

BLOOD LINE

The Voluntary Blood Donation Journal | Issue 71 | 2024

Systematic Planning is The Backbone of a Successful Outdoor Voluntary Blood Donation drive (VBDD) : A Guide to Organizers

According to WHO there is a donation gap of six million units in south east Asian region.

In Indian Scenario, majority of blood centres are located in the urban areas while potential donors are in the rural areas. This gap between donors and the blood centre can be bridged by conducting outdoor Voluntary Blood Donation Drives (VBDD).

VBDD organizers are instrumental in unlocking the goal of 100% voluntary blood donation. Any motivated person who understands the necessity of blood, have good organisational skill and with ability to work in compliance with the Blood centre can become a successful VBDD organiser.

Small group of similar minded people can also collaborate together and conduct a VBDD.

More than the number of donors donated it is the quality and safety of each donor donated in the session is indispensable.

Organizers can partner with blood centres to host camps in non-traditional settings, but must carefully consider factors like equipment, safety, hygiene and regulations to ensure a successful and safe blood donation experience. Pre-Camp preparedness knowledge is a valuable asset for blood donation camp organizers.

Every camp has three phases.

- Pre-Camp Phase
- Camp Phase
- Post Camp Phase.

Pre-camp phase is the phase of preparing for an upcoming VBDD. It is as important as the Camp phase. The more systematic the preparation, smoother the camp phase will be. Organizers and blood centre team must scrutinise all points even the most trivial needs while shifting the blood centre setting to a nonhospital setting. Team members must align their efforts with the collective's purpose, prioritizing the camp's success over personal interests.

A Step-by-Step Guide to Pre-camp Phase Planning and Preparation.

Pre-camp phase preparation should be a collaborative effort between blood centre and organizing team to guarantee a successful camp.

Initial Step is to give an official letter to the head of Blood Centre requesting for a camp on a particular date and particular venue. This meeting also gives an opportunity for both teams to discuss on the facilities and fix the date and venue for the Camp.

Fixing the date and venue of the camp

The date and venue have to be fixed based up on the convenience of the donors. Office or School or College is the preferred venue if the expected donor population is working and a working day is the best date. Ensure that donors don't need to put any extra effort to donate on our fixed date and venue.

Ensure that the venue has enough area for setting up the following requirements. These numbers are for reference purpose and hence can be increased based on the specific circumstances.

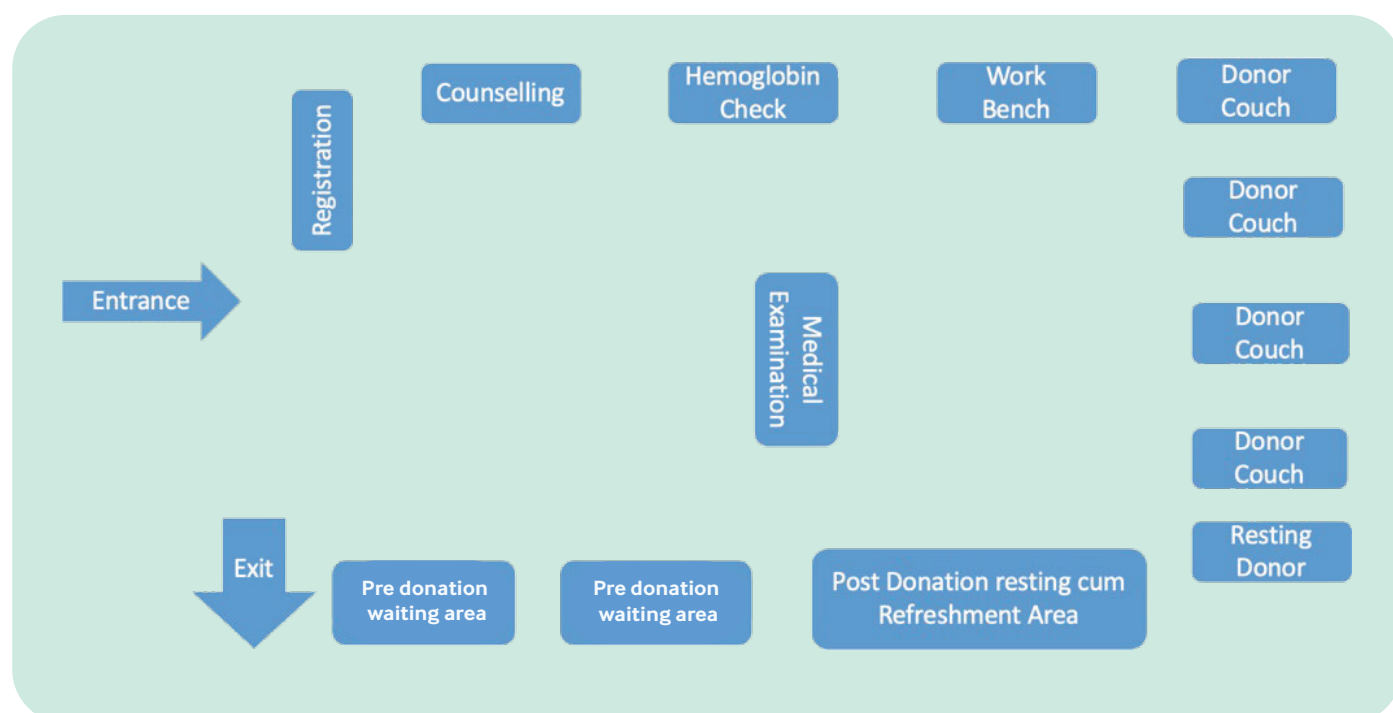
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Dr.Meethu Muraleedharan

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and Technology

Stations of Camp	Necessary Furniture	Remarks
Registration desk	One table and Chair	
Counselling space	One table and chair	Privacy Should be maintained
Hemoglobin check-up area	One table and chair	Electricity Sockets/Extension Plug ins
Medical screening area	One table and chair	Electricity Sockets/Extension Plug ins
Donation area	Couches, Side tables	Electricity Sockets/Extension Plug ins
Refreshment area	Tables, Drinking Water, Chairs	Post donation instructions can be affixed
Work Bench	Tables	Electricity Sockets/Extension Plug ins
Waiting area	Chairs	IEC materials Can be affixed
Washroom facility		Preferably on the same floor



