

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

2011 | 19



Dr. K C USHA

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The Importance of a Voluntary Blood Donor Organization

Every day, in fact almost every second, someone who is seriously ill receives a blood transfusion. It may be a child with malaria, a boy who has been injured in a road accident or a woman who has a complication in pregnancy. Too often we take it for granted that there will be a regular supply of blood available in the hospitals for a transfusion, should we need. We forget that behind a transfusion service lies a well run network of health professionals, lab staff and donors to ensure that the blood supply is safe. Yet in many parts of the world this guarantee does not exist-more than four fourths of the World's population cannot be certain that their loved ones will receive a safe blood transfusion. Often it is the countries with very burden of disease that suffer most from the shortage of this precious commodity.

The ideal foundations for a safe blood supply is a committed group of healthy, altruistic blood donors who have been recruited and retained by a well organized and dynamic voluntary blood donor organization. Countries that have efficient voluntary blood donor organizations are able to sustain a constant inflow of donors. The goal of securing a sufficient number of voluntary, non remunerated blood donors has not yet been achieved in many of the countries with the greatest need for a regular and safe supply of blood. A voluntary blood donor organization can be critical in ensuring that there is sufficient blood supply. This fact sheet outlines how to set up and administer such an organisation in your community.

Who should be involved?

A few highly enthusiastic volunteers should be found, preferably at the local level. While medical Doctors are experts in their field, they often have little or no experience in marketing, public advocacy, media strategy, fund raising or law. It is in these areas that the expertise of volunteers can be especially helpful. The volunteers should be supported by an adequate budget that will cover logistical expenses and also pay for outreach campaigns.

The Role of Volunteers

The role of volunteers within a blood donor organization should include the following:

- Maintaining close contact with local bodies to ascertain the need for donors

- Urging lawmakers to enact legislation, where necessary, to prohibit the practice of paid or family replacement donation
- Working closely with health authorities to establish the necessary guidelines for blood donation-for instance, maintaining the anonymity of both donors and patient
- Ensuring that blood centres are sufficiently modern and efficient. Experience shows it is difficult to retain donors if collection facilities are shoddy and blood centre staff, inefficient and badly trained
- Enhancing the donor's experience by greeting, guiding and accompanying them throughout their donation experience
- Helping educate current and potential blood donors about the crucial service they can provide by avoiding high risk behaviour
- Urging other voluntary organizations such as Boy and Girl Scout Organizations, Labour Unions and Sports teams to support and participate in the recruitment of voluntary blood donors
- Forming partnership with curriculum coordinators of schools and training colleges, so that blood donor information becomes part of educational programme

Creating a National Network

When a number of local donor organizations have been established, a national organization of voluntary, unpaid donors can be created. The national organizations should have a

board that would include a medical advisor from a blood bank, a coordinator of information activities and a legal expert, who can advise on legislative matters. The national donor organizations should, at an early date, establish a comprehensive database of local blood donor organizations and seek funds, preferably from public sources for the establishment of a national office. These funds would be used to facilitate:

- Participation in exchange visits and international donor federation meetings
- The Purchase of office Equipment, Computers and a phone line with a permanent and easily recognized phone number
- The production of press packets to target media and regular newsletter to be distributed to the public ,the purchase of software to create online campaign materials and recruitment tools.

- The development of a Logo, T-Shirts and other recruitment materials geared towards new donors
 - Training Seminars for new volunteers
- Developing a strong donor culture and efficient donor organizations may take years and considerable patience and work.

But the reward of a network of efficient blood donor organizations and a regular and safe blood supply are, well worth the effort.

**P V Pradeep, Repeat
Regular Donor of
TERUMO PENPOL
Limited Donating Blood
On World Health Day**



**WORLD HEALTH DAY OBSERVANCE
ORGANIZED BY ALL KERALA BLOOD
DONORS SOCIETY - INAUGURAL CEREMONY**



Dr. K Shailaja,
Project Director, KSACS



Ms. Lida Jacob, IAS, Chairperson,
All Kerala Blood Donor's Society



Mr.C Balagopal, Managing Director,
TERUMO PENPOL Limited



Dr. Shinelal E, Chair person, KEBS,
Neyyattinkara Mekhala Committee

**Mega Blood Donation Camp
organized By All Kerala Blood
Donors Society - Neyyattinkara
Mekhala Committee on World
Health Day**



140 Donors donated blood at the mega Voluntary Blood Donation Camp held on April 7th, at Nellimoodu New Higher Secondary School .

