

Blood Line

The Voluntary Blood Donation Journal

Promoting
Voluntary
Blood Donation

2011|21



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Number of transfusions approaches 16 million annually. Blood transfusion is life saving as well as associated with life threatening hazards. There is 1% chance of transfusion associated problems including transfusion transmitted diseases. Majority of diseases through blood transfusion in developing countries is difficult to prevent given that the resources required are not always available even when policies and strategies are in place. Though the strategies have been extremely effective, disease transmission still occurs primarily because of inability of the test to detect the disease in the pre sero conversion phase, high cost of screening, lack of fund and trained personnel, immunologically variant viruses, non sero converting, chronic or immunosilent carriers, inadvertent laboratory testing errors and emergence of new pathogens. Transfusion transmitted infection is still a major concern. Concept of emerging infectious disease has developed over the past two decades. Emerging infections are defined as those whose incidence in humans has increased within the past two decades or threatens to increase in near future. In this scenario

VOLUNTARY BLOOD DONATION - BLOOD SAFETY

voluntary blood donation becomes important.

Importance of voluntary donation was recognized even in 1960's. Through 1960's into 1980's blood collectors relied on questioning strategies to identify and defer donors at risk for transmitting hepatitis. Increased risk of Hepatitis transmission from donors who were paid led to measures to discourage paid donors and to classify donors as paid and voluntary donors. These measures undeniably prevented many cases of post transfusion hepatitis.

Similarly in 1980's the recognition that AIDS could be transmitted by transfusion led to the first donor screening methods which relied on donor education and self exclusion.

Beginning in 1983 and continuing until the implementation of anti HIV testing blood centers in US to extensive efforts to inform the public about infectious nature of AIDS & that high risk groups should not donate. That led to a drastic change in donor selection pattern. In 1980 donor psychographics constituted altruism, self sacrifice and a strong need for recognition and prestige. Paid donors had a higher rate of seropositivity than voluntary donors.

There is conflicting data about the effectiveness of incentives in donor recruitment. Incentives while promoting first time donors may also attract high risk group of donors.

Another concern is about the "spurious Altruistic Donation" in which donation is done for non monetary compensation as blood testing. This can be prevented by giving awareness about the alternative test sites.

Studies carried out at the blood centre at Sao Paulo Brazil led to the hypothe-

sis that pamphlets were effective to make donors self defer or use "Confidential Unit Exclusion. Tailored and Personalized communication materials are more likely to influence the self deferral of high risk donors. Education was a crucial factor in the effectiveness of these factors.

First time donors and repeat donors are of great importance because they represent the continuity of blood supply. Some donors return to give blood again and again. Repeat donors have already tested negative for transfusion transmitted infectious disease markers and have previously answered the health history questionnaire. They represent a group of individuals with a much lower risk of infectious disease, since understanding of these materials need higher level of education.

The proportion of safe donors based on low infectious disease rates is considered higher when all donors are voluntary and non remunerated, conditions existing in 85% of developed countries but only in 15% of developing countries and 7% of undeveloped countries.

To expand the safe donor pool, it is fundamentally important to understand what segments of population are donating both as community donors and as replacement donors. Deliberate conversion of the replacement donors to community donors is also important. Though controversial about the net result Confidential Unit Exclusion can also be adopted to gain safe blood.

Thus in addition to promotion of voluntary donation, giving awareness to the donors about transfusion transmitted disease can contribute to Blood Safety to a great extent.

National Blood Donation Day Celebrations Organized by Terumo Penpol Limited



Mr. Yoshihiro Kimura, Chairman, TERUMO PENPOL Limited - Rewarding the Buddy For Life Contest



Mr. C. Padmakumar, Executive Director, TERUMO PENPOL Limited - Making a Presentation on Voluntary Blood Donation



Ms. Marguerite Woods, Participant, International Institute for Social Entrepreneur - Welcome Address



Ms. Joselin Jose, Club 25 Member, All Saints College - Vote of Thanks

Terumo Penpol Limited in association with All Kerala Blood Donor's Society, International Institute for Social Entrepreneur and Confederation of Indian Industry celebrated National Blood Donation Day on 1 October, 2011

The main objective was to draw the public's attention to voluntary blood donation and to increase the public's awareness as to the need for regular donation and encourage current and potential donors to give blood on a regular basis.