- The venue should be cleaned before and after the camp.
- The proposed hall must be on the ground floor with easy access to public.
- The hall must be located at a place where the logistics of equipments are not difficult and not cumbersome to unload and transport the baggage of blood centre team.
- It must be well lighted, well ventilated, better if air conditioned, have enough infrastructural facilities like plug points, uninterrupted supply of electricity, washrooms, hand washing facility, additional pedestrian fans and necessary furniture.
- A devoted area for pre donation hydration can be provided for the donors.
- Tables /Benches can be arranged if blood donation couches are not available. These tables must have at least 6 feet length and adequately wide for a person to lie down and capable to withstand the weight of a normal adult. Number of donation couches being set up can range from 6 – 8 based on the number of donors and availability of space.
- Side tables to arrange the blood collection monitor must be positioned at lower level than the donation bed.
- An extra table/bench other than the bleeding table/bench to accommodate any donors who needs to lies down post donation. This must be exclusively for this purpose.
- A soothing audio entertainment can create a calming atmosphere to the donors and staff without interrupting the workflow.

After mutual agreement of both parties to the facilities, a confirmation letter will be sent by the blood centre team stating their confirmation, time of arrival, their needs for the smooth conduct of the camp. The Social worker from blood centre will visit the venue and assess the plausibility of camp at the venue and shares a checklist to the organizers regarding the arrangements for the camp.

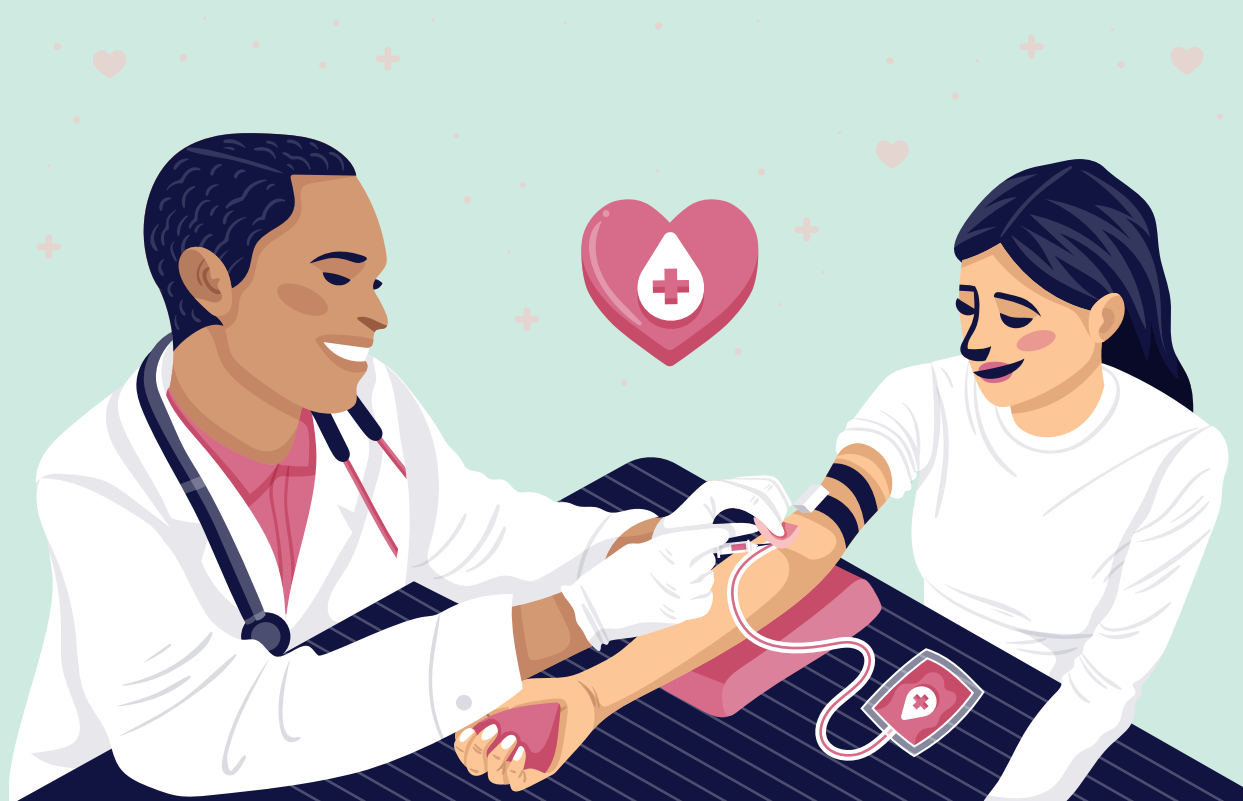
Steps at the blood Centre

Based on the status of the inventory, any upcoming specific need etc the blood centre will decide on the number of donations. A detailed checklist will be made for the consumables, equipments and all possible articles to be carried to the camp site. Verify the working status of all the equipments before the camp.

Make certain that battery backup is available for applicable devices. This checklist must be crosschecked and verified before the start of journey to the camp site.

Reaching out to prospective donors to raise awareness about donation.

An informative session on blood donation can be conducted for the Donors. Pre camp awareness regarding common reasons of donor rejection helps to save the time of blood donors as well as the VBDD team. Addressing the donor's concerns, clearing common misconceptions and explaining the benefits of blood donation will be beneficial for the camp's success. These sessions can be conducted either online or offline based on the donor's convenience. Educational materials can be given to the organizing team to be displayed at the venue. A list of all the interested donors can be prepared after the awareness session.



Media coverage

Media coverage in print or online media can be arranged to enhance the visibility of the event. Online platforms like Facebook, Instagram, Twitter can also be used to increase the publicity. Social media influencers can be requested to collaborate with the event.

Sponsorship for Refreshments

Sponsorships from interested people or organizations can be availed to

- Provide refreshment to the donors
- Remunerate for media coverage.
- To give badges or thanks giving cards to the donors.

Organisers must understand the perishability of the resource and avoid unnecessary time delays. Compliance to the suggestions from blood centre can avoid conflicts. Avoid overcrowding at the donation area. Restrict the photographers to one/two in the donation area. Confidentiality and privacy of the donors must be maintained. All the points kept in mind; a successful camp can be organised.