The technical support for the Blood Donation camp was given by Medical College Blood Bank, Regional Cancer Center Blood Bank, Sree Chitra Tirunal Blood Bank, General Hospital Blood Bank and Women and Children Blood Bank.

The camp was sponsored by KSACS, SBT and Bhima Jewellery. Big FM 92.7 was the official Radio partner of World Health Day Celebrations. Yentha.com was the online partner.

All Kerala Blood Donors Society conveys their hearty congratulations and gratitude to the Organizations and the voluntary Blood Donors for showing their commitment towards the Society and sharing their Gift of Love to the needy patients of various hospitals.

**Voluntary Blood
Donation Camp**

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 KCYM, Neeleswaram by IMA Blood Bank, Alwaye. The well attended camp was formally inaugurated by Rev. Fr. Antony Menachery at



a function presided over by Mr. Libin Nirapel. 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.

Focus on the Need to Promote Blood Donation

Staff Reporter

Thiruvananthapuram: A mega blood donation camp was organised on Thursday, on the occasion of World Health Day, by the All-Kerala Blood Donors' Society in association with the State Bank of Travancore.

The camp was inaugurated by Kerala State AIDS Control Society Project Director, K. Shailaja. Society chairperson Lida Jacob presided. Terumo Penpol Managing Director Mr. C. Balagopal delivered the keynote address.

A quiz for the general public was also organized by TERUMO PENPOL Limited on the occasion. The first blood donor at the camp was Wing Commander D. Sendhil Kumar, Commanding Officer, Number 1, Kerala Air Squadron NCC, who has donated blood on 33 occasions.

Speaking at the camp, he said the youth should be motivated into voluntary blood donation through proper awareness about the facts. Only when they are made fully aware about the benefits of blood donation will they willingly come forward every time to donate blood, he said.

All blood donation awareness campaigns should thus focus on educating the masses about all aspects of blood donation, as well as the service one would be doing to society through the noble act. Blood is a life-saving substance, for which there is increasing demand. The gap between supply and demand of safe blood has always been huge and unfortunately, there is no substitute for blood. Unless volunteers come forward, many lives would be lost. On the World Health Day, one should pledge to educate others about voluntary blood donation, Mr. Kumar added. As many as 140 people donated blood at the camp.

Source: The Hindu Newspaper



Vital Service: Wing Commander D. Sendhil Kumar, Commanding Officer, Number 1, Kerala Air Squadron NCC, taking part in a mega blood donation camp organised in Thiruvananthapuram on Thursday.



Col. Kuriakose A.K, Officer Commanding 22 Kerala Bn NCC, his wife and two daughters donating blood on NCC day at R.B.T.C Aluva.

Col Kuriakose and his family are repeat regular voluntary blood Donors.

Col. Kuriakose A.K, Officer Commanding 22 Kerala Bn NCC is an inspiration to his friends, family members, College mates and work colleagues. Not only has he inspired them with his strength and love of life, but he has also inspired them to become blood donors.

There is no substitute for human blood. 60% of the population will need blood at some time in their lives, yet less than 5% of the population donates.

Blood is regularly required by Cancer Patients, Thalassemia Patients, and Hemophilic patients. Disasters like car accidents, fires, and other trauma cases happen every day and these patients need blood, and rarely do they need only one unit of blood. A bleeding trauma victim can run through 100 units of blood in no time.

Because of our growing and aging population, as well as the huge expansion of health care facilities, our blood usage is growing at three times. Blood usage outpaces donor collections.

If all eligible donors would donate on a regular basis, four times a year, blood needs would be met and shortages could be a thing of the past.

Donating blood is safe and a healthy thing to do. Not only do you get a free mini-physical, including blood pressure check, heart rate, temperature and iron levels, but it's the fastest way to lose a pound!

For men, there is a life-saving benefit to donating blood. Men are at higher risk for "hemochromatosis or iron overload" a potentially deadly problem where too much iron builds up in the blood. It can lead to heart disease and other major health problems. Research shows if men give blood 4 times a year, they can reduce their iron overload and therefore their risk of a heart attack by as much as 50%!

Blood donors are true heroes. In fact, your one blood donation will be broken down into several components, enabling you, with just one donation, to save up to three lives!



Letter to the Editor

Dear Baby P.S.

27th January 2011

At the out rightly I was touched with your Blood Line Vol. 18/2011 & “Health Benefits of donating Blood”.