A variety of events like Magic Show at 5 crowded places to create awareness on voluntary blood donation, Buddy for

life contest, voluntary blood donation promotional SMS to one lakh mobile subscribers, VBD promotional SMS to Reliance mobile subscribers of Kerala, VBD promotional messages through Face Book, intensive promotional campaign at Colleges and Schools, display of banners at Colleges, distribution of IEC materials, posters, VBD leaflets to Colleges and Schools, All Kerala Poster, Skit and Slogan Competitions for High School, Higher Secondary & College Students, School education program on Voluntary Blood Donation, Talk Shows on voluntary Blood Donation & promotion through print and electronic media were arranged.

Repeat Regular Voluntary Blood Donors Sharing Their Experience



Mr. K.P. Rajagopalan
General Secretary, KEBS



Ratheesh Sahadevan
Scientist, VSSC



C. Samchandran
Executive, Terumo Penpol Ltd.

Skit Competition On Voluntary Blood Donation- Higher Secondary Students Receiving The Award From K.P. Rajagopalan, General Secretary, KEBS



St Thomas Central School
Trivandrum



Vocational Higher Secondary
School, Nedumangad

State level celebrations of the National Blood Donation Day were observed at Aluva under the auspices of IMA-KSB

The Municipal Chairman Mr. M.T. Jacob flagged off the rally from the blood bank premises at 10 am in the presence of Dr. G. Vijayakumar, President, IMA-KSB, Dr. Rajagopalan Nair, Hon: Secretary, I.M.A. -KSB, Dr. V.U. Seethi, Chairman, Committee for Blood Banks & Blood donation. In spite of the holiday the rally was attended by over 600 students from different educational institutions and voluntary organizations. Contingents of police cadets, Janamyithri police, NCC, Scouts & Guides, rows of students carrying placards banners mass drills marched past the K.S.R.T.C. stand, Railway station, Pump Junction, Municipal Office, Mahatma Gandhi Town Hall to the venue of public function- St. Xavier's College, Aluva. Leaders from all walks of life including Municipal Councilors, office bearers of Kerala Action Force, Indian Medical association-Madhya Kerala Branch, National Service Scheme of different educational institutions etc attended the flag off ceremony.

IMA - KSB State President Dr. G. Vijayakumar formally inaugurated the public meeting. Dr. V.U. Seethi, Chairman, Committee on Blood Banks & Blood Donation delivered the National Blood Donation Day message. The Municipal Chairman, Mr. M.T. Jacob, Hony Secretary IMA KSB Dr. Rajagopalan Nair, Rev. Sr. Benedicta, Vice Principal, St. Xaviers College offered felicitations. Dr. G. Vijayakumar gave away the awards for the camp organizers and many time donors. IMA Madhya Kerala President Dr. C.M. Hyderali welcomed the gathering and Dr. N. Vijayakumar, Convener, IMA KSB Committee on Blood Banks & Blood Donation proposed the vote of thanks.

A Blood Donation Camp and awareness class were organized at the St. Xaviers College sponsored by the National Service Scheme. The camp was inaugurated by Dr. G. Vijayakumar, in presence of Dr. Rajagopalan Nair, Dr. V.U. Seethi, and other leaders. 63 girls donated blood in the camp.

VOLUNTARY BLOOD DONATION CAMP AT GOVT ENGINEERING COLLEGE, KOZHIKODE



On NSS Day, the NSS unit of Govt Engg College, Kozhikode showed a model way of social service by conducting a Voluntary Blood Donation camp named “Njangal Vyathyastharan” (We are unique) in the college. This was the first Voluntary Blood Donation camp in the campus in the ten year history of the college.

A wide publicity through classroom campaign, posters in public places, facebook, SMS, news paper reports etc were given as the college was closed for about one and a half month. Due to this publicity work more than 150 registration including the staff and common public came to donate Blood. Also the nearby institutions like Govt Polytechnic College Kozhikode, Govt Women's Polytechnic College Kozhikode, AWH College of engineering Kuttikkattoor, Farook Training College etc were informed by the Programme Officer.

