിക്ക് അറിയാമായിരുന്നു. പക്ഷേ എന്റെ എല്ലാ സംശയങ്ങളും അന്നത്തെ ആ രക്തദാനംകൊണ്ടു തീർന്നു. കാരണം Blood Donation കഴിഞ്ഞപ്പോൾ

എനിക്ക് ആകെ ഒരു മാറ്റം. ഒരു പുത്തനുണർവ്. അതിനുശേഷം ഞാൻ കൃത്യമായി 3 മാസമിടവേളയിൽ Voluntary Blood Donation നടത്തിവരുന്നു. ലോകത്തിൽ നമുക്ക് എന്തിനുപകരം മറ്റൊരാളിലും പകരംവയ്ക്കാൻ കാണും. പക്ഷേ രക്തത്തിന്പകരം രക്തം മാത്രമേയുള്ളൂ. അതിന് അത് തന്നെ വേണം താനും. നമ്മുടെ നാട്ടിൽ കിട്ടാനില്ലാത്തതും അതുതന്നെ. ഒരിക്കലും അത് കിട്ടാത്തതല്ല. നാം എല്ലാവരും ക്രിയാത്മകമായി ചിന്തിച്ച് മനസ്സുറപ്പോടെ രക്തദാനത്തിന് മുന്നിട്ടിറങ്ങിയാൽ നടക്കാവുന്ന കാര്യമേയുള്ളൂ. 20-ാം വയസിൽ 13 തവണ എനിക്ക് രക്തദാനംചെയ്യുവാൻ ഉള്ള ഭാഗ്യം ഉണ്ടായി. അതിനുള്ള ഏറ്റവും നല്ല പ്രചോദനം Terumo Penpol limited നിരന്തരം നടത്തിവരുന്ന awareness class - കളും കൂടാതെ Blood Donors Meeting- ഉം ഒക്കെ തന്നെയാണ്. അതിലുപരി N.S.S. Unit-ന്റെയും Red Ribbonclub, Club 25, Kerala Aids Control Society, All Kerala Blood Donor Society ഇവരുടെയൊക്കെ നിരവധി പ്രോഗ്രാമിന്റെ ഫലമാണ്. നമ്മുടെ നാട്ടിൽ ഇന്ന് മാതാപിതാക്കളെക്കാൾ വിവരമുള്ളവരായി വരികയാണ് വിദ്യാർത്ഥികളായ മക്കൾ. കാരണം അവർ സമൂഹവുമായി കൂടുതൽ ഇടപഴകുന്നതുകൊണ്ട് സമൂഹത്തിന്റെ ആവശ്യമറിഞ്ഞ് നിരവധി സേവനപ്രവർത്തനങ്ങൾ ചെയ്യുവാൻ അവർക്ക് കഴിയുന്നു. ഇവിടെയൊക്കെയാണ് N.S.S. പോലുള്ള സംഘടനകളുടെ പ്രാധാന്യവും വിദ്യാർത്ഥികൾ Blood donation പോലുള്ള സഹായങ്ങൾ അർഹരായവർക്ക് ചെയ്തുകൊടുക്കുന്നു. ചില മാതാപിതാക്കൾ ഇതിനെ എതിർക്കുന്നു. പക്ഷേ സ്വന്തം കുടുംബത്തിനു ഒരു അത്യാഹിതം സംഭവിക്കുമ്പോൾ College-ൽ പഠിക്കുന്ന മക്കളോടു പറഞ്ഞ് College-ലെ മറ്റ് students- നെക്കൊണ്ട് രക്തം ദാനം ചെയ്യിക്കുന്നു. എന്നാലും ഒരേ ഗ്രൂപ്പുകാരായ സ്വന്തം മക്കളെക്കൊണ്ടോ, relatives നെക്കൊണ്ടോ രക്തം ദാനം സാധ്യമാക്കുന്നില്ല. ഇതാണ് നമ്മുടെ സമൂഹത്തിനു അരക്ഷിതാവസ്ഥയ്ക്ക് കാരണം. ഒരു പക്ഷേ വിദ്യാഭ്യാസം കൂടിപ്പോയതിന്റെ ഫലം. സ്വന്തം മക്കൾ ബന്ധുക്കൾ രക്തദാനം ചെയ്താൽ എന്തോ പറ്റിപ്പോകുമെന്ന ആധിയാണ് പലർക്കും. മറ്റുള്ളവർ രക്തദാനംചെയ്താൽ ഒരു കുഴപ്പവുമില്ല. ഈ പ്രവണതമാറി മാതാപിതാക്കളും കൂട്ടികളും എല്ലാവരും സന്നദ്ധരക്തദാനം നിർവ്വഹിക്കുവാനുള്ള അവസരം വിനി



Jayesh U.V. Kerala State Best NSS Volunteer receiving the award from Hon. Minister for Education, Abdul Rab

യോഗിക്കുകയാണെങ്കിൽ നാം ഒരിക്കലും രക്തത്തിന്റെ അഭാവംമൂലമുള്ള ദുരന്തങ്ങൾക്ക് സാക്ഷിയാവില്ല.