I have pleasure to send herewith some slogans for printing in your next issue of Blood Line. Kindly acknowledge & mark courtesy “Rajkot Voluntary Blood Bank & Research Centre” Rajkot.

We were deeply touched to read an article which was published by Dr. N. Vijayakumar, Medical Officer, Regional Blood Tranfusion Centre, Aluva. Do you have more information and authenticity on para 3, 4, 5 and 6 of above article and references of WHO or otherwise for my understanding, if possible, because benefit is really very attractive and we are keen to display this benefit in our premises. But before we do so, we require authentic reference from you or Dr. N. Vijayakumar.

Kindly also convey our congratulations to Dr.N. Vijayakumar for such a wonderful article. Please also send us his contact details and e-mail address.

With best wishes

Yours sincerely

Chandrakant Koticha
Executive Trustee
Rajkot Voluntary Blood Bank & Research Centre
‘Life’, Race-course Ring Road - Rajkot

Letter to the Editor

Dear Ma'am

I need to share this one with you. Just 10 minutes back, I got a call all the way from SIRSA, a place in HARYANA state. The gentleman who spoke was an IAS officer. He said that he had read the Bloodline journal, in which I had written an article on blood donors. He was impressed and wanted to convey his gratitude. Ma'am, the gratitude is extended to you as well.

thanks once again.

Wg Cdr D Sendhil Kumar
Commanding Officer
1 Kerala Air Sqn NCC

Letter to the Editor

Dear Baby,

I have just gone through all the 18 issues of “Blood Line - The Voluntary Blood Donation Journal” and would like to convey my heartiest congratulations to you & the entire team of Terumo Penpol Ltd. for this excellent piece of work in promoting voluntary blood donation.

The information & articles published in these journals are really useful & meaningful for one and all.

The formation of Club 25 is another great effort and is much appreciated. I would request you to send me a copy of the handbook published on this. You may mail a soft copy of this, if available.

We do have a database of more than 1.21 lakh voluntary blood donors with complete details including their addresses, contact nos., blood groups & even their photographs. All the data is uploaded and accessible on the website : www.bravoblooddonor.org

I would also like to inform you that we have been organizing voluntary blood donation camps on daily basis for almost two years and the average units of blood collected is almost 75 units/day during the year 2010 -11.

While going through your PPT on VBD, I could make out that we are working almost on the similar lines to achieve 100% Voluntary Blood Donation and therefore would like to associate our organization ISBTI with you to achieve this objective not only at State level, but at National level.

Dr. Yudhbir Singh, IAS
President, ISBTI
D.C. House, Sirsa.
Mob. 9416036039

Blood Donation - Gift of Life

Yes !
Motion and emotion
do play a great role
when you give blood...
Give love... Love life...
Give Blood... Give life...
Your **action**
and
our **experience**
make life **worth living**.
Blood is life...
Give Blood... Give life...
Do what you love
love what you do.
Yes...
Love life...
Give love...
Give life...
Give Blood... Give life...
and
Who are in a class of their
own ?
Yes ! Only the blood-givers...
Give Blood... Give life...

There is no tomorrow...
Give just to-day...
Yes...
Give blood **now...**
Give Blood... Give life...
Blood-givers are placed
Straight into the **hearts**
of the **mankind...**
Give Blood... Give life...

Yes !
Your blood is worth
its weight beyond gold !
Give Blood... Give life...
Revolutionizing?
No !
Just simple...
Yes, very very simple...
Give blood... Save life...
Give Blood... Give life...

Yes !
Your **life-saving gift**
Goes to an unknown
from an unknown !
Give blood now!
Give Blood... Give life...
Yes !
Be a proud **Indian !**
Give blood now !
Give Blood... Give life...
Yes !
Love india...
Love life...
Give blood...
Give Blood... Give life...
Today,
Tomorrow
Everyday
of the year
We require
Blood... **blood...** blood...
Give Blood... Give life...

Contributed By

Rajkot Voluntary Blood Bank & Research Centre
'Life', Race-course Ring Road - Rajkot
www.999life.org

Hearty Congrats To The Winners of Quiz Competition



The Winners Of Quiz Competition on Blood and Blood Donation organized by TERUMO PENPOL Limited receiving the award on World Health Day from Mr.M Jayakumar Assistant General Manager, SBT

SOLE AIM OF BLOOD DONATION “AWARENESS CAMPAIGN”

Wg Cdr D Sendhil Kumar
Commanding Officer
No 1 Kerala Air Sqn NCC
TVM.