The Voluntary Blood Donation Camp was inaugurated by Dr. Salvah Ali, Asst. Surgeon, Govt Beach Hospital Kozhikode by accepting the blood from NSS Programme Officer Mr. Abid Tharavattath.

It was followed by students and staff of the college. Dr. Mohandas and Dr. Deepa were the other doctors present.

There were three medical teams in the camp. They were Kozhikode Medical College, Women & Children's hospital Kozhikode and Beach Hospital Kozhikode. Six beds were arranged simultaneously for bleeding purpose. 40 students donated blood from Engineering College Kozhikode. When bleeding forcefully stopped by the team at 12 noon, 73 units of blood were collected.

Many of the donors were first time donors. They really experienced the thrill of this noble social service. Out of 73, 23 donors were girls. Programme Officer Mr. Abid Tharavattath, Voluntary Blood Donation Campaign Programme Co-ordinator Mr. Riju, Volunteer captains Jayachandran and Shilna led the camp very effectively.

NOVEL INITIATIVE BY STUDENTS AT CALICUT- Help Save A Life by Donating Blood

Blood Donation Awareness Program was arranged at Calicut Railway Station by Calicut Girls Vocational Higher Secondary School NSS Division. Mr Swabir K R, NSS Program Officer inaugurated the function.

Students distributed Blood Donation Pamphlets so that the general Public could alleviate myths and misconceptions about Blood Donation.

A couple of myths about donating blood usually circulate when it's time for a blood drive. First, people think it is worse than it usually is. It's true that you will feel a pinch, but it's not worse than receiving a flu shot, and definitely less than getting your ear or nose pierced!

Second, people often worry about what will happen if they donate blood. There is no need to worry about “catching” anything from donating blood. Each needle is sealed in a sterile cover, used only once and thrown away for destruction. It's completely safe! The only thing you can “get” from donating blood is the satisfaction of saving four lives. Yes, you can save four lives! Those of us blessed with good health can share it—through donating blood—to enable a premature baby to live, a burn victim to recover, a cancer patient to be treated, an accident victim to survive, or a transplant candidate to have a life-giving surgery.



Skit Competition on Voluntary Blood Donation - College Level Winners Receiving The Award from Mr K.P. Rajagopalan, General Secretary, KEBS



First Prize-College of Nursing Trivandrum



Second Prize-College of Agriculture Trivandrum



Third Prize-All Saints College Trivandrum

Letters to the Editor



Dear Baby,

I appreciate receiving your report on blood donor activity in India. Having visited Uttar Pradesh for a Rotary Polio Immunization campaign, I'm interested in the progress on health issues in your country.

Volunteer blood donations are very important here in the United States. In our area, the program is conducted by the American Red Cross. My Rotary club has conducted blood drives for 15 years. We currently sponsor 4 blood drives every year.

Keep up the good work!

Ron McMahon
Vineland Rotary Club
Vineland, New Jersey USA

Dear Baby,

Congratulations for the good effort you are pursuing in the field of Blood donation.

I hope I may be able to help you during Blood Donation Day on Oct 1, 2011.

Please give me the mail ID of Sri Yudhbir Singh, IAS.

Recently Dr Rajankhobragde, IAS came here and we discussed among other things the Blood Donation efforts of M/s Terumo Penpol.

Wish you good luck!

UNNIKRISHNA PANICKER
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Dear P S Baby,

Thank you for the new issue of the Blood Line Journal. It is a fine publication.

You asked me last year, I think it was, for an article about Global Network for Blood Donation, a Rotarian Action Group (GNBD).

A few months ago, we received the new Rotary International president's support regarding a nation-wide Rotary blood drive project in India. The new RI president is an Indian himself.

Please see our articles at www.ourblooddrive.org and let me know if you will be interested.

The current chairman of GNBD is an Indian Rotarian as well.

We can, of course, also supply you with relevant illustrations..