REST IN PEACE



With deep sorrow, we inform you that Baby PS (commonly known as Baby Madam), former in-charge of PR and CSR, passed away at KIMS Hospital on 12th October at 4:15am

Baby Madam joined Terumo Penpol in 1987 and has been a steadfast ambassador of our organization ever since. Her journey, which began as a receptionist, evolved into a remarkable career where she eventually became the Lead of our Corporate Social Responsibility (CSR) Dept.. Over the years, she became the heart and soul of our community outreach efforts, organizing countless blood donation camps and spearheading projects that have had a lasting impact on the local community.

As we bid her farewell, it is with heavy heart that we remember her warmth, her kindness, and the immense contributions she made to both Terumo Penpol and the community. Her legacy will live on in the lives she touched and the positive change she helped bring to the world.

May her family and loved ones find the strength to cope with this great loss. May her soul rest in peace.





Chetan Makam, Managing Director, Terumo Penpol Private Limited SVP and GM, GBS – Video by IBTV

Glad to share with you all a video posted by IBTV featuring Chetan Makam, Senior VP & GM, Global GBS, and Managing Director, Terumo Penpol Private Limited, discussing the universal challenges of blood access. He emphasized that the need for blood is constant. He also highlights our organization and how we strive to meet our customers' needs.

We kindly encourage you to like and share the post to help spread awareness about the critical need for sufficient blood donations.

You may use the link below to view our MD's post sharing the video:

https://www.linkedin.com/posts/chetanmakam_blood-blood-essentialmedicine-blood-donation-activity-7272610247335190528-pyeS?utm_source=share&utm_medium=member_desktop

Let us inspire more individuals to contribute to this life-saving cause and support our ongoing mission to ensure an adequate and equitable supply of blood across the globe.



You may use the QR Code to view our MD's post sharing the video:



60 Ways to Support Blood Donation

As we commemorate our 60 years of dedication to blood- and cell-based therapies, we're asking everyone in our communities to do just a little bit more. To take as many steps as possible to ensure that hope is always available to those who need it.

The basics

1. Donate blood at a blood collection center near you.
2. Set a reminder on your phone of when you can donate again, or stay connected by downloading and using your local blood center's mobile app.
3. Offer to go with a friend to support them while they donate.
4. Share information about upcoming blood drives on your social channels.
5. Talk to your friends, family, and other connections about the importance of volunteer blood donation.
6. Join the NMDP (National Marrow Donor Program) Registry, which connects donors with patients.
7. Ask your employer, church, gym, college, area music festival, or sports team to host a mobile blood drive.
8. Host a virtual blood drive to encourage donation appointment sign-ups.
9. Donate plasma at a collection center near you. (Plasma donations are different than volunteer blood donations.)

Make it a family (and friends) affair

10. Instead of presents for your birthday, wedding, anniversary, and other special occasions, ask friends and family to donate blood in your honor.
11. Date night idea: Donate blood together, then go out for dessert.
12. Encourage blood donation as a rite of passage when your teen turns 17 (or 16, if you can go along and provide parental consent).
13. Make a group blood donation a part of your next family reunion plans.
14. Create a blood donor brunch club where members donate (every 8 to 9 weeks is a good frequency), then share a meal together.
15. Donate plasma with a group and give your earnings to a charity organization.
16. Ask your book club, hiking group, or other hobby group to donate together.
17. Offer to babysit for friends or family members who are parents while they donate platelets — they can get about three hours of "me time" while saving lives during a national platelet shortage.

Be a blood donation influencer

18. Share your personal reasons for donating blood through your social media channels.
19. Take your social media followers along with you as you donate. (Check with the blood center or blood drive officials for any rules or restrictions.)
20. Blog about your donation experience and ask others to comment with their experiences.
21. If you've benefitted from blood donation, write a thank-you note to your anonymous donor and post it on social media.
22. Tag local news reporters on social media with blood supply story ideas — like when there is an urgent need for platelets.

Take it to work

23. Encourage your coworkers to donate — go together over a lunch break.
24. Explore the range of career options in the blood donation, biosciences, and transfusion medicine areas.

- 25. Help unlock the potential of blood and cells by joining our team at Terumo Blood and Cell Technologies. Learn more about careers at TerumoBCT.com/careers.
- 26. If a coworker has been diagnosed with cancer, support them by planning a platelet blood drive in their honor. Platelets are critical to cancer patients.

Gain some deeper knowledge

- 27. Ask your local blood center when they typically have the greatest need and plan your donations for those times.
- 28. Learn more about the many ways whole blood, plasma, red blood cells, and platelets are used to save lives and improve quality of life, and explore the differences among donation processes.
- 29. Get to know your blood type and learn about others, too.
- 30. Get the details about the link between the need for blood (especially platelets) and cancer patients. About 25% of the U.S. blood supply is given to patients during cancer treatments.
- 31. Learn about the importance of plasma-derived medicines and therapies.
- 32. Better understand the eligibility requirements for blood donation and share them with your connections.

Lend a hand

- 33. Ask your local blood center about opportunities to donate blood that benefits research.
- 34. Volunteer at a blood center to follow up with donors by phone or with handwritten thank-you notes.
- 35. Learn about volunteer opportunities available at blood drives — and see how many roles you can try during a year.
- 36. Offer to do appointment scheduling calls and texts for a blood center.

- 37. Be a mentor for new donors — providing confidence-boosting support at their first appointment.

Get the kids involved early

- 38. Make learning about blood fun by downloading our children's coloring sheets. Find the link at TerumoBCT.com/DropOfHope
- 39. Using age-appropriate language, teach your children that blood is essential medicine and why it's important to donate blood when they get older.
- 40. Suggest that your child's school allow blood donation as a way for seniors (or students 17 and above) to fulfill a community service requirement.

Give a speech

- 41. Offer to speak about blood donation at a local group meeting, such as a chamber of commerce or Rotary Club gathering.
- 42. Talk to a local fitness group, recreation center, or medical practice about hosting a health and wellness day — you could say a few words at the event and include a mobile blood drive.
- 43. Speak with local business owners about giving coupons to the local blood center as thank-yous for donors and volunteers.
- 44. Learn key messages to say to others that can help encourage blood donation — like the average number of people helped by a single donation (it's three).