Youth need not be motivated to donate blood. Instead, what needs to be done is to make them aware about the facts about blood donation.

A motivator is required for a group who are unable to perform or produce even after having sufficient capabilities. But by awareness you are enlightening about the facts and figures about a particular act to ignorant people.

Only if a person is aware about blood donation will he willingly come forward to donate blood always and every time. A learned person (one who is aware about blood donation) only can volunteer. An ignorant would be clueless altogether.

Hence aim of all awareness campaign should be to educate the masses about the benefits of blood donation albeit to the society. But one still needs to come forward because he or she is part of the same society. Sides of table may change anytime.

Once an individual is made aware about and when he takes the first step of donating blood, it almost becomes second nature to him to donate blood there after at any occasion. He needs no coaxing subsequently. This is almost akin to self realization.

One donates blood with no favours in return. Precisely for this reason the act of donating blood is equaled to a Noble cause.

Why then not have so many among the youths and general public come forward to join in for the cause. The demand for blood is ever increasing. Availability of blood in the present scenario is like crude oil in the market. It is there but scarce. Demand is heavy but the supply is bleak. It's like oil burning to give light and blood flowing to give life.

The oil lamp will extinguish one day for sure when the oil stock gets over. This situation is inevitable. But would we live to see life getting ended because availability of blood got over. This situation should never come. We can mend it. Though the economies are bursting at the cost of depleting crude, oddly enough the population is ever increasing. Paradoxically though, with this populace increase the availability of blood is rather dipping.

While crude oil is the lifeline for any economy, tests and experiments are already on to look out for alternative for sustained growth in the absence of the crude oil. Unfortunately there are no such alternatives for blood. It still remains beyond the purview and domain of the science.

Can we compare the two in a similar context? No, we should never. While crude oil may get over in few more decades, the supply of blood can not be terminated. Its availability is precious for human kind.

The awareness campaigns should work with these objectives and target as their sole aim. Availability of blood could be increased only if more people are educated about it. If one is aware he will take efforts to educate others and in this manner we will have a human network that is aware and willing to donate blood when required.

On this “World Health Day” let's take that initiative ourselves and be part of the awareness campaign to educate one and all.

Blood transfused from relatives can be fatal - TA GVHD



Relatives Kills!

A man meets with an accident while crossing the road. He is immediately rushed to the hospital. He is bleeding and needs blood urgently. Finally, his son's blood is given to the man. The man recovers after a successful operation. After three weeks, the man dies.

The doctor who operated on him investigates the cause of the death as a complication due to blood transfusion from a relative, which in this case was his son, called as Transfusion Associated Graft Versus Host Disease (TA-GVHD). TA-GVHD, as the name suggests, is the engraftment and proliferation of T-lymphocytes from the donor's blood in transfusion recipients, leading to tissue damage and death, eventually.

Even with the advent of safer blood supply management methods and newer technologies in blood transfusion, safety in blood transfusion is under a cloud of doubt with transfusion related complications. The mortality rate due to TA-GVHD is over 90 per cent, say experts.

Says Dr S B Rajadhyaksha, head, department of Transfusion Medicine, Tata Memorial Hospital, "Contrary to the popular belief, that relative's blood is safest for patients, blood or blood products, especially from first degree relatives, can result in the fatal complication called TA-GVHD. The complication generally arises in immuno-suppressed patients like cancer patients and new-born babies."

Based on the symptoms following transfusion of blood or any cellular blood component, the doctors have to be made aware that TA-GVHD is one of differential diagnosis. Such cases are therefore grossly under reported. Says Dr Sunil Parekh, haematologist, Bombay hospital, "TA-GVHD is often misdiagnosed and under-reported because the primary manifestations of TA-GVHD are skin rash, fever, bone marrow depression (lowering of blood counts), diarrhoea and jaundice."

Besides this, the unavailability of gamma irradiation facility in remote parts of the country has posed a hindrance. According to Dr Rajesh B Sawant, Tata Memorial hospital, irradiation is recommended for bone marrow Transplant patient, patient's suffering from Hodgkins disease (lymphnode cancer), transfusion to new born infants, Intrauterine transfusions, cases of congenital immuno deficiency and patients receiving HLA matched blood components. "Only anecdotal case reports of individual cases scattered all over the world are available in medical literature.", he added.