Sincerely yours
Haagen Cumlet, Co-founder GNBD
Webeditor



Keerthana Mannayam- BUDDY FOR LIFE CONTEST WINNER

Sharing Her Experience

THIRUVANANTHAPURAM: In an age when people are still apprehensive about donating blood, Keerthana Mannayam and her friends are special. More than 120 people signed up to donate blood at an awareness campaign spearheaded by the girls, all of them students of Cotton Hill Girls' Higher Secondary School. A jostling crowd was seen in the school on Friday to donate blood in the blood donation camp organized by the school's PTA. The plus-two students in the school have removed the fear of people by conducting awareness campaigns on blood donation.



The constant effort by Keerthana for creating awareness made her the winner of 'Buddy for life,' a competition organized by the medical equipment firm Terumo Penpol.

'From my childhood days, I was very interested in social service. We are conducting the voluntary blood donation campaign for the second time,' says Keerthana.

Her classmates and NSS volunteers helped her organize awareness campaigns. She invited blood donation motivators to the campaigns to make teachers and students realize the importance of blood donation. The students distributed posters and brochures describing the need for voluntary blood donation among the people in the city.

Students went to restaurants, government and private offices to create awareness. Last year, 28 people had donated blood in the camp conducted as part of the blood donation day.

This year, 49 people donated. Although more than 120 people registered, we had to avoid a few due to their health condition,' says Mini S, principal of Cotton Hill Higher Secondary School.

The students too were willing to donate blood. However, only a person above 18 years of age can turn a donor. Most of the students brought their parents and relatives and teachers themselves queued up to donate blood.

"I was not aware about the procedures for voluntarily donating blood. But when Keethana told me about the procedure and about the blood donation campaign they were conducting, I decided to do it as a social service," says Santhosh K, a businessman at Puliyaarakonam.

Even though Keerthana too wants to donate her blood, she cannot do it as she is underweight at just 40 kg. The minimum weight needed for a donor is 45 kg.

It is the first time that we are collecting blood from a donation campaign organized by school children. We were astonished to find so many people queuing up," says Jaisy Mathew, Professor, Sree Chitra Tirunal Institute for Medical Sciences and Technology.

Source: The New Indian Express

Thanks To BIG FM RADIO For Supporting National Blood Donation Day Celebrations And For Promoting Voluntary Blood Donation

Neenu, Radio Jockey of BIG FM arranged games for the students on National Blood Donation Day , October 1 and rewarded them with gifts. Thank you, Neenu !



The Gift Of Life - The Need Is Great

Today is October 1, National Blood Donation Day. And while for many it may be another day on the calendar, for those whose lives these donors have saved, it is a day to stand up and salute them.

The need is great

And while there are blood donors, the number is significantly low when compared to the need. "It is known as the gift of life, yet people seldom give blood donation a thought until they require blood for their friends or family. And even then, once they receive the blood required, very few are motivated to donate blood themselves," says K.P. Rajagopalan, General Secretary, All Kerala Blood Donors Society. He cites a lack of awareness in the community as a reason.

"People fear it is painful and that it could be harmful to health," says Rajagopalan. A man who has donated 99 times, Rajagopalan says it is neither. "In fact, I would gladly make it a century but I have been recently diagnosed with diabetes so I have to stop."

It was in 1973 that Rajagopalan first started donating blood. "An acquaintance asked me if I would donate blood for a child. I did. When I realised that blood is indeed an elixir, I never looked back." He joined Dr. Jayaprakash of Sree Chitra Tirunal Institute of Medical Sciences and Technology who was part of a voluntary blood donation movement.

As one man does not make an army, in order to spread the word, he started voluntary blood donors units at

University College and Law College. "Those were the days when the Kerala Government gave remunerations to blood donors. Blood donation was a business and it operated almost mafia-like, with agents' et al. The government did stop such remunerations, however." And a good thing too, feels K. Mohandas, project officer at Centre for Adult Education. "Giving blood should be voluntary; after all it is for a good cause." Mohandas too is a regular donor and has donated his blood 77 times.