Create a challenge

- 45. Start a social media challenge — donate blood, post about it, then nominate your connections and ask them to keep the donations and nominations going.
- 46. Challenge yourself to donate as much as you can throughout the year, based on donation frequency guidelines.

- 47. Jumpstart friendly competitions between local businesses, associations, high schools, work teams, or sports teams to see whose members donate the most.
- 48. Create a contest with a group of friends to see who can donate the most over a set time period, based on donation frequency guidelines.
- 49. Talk to your favorite restaurant about hosting a trivia night focused on blood donation.
- 50. Ask your local police and fire departments to host a joint blood drive; encourage them to compete with each other for the most donations.

Spread the word

- 51. Ask blood centers for promotional materials, then ask local businesses if they could display them.
- 52. Meet with your mayor, senators, and other representatives to ask them to learn more about the blood supply and host a blood drive.
- 53. Collaborate with local artists or an art school to create a mural or other public artwork to promote the message of blood donation.
- 54. Ask your local library to display books about transfusion medicine.
- 55. Write a letter to the editor of a local newspaper about the importance of blood donation.
- 56. If you live in an apartment building or a college dorm, find your nearest blood donation center and let others in your building know about it.
- 57. Create fun or motivational donation messages and ask local churches and businesses with changing outdoor signs to post.
- 58. Celebrate annual recognition days such as World Blood Donor Day.
- 59. Talk to your child's school about running a mobile blood drive for parents in conjunction with a school fair or festival.
- 60. Put a message in your HOA or community newsletter about donating blood.



Op-Ed Column authored by Chetan Makam, Managing Director

We are glad to share with you the Op-Ed column on sickle cell treatment and Voluntary Blood Donation that appeared in 2 newspapers in India authored by our Managing Director, Chetan Makam.



Increase voluntary blood donations to combat sickle cell disease

India's decision to launch the Sickle Cell Anemia Mission addresses a key ailment that disproportionately affects the poor and marginalised, particularly in the most underdeveloped parts of the country. A year into the programme's launch, with over three crore people screened, it is the right strategy and time to link some of the pressing public health issues into the structure of the programme to derive maximum benefit.

One such critical issue is India's persistent blood shortage to meet the various needs of individuals, particularly in areas where the population is disproportionately affected by Sickle Cell Disease (SCD). In these areas, the lack of available blood has significant implications for treatment options, making it essential to consider effective management strategies. Individuals suffering from SCD can benefit greatly from Red Cell Exchange (RBCx) therapy, a treatment that enhances their quality of life. However, a safe and adequate blood supply is essential and a critical need in their ongoing care. To improve screening, voluntary blood donation and treatment linkages, behavioural nudges can be leveraged, through the dissemination of localised content such as comic books as undertaken by the government of Meghalaya to improve voluntary blood donation rates and collections across blood donation drives

On National Voluntary Blood Donation Day, while ongoing efforts to encourage voluntary blood donations (VBD) remain crucial, a key opportunity lies in tackling the country's chronic blood shortage. Despite having a potential donor base of 402 million people, India consistently falls short of the World Health Organization's recommendation that 1% of the population donate blood. With the country needing 14.6 million units of blood annually and facing a deficit of around one million units, there is a significant need to boost voluntary donations.

One effective strategy to confront this shortage is to integrate blood donation initiatives into existing SCD screening programmes. Currently, the SCD screening initiative primarily focuses on preventing intermarriage between carriers by identifying their genetic risks. However, this young, screened population represents a prime audience for promoting voluntary blood donation as individuals who test negative for SCD are in a unique position to contribute to the blood supply. By motivating these individuals to donate blood, we can significantly alleviate the pressing need for a steady and sufficient blood supply.

Moreover, as the demand for blood continues to rise, the extensive reach of these SCD screening programmes provides an invaluable opportunity to effectively address this issue. These programmes already engage a large segment of the population, making it easier to reach potential donors who can help meet the increasing needs of patients requiring transfusions. Thus, by linking blood donation initiatives with SCD screening efforts, we can create a sustainable solution that not only enhances patient care for those with SCD but also helps alleviate India's persistent blood shortages.

Effective execution of the strategy outlined above requires empowering frontline workers like Accredited Social Health Activists (ASHAs), who already screen patients for SCD and are ideally positioned to further raise awareness about blood donation. By equipping them with localised educational materials, we can empower them to address the limited availability of blood in tribal regions, where both blood shortages and SCD prevalence are high.

Efforts like the Meghalaya initiative significantly boosted awareness and participation by educating communities in culturally relevant ways. A similar approach could be adopted nationwide to promote blood donation, especially in regions heavily affected by SCD.

Building on the awareness generated by ASHAs, it is essential to examine the treatment pathways available for patients diagnosed with SCD to reinforce the critical need for voluntary blood donations. Once individuals undergo screening and receive a diagnosis, they often face a multitude of serious health challenges that require comprehensive treatment strategies, with blood transfusions serving as a fundamental aspect of their care. Given that SCD patients frequently suffer from complications like acute pain crises, severe anaemia, and an increased risk of stroke, timely blood transfusions become not just important, but essential for their survival and quality of life.

The integration of RBCx therapy into the treatment framework emerges as a vital option for managing SCD. This innovative and proven procedure involves the removal of sickle-shaped red blood cells from a patient's bloodstream and replacing them with healthy donor cells. By significantly reducing the frequency of painful crises and lowering the risk of severe complications, such as stroke and acute chest syndrome, Automated RBCx therapy greatly enhances the quality of life for SCD patients. It also reduces the frequency and duration of exchange procedures and addresses complications associated with traditional transfusions, such as iron overload, thereby minimizing the need for chelation therapy.

As more cases of SCD are identified through screening, incorporating RBCx therapy into treatment pathways becomes essential to ensure patients receive comprehensive care. However, the effectiveness of this approach is contingent upon a stable and sufficient blood supply to meet the growing demands of SCD patients.