എല്ലാ കുടുംബങ്ങൾക്കും അതിലെ വ്യക്തികൾക്കുമുള്ള പ്രശ്നം രക്തദാനത്തെക്കുറിച്ചുള്ള അന്ധതയാണ്. അല്ലെങ്കിൽ അറവില്ലായ്മയാണ്. അതിനാൽ Terumo Penpol- ഉം Red Ribbon Club- കളും കൂടാതെ N.S.S. Unit ഉം മറ്റ് സന്നദ്ധ സംഘടനകളും നടത്തുന്ന awareness class-കളിലും Blood Donation camp-കളിലും Donot Motivation Programmes-ലും പങ്കെടുത്ത് രക്തദാനത്തെക്കുറിച്ച് മനസ്സിലാക്കി അതിന്റെ മഹത്വത്തെക്കുറിച്ചും അതുവുമലം നമുക്ക് ലഭിക്കുന്ന ശാരീരികവും മാനസികവുമായ ഗുണഫലങ്ങളെക്കുറിച്ചും കൂടുതൽ അറിഞ്ഞ് രക്തദാനം നടത്തുന്നു എന്നതാണ്. 103 കോടിയിലേറെ ജനങ്ങൾ തിങ്ങിപ്പാർക്കുന്ന നമ്മുടെ നാട്ടിൽ അപകടനിരക്ക് വളരെക്കൂടുതലാണ്. ഇവയിൽ രക്തത്തിന്റെ ആവശ്യകത പതിന്മടങ്ങുമാണ്. അതിനാൽത്തന്നെ സന്നദ്ധരക്തദാതാക്കൾ ഒരു 3% പേരെങ്കിലും ഉണ്ടെങ്കിൽ മാത്രമേ നമുക്ക് ഏകദേശം ആവശ്യമായ രക്തമാകുകയുള്ളൂ. എല്ലാ പേരും സ്വയം രക്തം ദാനംചെയ്യാൻ തയ്യാറാവുകയും അതുപോലെ Voluntary Blood Donation- ന് മറ്റുള്ളവരെ പ്രോത്സാഹിപ്പിക്കുകയും ചെയ്താൽ പല ജീവനുകൾ രക്ഷിക്കുന്നതോടൊപ്പം നമ്മൾ മറ്റുള്ളവരുടെ മനസ്സിൽ ജീവിക്കുകയും ചെയ്യും. അതിനാൽ ഇത് ഒരു പുണ്യകർമ്മമായി മാറുന്നു. 13 തവണ രക്തദാനംചെയ്ത അനുഭവത്തിന്റെ വെളിച്ചത്തിൽ എനിക്ക് നിങ്ങളോട് പറയാനുള്ളത് ഒന്നേയുള്ളൂ. “രക്തദാനംചെയ്ത് രക്തദാനത്തിൽ ആദ്യം നമ്മൾ മാതൃകകാട്ടൂ... തുടർന്ന് നമ്മളെ മാതൃകയാക്കി ഒരു കൂട്ടം രക്തദാതാക്കൾ ഉണർന്നുകൊള്ളൂ... ആ ഒരു കൂട്ടം പലകൂട്ടമായി രക്തദാനത്തിന് ഉത്തമ ഉദാഹരണമാകും. അതിനാൽ നമ്മൾ രക്തം ദാനംചെയ്ത് നമ്മുടെ ആരോഗ്യവും, മറ്റുള്ളവരുടെ ആരോഗ്യവും ജീവനുംകൂടെ രക്ഷിക്കൂ.... കൂടാതെ മറ്റുള്ളവരെ രക്തദാനത്തിന്റെ മഹത്വത്തെക്കുറിച്ച് ബോധവാന്മാരാക്കൂ... നമ്മൾ ചെയ്യുന്ന ഈ സൽപ്രവൃത്തിയിലൂടെ നമ്മൾക്കെല്ലാവർക്കും നിരവധി ജീവനുകൾ രക്ഷിക്കാൻ കഴിയട്ടേ എന്ന് പറഞ്ഞുകൊണ്ട് എന്റെ വാക്കുകൾ നിർത്തുന്നു.

Getting started with Club 25

What is Club 25?

- Club 25 is a Red Cross Health project started in Zimbabwe in 1989 to recruit young people as blood donors
- Members pledge to donate 25 times before they are 25 years old

Impact of Club 25

- Adding young healthy donors to the donor pool thereby increasing the supply of blood
- Their regular donation every quarter ensures regular availability of blood supplies
- The safety of the donated blood improves with every such repeat donation
- Each new batch of students ensures the pipeline of healthy young donors is kept full

Policy of Club 25

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

Target Group

- Those entering college or crossing the age of 18 when they are eligible to donate blood
- Entry level age is important so that they can keep the Club 25 pledge
- Joining Club 25 must become an annual “rite of passage” for fresh students

The Goal

- To enroll every eligible person in the entry level class within the first semester a donor
- Set weekly targets for enrollment and publish enrollment progress on notice board

Planning & Preparation

- Draw up detailed Plan Of Action with responsibilities assigned to persons for each task
- Form Task Force with members from senior classes
- Each class to have a donor recruiter
- Fix weekly targets for each class recruiter
- Finalize time line with NSS coordinator

After enrolling...

- Each new member to donate every quarter
- Monthly report by class recruiter
- Monthly review by Task Force
- Publish results on notice board

Quarterly Meeting

- To review progress in recruitment
- To prepare Plan Of Action for recruiting those reluctant to donate
- To celebrate commitment of new recruits

Just do it!

- Don't wait for someone to ask you to donate blood
- Go uninvited and unasked every quarter to the blood bank you know and donate blood
- You can be sure your blood will save a life!