The youth, he says is the key to increasing blood donors; they should be educated on the importance of blood donation. "It should be driven into them. We have college students donating blood once or twice and then stopping once they enter a work place. True, our lives are extremely fast paced but I'm sure you can stop to give your blood once every three months." Women, says Mohandas are more willing donors than men, but, unfortunately, most of them are clinically anaemic due to lack of a proper diet. "Women need a blood count of 12.5 to donate their blood," says Anitha Kumari S, Junior Research person, Kerala Mahila Samakhiya Society, who has donated her blood 27 times. "Women always put other members of the household first before it comes to them, especially food. They often save the best portions for the rest of the family. Watching what they eat also affects their blood count," she adds. Anitha is part of a project in her panchayat, Manikal, where she educates women on the importance of maintaining a proper diet.

Eat right

"The women of Manikal, are mostly labourers. When we spoke to them about voluntary blood donation, most of them were willing to become regular blood donors. Unfortunately the first time we took them to a blood drive, more than a quarter were anaemic. That is when we started the 'eat right' drive. There is a 50-year-old woman in our regular group of donors who dines on ragi regularly in order to increase her haemoglobin level so that she may donate blood. We have quite a large number of women donors from Manikal now."

A regular bank of voluntary blood donors is important, according Mohandas. "You need a group of people who you can count on. Voluntary donors are also routinely checked for diseases, like Hepatitis B, HIV, and Malaria, for instance, so the donated blood is safer. However, the need for such people is high, so hopefully more people will come forward soon."

What you should know before donating blood ...

Have a hearty meal three hours before donating your blood.

Make sure you drink plenty of water before and after donation.

There is no discomfort or pain while giving blood.

Blood donation enhances the production of new red blood cells

You will not get HIV by giving blood. Only disposable syringes are used.

Courtesy:

Liza George

The Hindu Metroplus.

PRIZE DISTRIBUTION

The winners of various VBD competitions receiving the award from Mr K P Rajagopalan, General Secretary, KEBS on National Blood Donation Day.



Blood, Blood Everywhere Not a Drop to Save Lives

Does this couplet rhymes with WATER, WATER everywhere / nor a drop to drink?

True! The attempt is to get everyone feel the similar situation albeit in a totally different context.

BLOOD: ABUNDANT YET SO SCARCE

Violence, slaughter, massacre, killing and bloodshed, Murder, carnage, atrocities, mayhem and bloodbath,

Whatever would be the commotion and the aggregation Blood precious to everyone is flowing out in the progression

There is no learning from the past and times of yore It's the blood which oozes out and silences the chore

Yet many who are parched, with only bone and flesh How they wish they could collect all and be blessed

Looking towards the heaven they plead for the life line And empathise with the ones, who refute and decline

Blood, blood everywhere
Not a drop to save lives

With the increase in the human race populous
Why have scarcity of blood to be inconspicuous

Acts of aggression drips out blood, involuntarily
Ask if they would have donated it, voluntarily?

Blood, so marvellous a fluid, so abundant yet so scarce
No other fluid can substitute but the blood you embrace

Enjoy the life and bedazzled by its wonders
Let others also do so by your small ponders

Blood is a life line running abundant in you
Donate a bit to lend life onto the needy few

**Contributed by Wg CDR D Sendhil Kumar
CO 1 Kerala Air Sqn NCC.
PETTAH, THIRUVANANTHAPURAM.**

Students Participating In Poster Competition Organized By Terumo Penpol Limited On National Blood Donation Day



MAGIC SHOW ORGANIZED BY TERUMO PENPOL LIMITED AS PART OF NATIONAL BLOOD DONATION DAY CELEBRATIONS



To spread awareness among students and masses about Voluntary Blood Donation and to induce among youth the spirit to help and support voluntary blood donation a magic show was arranged at A J College, Blue Mount Public School, Santhigiri Sidha Medical College and Anayara NSS Residents Association.

Mr. Indra Ajith was the, Magician. The event, organized by TERUMO PENPOL proved to be a hit right from the begin-

ning and the euphoria among the public was also high as they witnessed the performance.