Thus, by emphasising the connection between voluntary blood donations and the treatment process, communities can be motivated to engage in blood donation drives. In this way, a seamless pathway from diagnosis to treatment not only addresses the immediate medical needs of individuals with SCD but also cultivates a culture of voluntary blood donation that enhances public health outcomes.

This article is authored by Chetan Makam, senior vice president and general manager, Global Blood Solutions, Terumo Blood and Cell Technologies.

Several of the 217 private blood banks are not able to meet even 50% of the demand as their supply mainly depends on voluntary blood donation camps

NEWSPAPER

Elections, heatwave conditions and summer vacations hit blood collection

Some organisers of voluntary donation camps are worried that donors may develop health issues after donation, as dehydration and heat-related weakness are common during summer

Blood banks in Karnataka have been facing a severe shortage of life-saving blood for the last two months. While the shortage is noticed during every summer vacation, the ongoing elections and unprecedented heatwave conditions have made the situation worse.

While most of the 43 government-run banks are able to manage through donations by their regular walk-in donors, several of the 217 private blood banks are not able to meet even 50% of the demand as their supply mainly depends on voluntary blood donation camps.

Ever since the Model Code of Conduct (MCC) for the Lok Sabha polls came into force on March 16, hardly any blood donation camps have been conducted. While educational institutions, where camps are usually held, are closed for the summer vacation, even those who want to donate are not keen due to the severe heatwave conditions.

BLOOD BANKS RUN DRY	
	
• Severe shortage of blood in city bloodbanks leaves thalassemia patients in fix	• Many patients requiring blood transfusion overdue by 10 days
• Currently, city faces 60-65% shortage	
• Dramatic decrease in blood donations in city attributed to current heatwave situation	
• Donors concerned about impact of blood donation during summer leading to dehydration and related issues	

Mega Blood Donation Camp with All India Institute Of Medical Sciences (AIIMS) Delhi

As part of International Women's Day, a mega blood donation camp was organized in association with AIIMS Delhi on March 7, 2024. 423 people donated during the camp out of the 593 who registered.

Many prominent personalities, such as Nageshwar Rao, Vice Chancellor of IGNOU; Dr. Karan Singh, Additional Director at AIIMS; Deepa Malik, the first Indian woman to win a medal in the Paralympic Games and also a silver medal winner at the 2016 Summer Paralympics; Gambhir Singh, DIG at NDRF; and Dr. Divya Goutham, Medical Director at the Indian Coast Guard and the first lady to join this rank, attended the event.

We supported the event by providing the donors with our token of gratitude and refreshments.

The event took place in Basement 1 of the Mother and Child Block. The premise was well decorated, the banners and posters highlighting the importance of blood donation were displayed.

Special mention goes to the north team - Mohammed Zafar, Naresh Kumar Jha, Saikat Paul, Vipin Kumar, Amit Sharma, Jeewant Srivastava, Manoharlal, Ardhya, and Arpita for helping in coordinating the mega blood drive.

We would also like to express our gratitude to Chetan Makam, MD, for giving approval to organize such an event.



International Women's Day - North & West Team - Blood Donation Drives

We are pleased to share with you that as part of International Women's Day (IWD) celebrations, the Commercial Teams from the North and West regions at Terumo Penpol organized and supported camps throughout the week.

During the IWD week, the teams organized 59 camps and collected 1,226 units of blood.

Special mention goes to Ajinkya Adarkar, Senior Area Sales Manager; Amol Phirke, Assistant Sales Manager; Prit Shah, Senior Area Sales Manager; Vivek Khapse, Deputy Sales Manager; and Yashopat Kaushik, Senior Area Sales Manager, for organizing, supporting, and demonstrating commitment to the cause.

Additionally, we would like to take this opportunity to thank Panduraj T, Senior Regional Manager - West & North, for supporting and coordinating the drive.

Blood Donation Camp at Blood Bag Factory, Puliyarakonam

A blood donation camp was organized on 11.06.2024 at the Blood Bag Factory in association with Sahrudhaya Arts & Cultural Organization. Fifty-two people registered for the camp, and forty people donated.

The camp was supported by Sree Chithra Thirunal Institute for Medical Science and Technology (SCTIMST). Wilson Joseph, GM, PAD, felicitated the event in the presence of union leaders and external leaders from unions.

The event commemorated the twenty-fifth anniversary of Sahrudhaya, an arts and cultural organization run by a group of associates of TPPL.



APJKTU NSS BLOODCELL - RUDHIRASENA Leadership workshop and State Annual meet

Terumo Penpol celebrated the culmination of the World Blood Donor Day observance with NSS APJ Abdul Kalam Kerala Technology University at ACE College of Engineering on 08.07.2024. Dr. Jothir Pichaandi, Senior Manager of Disposables Product Development, delivered the keynote speech at the event, representing Terumo Penpol. Jaidev G IPS, Deputy Inspector General of Police, was the chief guest for the event.

The event also coincided with the annual meeting of Rudhirasena, the wing of NSS that handles the Voluntary Blood Donation campaign. The event commemorated the colleges that organized the maximum number of camps during 2023-24, followed by the felicitation of male and female donors. The event also honored the best state coordinators of NSS.

Speaking at the event, Dr. Jothir spoke about Terumo Penpol and the strides it takes to promote voluntary blood donation. He also thanked the students for their commitment to voluntary blood donation.



ISTM - CME 2024, Trivandrum

The first national CME of ISBT took place in Trivandrum on the 11th and 12th of July. The two-day program featured a wide range of topics on blood transfusions. The conference was organized by the Department of Transfusion Medicine, Sree Chithra Thirunal Institute for Medical Science and Technology (SCTIMST). As the largest company in the blood transfusion industry, TBCT - India also provided support to the conference



The conference provided an opportunity for junior residents and faculty of Transfusion Medicine from across the country to participate. Apart from the students and faculty, doctors also utilized the opportunity to visit the organization. Thirty-five doctors and PG students visited the plant. The resident doctors were given a detailed briefing, including a tour of the Disposables plant, Research and Development, Quality Department, followed by a tour of the Medical Equipment plant. The doctors learned about the nuances of manufacturing blood bags and kits and gained insights into the behind-the-scenes workings of the equipment they will handle in the future.