The need of the hour is therefore to educate the doctors about such a complication and to upgrade infrastructure for gamma irradiation facility in the hospitals, suggest experts. For patients having good immunity, the chances of developing TA- GVHD is less because the blood cells called T-lymphocytes from the transfused donor blood are recognised as

foreign and therefore rejected by the recipient's immune system. In patients, whose immunity is not good, TA-GVHD develops due to the inability to reject these T-lymphocytes, which result in their proliferation, which then attack the liver, skin, gastrointestinal tract and the bone marrow. "Although a rare complication of transfusion, it can occur even in patients whose immunity is not suppressed (immuno-competent). This happens when a patient receives blood from their first degree relatives (siblings, parents or children) or second degree relatives. In these cases, the donor's T- lymphocytes may not be rejected as the Human Leucocyte Antigen (HLA) type of the recipient is haploidentical or bears similarity with that of the donor," said Dr Rajadhyaksha.

HLA is an important blood matching parameter, which has an important role in blood transfusion. HLA type is a genetically inherited unique marker for each individual present on the lymphocytes or white blood cells(WBC). T-Lymphocyte is a category of WBC responsible for immunity. Various treatments have been tried in patients with TA-GVHD including corticosteroids, cyclosporine, methotrexate and ATG (anti-thymocyte globulin) etc. Till date, none has proved adequately successful. Therefore Gamma irradiation of the blood or blood components from the relative's donor is the best current technology to reduce the risk of TA-GVHD to the recipients. The usual dosage is 2500-3500 rads and requires an expensive equipment that can deliver Gamma Irradiation, currently available in very few institutions in India like CMC Hospital, Vellore, All India Institute of Medical Sciences (AIIMS), New Delhi. Sanjay Gandhi Post Graduate Institute, Lucknow, Gujarat Cancer Research Institute, Ahmedabad, Tata Memorial Hospital, Mumbai, Hinduja Hospital, Mumbai, Jaslok Hospital, Mumbai, Bombay Hospital, Mumbai etc.

World Health Organisation's (WHO) research findings from a number of countries also indicate that blood from family donors presents a greater risk to the safety of the blood supply than blood from voluntary non-remunerated donors.

<http://www.expresshealthcaregmt.com/20040515/focus01.shtml>

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Life and Giving- A Tale of Two Seas

Dr. Rajesh Gopal
Joint Director (Blood Safety & Quality Assurance)
Gujarat State AIDS Control Society
Gujarat

The Dead Sea is so high in salt content that the human body can float easily. One can almost lie down and read a book! The salt in the Dead Sea is as high as 35% - almost 10 times the normal ocean water. And all that saltiness has meant that there is no life at all in the Dead Sea. No fish. No vegetation. No sea animals. Nothing lives in the Dead sea.

And hence the name: Dead Sea.

The Sea of Galilee is just north of the Dead Sea.

Both the Sea of Galilee and the Dead Sea receive their water from river Jordan.

And yet, they are very, very different.

Unlike the Dead Sea, the Sea of Galilee is pretty, resplendent with rich, colorful marine life.

There are lots of plants.

And lots of fish too. In fact, the sea of Galilee is home to over twenty different types of fishes.

Same region, same source of water, and yet while one sea is full of life, the other is dead. How come?

Here apparently why. The River Jordan flows into the Sea of Galilee and then flows out. The water simply passes through the Sea of Galilee in and then out - and that keeps the Sea healthy and vibrant, teeming with marine life.

But the Dead Sea is so far below the mean sea level, that it has no outlet.

The water flows in from the river Jordan, but does not flow out.

There are no outlet streams. It is estimated that over 7 million tons of water evaporate from the Dead Sea every day. Leaving it salty. Too full of minerals. And unfit for any marine life.

The Dead Sea takes water from the River Jordan, and holds it. It does not give. Result? No life at all.

Think about it.

Life is not just about getting. Its about giving. We all need to be a bit like the Sea of Galilee.

We are fortunate to get wealth, knowledge, love and respect. But if we don't learn to give, we could all end up like the Dead Sea. The love and the respect, the wealth and the knowledge could all evaporate. Like the water in the Dead Sea.

If we get the Dead Sea mentality of merely taking in more water, more money, more everything the results can be disastrous.

Good idea to make sure that in the sea of your own life, you have outlets. Many outlets. For love and wealth - and everything else that you get in your life. Make sure you don't just get, you give too.

Open the taps. And you'll open the floodgates to happiness.

Make that a habit. To share. To give.

And experience life. Experience the magic!