As a prelude to the show, Indra Ajith the Magician undertook road shows, which aimed to create social awareness among people. It was successful in areas like Shanghumugham Beach and Vallakadavu. Indra Ajith focused exclusively on creating an awareness on voluntary blood donation. "We were highly satisfied with the participation of the common man in our endeavor, the Magic show was interplay of magic, drama, and breathtaking feats" says Magician Indra Ajith.

Dr. K Mohandas, Project Officer and NSS Program officer of Kerala University inaugurated the Magic Show at AJ College of Science and Technology, Thonakkal.

Syam Mohan C - Life Saver



After June 14th, many people would be indebted to Syam Mohan for saving their lives, albeit, without their knowledge | By Mukesh Venu

June 14th marks World Blood Donor Day. Thousands of people die in hospitals every day because their urgent need for blood from a matching donor is not met. This happens either due to lack of donors or because the need was not conveyed on time to the ready donor. This scenario was what prompted Syam Mohan to think of a viable solution to the problem. The result is the newly launched website - www.lifeblood.in - meant to provide the vital information and contact details to those who are in need of the lifesaving fluid, about those who are willing to donate it at a moment's notice.

Syam Mohan is the Deputy Manager (Accounts) in 'Terumo Penpol', a company formed to make Blood Bag and provide Blood Bank equipment for various hospitals all over the state and outside. But it was on his own initiative that Syam Mohan started a website to provide contact details of donors to those in dire need of blood, and what's more, he funded the project on his own. "There has always been the lack of a sufficient blood donor database for Trivandrum. The few websites which do function in this department focus on a national level and do not carry adequate information regarding the district. So when someone needs blood locally - say in the Medical College- they are at a loss as to who to turn to. That's where I felt that something should be done," - tells Syam Mohan.

If there is money involved then invariably there is corruption too; and the selling of blood is in fact a whole business system with its own market and price ranges. Many people seeking treatment at the various hospitals in and around the city are forced to pay big sums to 'brokers', to get their required blood.

So the launching of such a website would only be making the job easier for such anti-social elements, or wouldn't it?

"No" - Syam Mohan shakes his head with a laugh - "It won't happen. Anyone who wants to donate through the site has to register first. Then we will do a back ground check on them, and only if that person is found to be worthy of our trust would he/she be approved to enter the site. The same happens with recipients too. Those who need blood will have to first consult with us. After verifying if the demand is authentic and if everything seems above board, we will provide the contact details of the donor. This way, we will try to assure that our good intentions are not misused."

Syam Mohan considers what he does as just his duty towards the society of which he is a part. He expects no rewards in return- neither money nor fame.

"This is my personal initiative. I am not doing this as a publicity stunt. There would be no formal inauguration of the website. The site will go live at 9:00 am on June 14th. We (Terumo Penpol) will be celebrating the World Blood Donors Day at Vailoppilly Samskriti Bhavan where we will be honouring some long time blood donors who have helped save many lives. During the function, leaflets would be distributed announcing the inauguration of the website. That's our plan to set the website rolling."- These were the selfless words of a responsible citizen.

'Actions speak louder than words'. We have heard that a million times, but Syam Mohan is one of the few who have actually understood the meaning of that proverb, and is willing to go by it. And guess what, the world already seems like a better place.

Courtesy : yentha.com - Media Online Partner On VBD Events

1. Syam Mohan C was the former secretary of Ulloor Lane Residents' Association, Jagathy. Presently a committee member.
2. Started his website design career with the launch of a website for his Residents' Association www.ulra.in
3. Became the website administrator of the Federation of Residents' Associations Thiruvananthapuram (FRAT), holding the title Publicity & Publication Convenor.
4. Presently the Health Committee Convenor of FRAT.
5. His Aim is to find out new voluntary blood donors from Thiruvananthapuram District, at least 2 per day and this mission is going on well.

About the self initiated website www.lifeblood.in

1. Emergency Blood requirements can be posted free on the website. Registered Blood Donor's will be alerted only by SMS.
2. No third person will be able to collect the contact details of the registered users.
3. The Bulk SMS is provided free by M/s Nanma Communications and www.indyarocks.com
4. Feedbacks collected from donors who had donated blood on daily basis, and the next SMS Alert will go to them only after 3 months.