TBCT @ ISTM

A change from usual practice, TBCT India this year did not put any formal stalls and only put-up banners and posters. Our associates moved across the venue including the lobby and scientific session hall to meet and greet the customers.

Many associates from various divisions of the organization participated enthusiastically in the event. Their participation was a testament to the interest of Terumo's associates in the scientific sessions

The sessions covered various topics, including blood donation and the introduction of AI into the transfusion spectrum. More than 300 people participated in the sessions, mostly doctors from the transfusion fraternity from all parts of the country.

This gave us an important opportunity to collaborate and interact with customers while demonstrating their manufacturing capability.



Being the first ISTM - CME, the program was well organized and, happening in Trivandrum after a long time, was well received by the audience. The conference being held in Trivandrum was an advantage, as it increased visibility for our products, mainly due to our factory, the research and development facility, and the Medical Equipment Division. The factory visit was praised by all the doctors, which was justified by the interesting Q&A sessions in all the segments.

Though the factory visit was initially planned only for the students, requests from many doctors forced us to extend the factory visit over all four days. This gave us good traction among the customers and highlighted our involvement in the scientific sessions.

Special mention goes to the Commercial Leaders and the Marketing Team for their active involvement in the planning, which began long ago, and for their execution of the event; Also, Sooraj G for coordinating the Plant visit and the respective team for hosting the doctors during the visits

ISTM CME 2024 : Report by Sree Chitra Tirunal Institute for Medical Sciences & Technology



The First National CME of the Indian Society of Transfusion Medicine (ISTM) was held in Hyatt Regency, Trivandrum on 11th and 12th July 2024. This prestigious event was hosted by the Department of Transfusion Medicine of Sree Chitra Tirunal Institute for Medical Sciences & Technology (SCTIMST), an Institute of National Importance under the Government of India in Trivandrum.

There was a total of 349 registered delegates, representing Transfusion Medicine faculty and post graduate students from across the country who participated in the two-day academic extravaganza. The theme of the CME was 'Unlocking the future of Transfusion Medicine'. The meticulously curated scientific program encompasses a wide range of topics vital to Transfusion Medicine practice was appreciated by all the attending delegates. This CME created a platform for collaboration, knowledge exchange, and establishment of valuable connections within the ever-growing Transfusion Medicine community.

For the first time, the organising team introduced Mascots for the CME, named Kiddo and Kelly, the male and female version of Kathakali, who were named after the human blood groups "Kidd" and "Kell". They took our delegates on a deep dive into the Ocean of Knowledge of Blood, during the CME. The event witnessed a total of 34 guest lectures by eminent transfusion medicine experts and 104 research presentations by the post graduate students as oral and poster presentation.

Another unique scientific opportunity, provided in association with the CME was the visit to the two renowned Blood Bag manufacturing facilities in Trivandrum, namely Terumo Penpol and HLL Life Care. This was a once in lifetime opportunity for the postgraduate students to visit, interact and familiarise with the state of art technology for Blood Bag manufacturing.

Dr Debasish Gupta, Professor and Head, Transfusion Medicine and President, ISTM was the organising Chairperson, Dr Amita R, Associate Professor, Transfusion Medicine, SCTIMST was the Chairperson of Scientific Committee, and Dr Vinu Rajendran, Assistant Professor, Transfusion Medicine, SCTIMST, was the Organizing Secretary.



Young Scientist Award

Dr. Vinu Rajendran, Assistant Professor, Dept. of Transfusion Medicine, SCTIMST has received the Young Scientist Award of Indian Society of Transfusion Medicine (ISTM) for the innovations and research in the field of Transfusion Medicine during the 12th Annual National Conference of ISTM - Transmedcon 2024 conducted at Kaldan Samudra Palace, Mahabalipuram, on 27-29th September 2024



Introducing Multicomponent Collection at Amrita Hospital, Faridabad: A Leap Towards concept of Multicomponent collection

Congratulations to the Commercial Team for successfully scaling the concept of multicomponent collection in the North region after months of meticulous planning.

Why do we need multicomponent collection?

Typically, one kit is used to collect a single component. The patient's cost is capped by the government. However, if a single kit can collect multiple components through an apheresis device, it can alleviate both price and donor pressures on blood centers and the transfusion medicine industry.

This means that collecting more components with apheresis would maintain the same cost. Consequently, advocating for multi-component donation would benefit patients by reducing the burden on donors and increasing component availability.

The team is actively promoting the use of multi-component collection kits, which have the potential to serve multiple purposes. Firstly, they would enhance device utilization, offer better return on investment for blood centers, and decrease donor pressure.



The implementation of Multicomponent collection took place at Amritha Hospital, Faridabad, with support from Dr. Rahul Kataria. Dr. Akshay Batra, closely aligned with Terumo Penpol, was the first person to obtain the license for multicomponent collection.

With the initiation of multicomponent collection in the region, the team has taken a significant step forward in our mission to provide better healthcare services. This new approach not only raises our standards but also demonstrates our commitment to delivering the best possible healthcare services.

World Blood Donor Day 2024 Observance at College of Engineering, Trivandrum

Terumo Penpol celebrated World Blood Donor Day with the Kerala Blood Donors Society and NSS APJ Abdul Kalam Kerala Technology University at the College of Engineering Campus on 14.06.2024.

Manoj A., Vice President of Global Product Development and Engineering, Terumo Penpol made the keynote address at the event. Shaji N. Karun, Chairman of the Kerala Film Development Corporation and National Award-Winning Director, was the chief guest for the event.

The event was also graced by representatives from various organizations. The event commemorated regular donors from across the state. Associates from Terumo Penpol were also felicitated during the event.

Speaking at the event, representatives from various organizations spoke highly of Terumo Penpol and its strides in the industry, especially in showing commitment towards society and voluntary blood donation. The event also marked the inauguration of NSS Campaign "Redlink" over the next few weeks, which includes a survey at the blood banks. The team has requested our organization to consider posting their survey results in the Bloodline journal.

Speaking at the event, the Vice President - Global Product Development and Engineering, spoke about the organization and highlighted the major activities undertaken by Terumo Penpol over the years. Twenty associates from Terumo Penpol were felicitated at the event.