Please do become a regular blood donor and help the people with thalassaemia, haemophilia, cancer, road traffic accidents and help avoid all the preventable maternal deaths.

We all are committed to "Blood Security"-equitable access to safe blood in all parts of the state/region.

ANNOUNCING WORLD BLOOD DONOR DAY - 14TH JUNE

The Global Theme for 2011 World Blood Donor Day is "More blood. More life"

World Blood Donor Day aims

- to increase blood donation by creating wider awareness of the vital role of blood transfusion in saving lives and improving the health of millions of people each year,
- motivating more individuals to become regular voluntary unpaid blood donors to ensure sufficient stocks of blood to meet national requirements, even in emergency situations
- Recognizing regular voluntary unpaid donors as public health role models; it is because they lead healthy lifestyles and are regularly screened that they are able to donate blood regularly.

Paint the world red

The scope of World Blood Donor Day events increases every year in recognition of the selfless individuals who donate their blood for people they will never meet. In 2010, countries in every part of the world

celebrated with donor appreciation ceremonies, social networking campaigns, special media broadcasts, and free musical and artistic events for young people.

Many countries gathered a group of people wearing red into the shape of a giant blood drop (the "human blood drop"). Support from government leaders, royalty and celebrities, along with diverse community based and youth-oriented activities, all contributed to the festivities.

This year, WHO and partners are encouraging communities in every country to join the World Blood Donor Day campaign and "Paint the world red", whether by symbolically coloring, covering or lighting monuments, popular landmarks and buildings in red; staging artistic, cultural or musical events with a red-coloured theme; or forming a "human blood drop" in prominent public places.

Each year, a host country is identified for a global event that provides the focus for an international

publicity campaign. The event is also designed to support national blood transfusion services, blood donor organizations and other nongovernmental organizations in strengthening and expanding their voluntary blood donor programmes and to reinforce regional, national and local campaigns

The 2011 global event will take place in **Buenos Aires, Argentina**, hosted by the Government of Argentina. Over the coming months, the WHO World Blood Donor Day web page (www.who.int/Worldblooddonorday) will present more information and promotional materials as well as additional resources in different languages, including details about World Blood Donor Day news and events. You are invited to contribute by sharing your ideas, resource materials and plans for activities through this web site.

Source : WHO

R Anil Kumar - Life Saver



R Anil Kumar of Terumo Penpol Limited is a regular Blood Donor and has donated Blood 4 times in the year 2010. He had organized four blood donation camps at Venpakal, the place where he is residing. He also used to help the needy patients by arranging blood for them.

Blood donation is a noble gesture that gives a proud feeling of touching someone's life in such a beautiful way. It's an experience that no words can define. By keeping the blood line flowing, you will greatly contribute towards a healthier, happier society. We have to remember, any one may require blood any time, including ourselves and our dear ones. A regular Blood donor also benefits in other ways by donating blood. It reduces the chances of ischemic heart diseases (beginning of heart problems) as frequent donations reduce the accumulated and unwanted iron load

from the body. In fact, there are many people who have donated more than 100 times in their life time.

To motivate, recruit, and retain voluntary blood donors, dedicated people are needed. Anybody having empathy, compassion and respect for the ailing patients in their quest for a new lease of life can become a donor recruiter or motivator.

The tasks of donor motivators are:

- a.. To build up a general awareness campaign and spread the message of voluntary blood donation deep down in the community.
- b.. To recruit new donors and expand the donor base.
- c.. To retain donors and make them regular donors.
- d.. To organize outdoor blood donation camps.
- e.. To maintain a panel of rare group and on call donors.
- f.. To maintain liaison with donors, donor organization and blood banks
- g.. To assist in relieving emergency and shortage blood..

The donor recruiters those who would like to organize blood donation camps in their locality may contact the Public Relations Officer of Terumo Penpol Limited.

Blood Donation Camp Organized at Alangad



The Regional Blood Transfusion Center, Aluva organized a blood donation camp at Alangad. 35 donors donated blood at the camp. 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 Alangad. The well attended camp was formally inaugurated by Rev. Fr.

Thomas Puthessery (Vicar) at a function presided over by Rev Sr. Ros Jo (Secretary, Women Welfare).

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.

Blood Donation Camp Organized at ITI, Kalamassery

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 by RBTC, Alwaye at Govt ITI Kalamssery on 17 March 2011. The well attended camp was formally inaugurated by E.A Rajappan (Principal) at a function presided over by Mr. Muhammed Fazal M.A (General Secretary, KSITC). 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.