Drop of Hope - Dinesh Menon, Anuraj S R and Dhana V

As part of World Blood Donor Day 2024, three associates of Terumo Penpol donated blood at various hospitals.

Dinesh Menon, GM – HR, and Anuraj SR, Asst. Manager – Administration, donated blood at Sree Chithra Thirunal Institute for Science and Technology, while Dhana V, Regional Technical Service Manager – South, donated at Amritha Institute, Kochi.

All three associates are regular donors and have always been available in case of emergencies.



Blood Donation Camps organized by the Commercial Team

As part of World Blood Donor Day 2024, the commercial team organized blood donation camps across India. Through the active efforts of the team, the team managed to organize 114 camps and collected 6,739 units of blood.

The team from the West organized 45 camps and collected 2,638 units of blood.

The team included: Vivek Kapse, Deputy Sales Manager, Amol Phirke, Assistant Sales Manager, Prit Shah, Senior Area Sales Manager, Ajinkya Adarkar, Senior Area Sales Manager, Yashopat Kaushik, Senior Area Sales Manager.



The team from the North organized 35 camps and collected 2,353 units of blood.

The team included: Sachin Verma, Area Sales Manager, Naresh Jha, Senior Area Sales Manager, Pramod Kumar, Senior Area Sales Manager, Ankith Jaiswal, Assistant Sales Manager, Siddharth Tiwari, Senior Area Sales Manager and Amit Sharma, Assistant Sales Manager



The team from the South organized 34 camps and collected 1,748 units of blood.

The team included: Premkumar L, Senior Area Sales Manager, Fareed A, Senior Area Sales Manager, Kiran Vadde, Assistant Sales Manager and Arun Kumar P, Assistant Area Sales Manager



Special mention to the team for the systematic planning of the camps and ensuring that everything was well documented.

Our associates organized blood donation camps, visited hospitals, and distributed Terumo Penpol's token of gratitude to the donors. Thanks to Panduraj T, Senior Regional Manager - West & North, P S Krishna Mohan, Senior Regional Manager - South & East and Lawrence Joy, General Manager - India & SA, for motivating the team to organize the camps. We would also like to thank Chetan Makam, Managing Director for his support in promoting the campaign.

Recognition for Terumo Penpol Private Limited - Regional Cancer Center

Terumo Penpol was honored by Regional Cancer Center on World Blood Donor Day for its committed approach to voluntary blood donation (VBD). Harikrishnan B, GM – Engineering, Sarada Jayakrishnan, GM – Quality, Sooraj G, Manager – QA, and Jaya Nair, Manager – Regulatory Affairs, represented Terumo Penpol at the event, which also featured Baby P.S. as a speaker sharing her experiences.

Over the last three years, Terumo Penpol has organized an average of 500 camps annually, accumulating more than 20,000 donations yearly. Additionally, during a financial year, our associates contribute more than 800 units of blood.

Baby P.S. shared her blood donation experience, emphasizing the importance of donating blood and the frequent phone calls she receives asking for blood. Joined in 1988, she was initially unaware of VBD; it was after joining Penpol that she understood the relevance of blood donation. She discussed the various stages of her life and her growing awareness of blood donation. She highlighted that the best gift a person can give to society is blood donation. She has motivated many people and has arranged blood for those in need. She also recounted an experience when she needed blood during a medical emergency.



Congratulations Ananthu S, Lab Technologist - Felicitation at Cosmo Blood Centre

As part of World Blood Donor Day today, Ananthu S, Lab Technologist, was felicitated at Cosmopolitan Hospital for his timely blood donations during emergencies.

Ananthu, who has a rare blood type (O-ve), is a regular blood donor and has donated three times at Cosmopolitan Hospital while there for research purposes.

It must be noted that on all three occasions, Ananthu returned to work after making the donations. Let's take a moment to congratulate Ananthu for being a regular donor and a flag bearer of brotherhood



Meghalaya Project Closure Report TBCT x Meghalaya

TBCT, with the support of the Government of Meghalaya, proposed a two-phase project.

Phase 1 of the initiative aims to increase the VBD rate in the Ri-Bhoi district through a behavioural change campaign. The goal is to achieve the World Health Organization's (WHO) criteria of 1% voluntary blood donation out of the total population. The initiative will focus on community support, sensitization, and blood donation drives to increase blood collection, emphasizing rural areas of the district. The ultimate objective of the partnership is to improve the availability, accessibility, and safety of blood in the district while instilling a culture of VBD. This will help improve the state's health indicators and meet the UNSDGs, leading to fewer preventable deaths due to lack of safe and timely blood.

Phase 2 of the initiative aims to sustainably increase the accessibility of blood in Meghalaya, conditional on infrastructure support from the government. The implementation plan involves the hub-and-spoke model of blood collection, which bridges the demand and supply gap and increases the efficiency of blood use. Large blood banks like the NEIGRIHMS Blood Bank would act as hubs, increasing the accessibility of blood and its components in remote areas of Meghalaya. This would eventually fulfil the long-term vision of a sustainable blood ecosystem for the Government of Meghalaya.



For the detailed project report,
Scan the QR Code

National Voluntary Blood Donation Day

National Voluntary Blood Donation Day is observed every year on October 1. The day is celebrated to raise awareness about the importance of blood and the need for voluntary blood donation. The day was first observed in 1975 by the Indian Society of Blood Transfusion and Immunohematology.

● Sree Chithra Thirunal Institute for Medical Sciences and Technology (SCTIMST)

Terumo Penpol observed National Blood Donation Day at Vylapilly Samskrithi Bhavan in association with Sree Chithra Thirunal Institute for Medical Sciences and Technology (SCTIMST).

Sathish G Kumar, Vice President – Manufacturing, was the Guest of Honor for the event, and Dr. Kavitha Raja, Medical Superintendent, SCTIMST, served as the Chief Guest.

The event was attended by representatives from various organizations and commemorated regular donors and organizations that promote voluntary blood donation. A few associates from Terumo Penpol were also felicitated. In his welcome address, Dr. Debashish Gupta, Professor and Head, Department of Transfusion Medicine at SCTIMST, thanked Terumo Blood and Cell Technologies for its dedicated efforts in supporting voluntary blood donation across the country.



● Rajiv Gandhi Cancer Institute and Research Center, Delhi (RGCIRC)

Terumo Penpol observed National Blood Donation Day in association with Rajiv Gandhi Cancer Institute and Research Center, Delhi (RGCIRC), at the hospital premises. Lawrence Joy, General Manager – India & SA, was the Guest of Honor at the event.

The brief event, coordinated by Dr. Amardeep Pathak, HOD of the Blood Bank, included the felicitation of regular donors at the facility.

In addition to the felicitation function, a blood donation camp was organized as part of the event. A total of 48 people donated blood, with 10 platelet (PLT) donations.



Erythro 7.0

Erythro 7.0 was a 2-week-long awareness event conducted by Terumo Blood and Cell Technologies between October 1 – 14, in association with National Service Scheme (NSS), College of Engineering Trivandrum. Erythro 7.0, was conducted to promote awareness and the importance of blood donation among the public and students statewide. Various programs were conducted, as a part of this event.

Events and Awareness Sessions

BEACH CLEANING AND SAND ART DRIVE

Under the superintendency of the coastal police station Poovar beach the team successfully conducted a beach cleaning and sand art drive on 02nd October 2024 at Poovar Beach.

The goal of the event was to promote environmental awareness and community engagement. This initiative aligned with Mahatma Gandhi's vision of cleanliness and conservation, commemorating his birth anniversary.

OBJECTIVE:

- To clean the beach and promote environmental sustainability.
- To foster creativity through sand art.
- To raise awareness among the citizens and the volunteer about marine and beach pollution.
- To encourage team spirit and having united goal.

SAND ART

The volunteers were allotted a part of the beach by the police officials for making sand art. The sand art read out ERYTHRO 7.0 which was the main event.

The sand art attracted a lot of attention of the visitors to the beach, which helped in creating further awareness among people.



THALASSEMIA AWARENESS PROGRAMME

As part of Erythro 7.0, a thalassemia awareness program was conducted on the 5th October 2024 by Dr. Vijayalakshmi, HOD, Blood Bank, RCC. In this session, Dr. Vijayalakshmi guided the students through the complexity of genetic disorders. The causes and origin of Thalassemia was also explained.

The impact of this disorder was highlighted by her testimonies about a handful of patients. The session concluded with clarification of doubts, receiving positive responses from its attendees.



DRUG AND HIV AWARENESS

A "Drug and HIV awareness program" was organized on 4th October 2024, led by Ms. Anjana, Assistant director of KSACS.

Program Outcomes

- Increased knowledge and understanding of drug abuse and HIV/AIDS.
- Increased confidence in seeking help.



STEM CELL AWARENESS AND COLLECTION DRIVE

A regional level stem cell awareness and collection drive in association with Datri was organized on 5th October 2024, led by Ratheesh Sujathan, Associate Donor Recruitment and counseling.

DATRI is working towards creating a wide and diverse database of potential Blood Stem Cell Donors that can be accessed by any patient, living anywhere in the world, in need of a Blood Stem Cell Transplant. 95 registrations received for stem cell drive collection.



SPANDHANAM - Blood Donation Camp

A blood donation camp was organized as part of Erythro 7.0 in association with Blood Bank, Regional Cancer Center. Out of the 133 registrations made, 69 students donated blood.

Closing Ceremony

Erythro 7.0, the seventh edition of the Blood Donation Awareness Campaign in association with the College of Engineering, Trivandrum (CET), concluded on 14th October at the college campus.

Sarada Jayakrishnan, GM - Quality, was the keynote speaker from Terumo Penpol. The event was attended by the Dr. Suresh K, Principal, CET Dr. Jisha V R, UG Dean CET, along with other representatives from various organizations.

The ceremony paid tribute to Baby Madam for her irreplaceable contributions to humanity. Speaking at the event, Sarada Jayakrishnan highlighted the importance of campaigns that include stem cell awareness, blood donation awareness, and the countless blood donation drives and community support initiatives provided by the organization. In her speech, she remembered Baby Madam, noting how a single woman started a movement and tirelessly championed it until her last breath. Other speakers echoed her sentiments and thanked Terumo Penpol for its continued support of voluntary blood donation.



AIIMS Delhi performs India's first successful foetal blood transfusion to save child with rare disorder

This medical achievement marks the first procedure of its kind in India and only the eighth case reported globally, according to the doctors of All India Institute of Medical Sciences (AIIMS).

A woman who previously suffered seven failed pregnancies has recently delivered a healthy child with the help of doctors at AIIMS Delhi after they successfully treated her foetus suffering from a rare blood disorder through the transfusion of O D phenotype red cell units brought all the way from Japan.

This medical achievement marks the first procedure of its kind in India and only the eighth case reported globally, according to the doctors of All India Institute of Medical Sciences (AIIMS).

The patient, hailing from Haryana, had previously endured seven unsuccessful pregnancies. In her eighth pregnancy, after receiving six foetal blood transfusions, she gave birth to a healthy baby, the hospital said in a statement. Both mother and newborn have since been discharged in good health, the doctors said.

The incompatibility between the red blood cells of the mother and the baby can lead to severe complications for the unborn child such as anaemia, jaundice, heart failure, and even fetal death, explained Dr Neena Malhotra, head of obstetrics and gynaecology department at AIIMS, Delhi. The most common known incompatibility is due to the RhD antigen and in severe cases of fetal anaemia, RhD blood is transfused to the foetus inside the mother's womb through the umbilical cord, the doctor said.

"However, in this case, the mother was negative for the Rh 17 antigen which is very rare to find. Due to this, the foetuses in her womb would suffer from incompatibility and develop anaemia, resulting in seven pregnancy losses," Dr Malhotra said.

When she came to AIIMS-Delhi during her seventh pregnancy, she had already lost her child inside her womb but the Blood Bank team led by Dr Hem Chandra Pandey had identified her rare blood group, the gynaecologist said.

"In her eighth pregnancy, she came to us at the fifth month of pregnancy, when it was found that the baby was already anaemic and required blood to be given urgently. Although the blood group had been identified, the blood was not available in India," she added. A team of the obstetrics and gynaecology department coordinated with Dr Pandey and contacted the Japanese Red Cross, which confirmed the availability of the required blood.

Funds for the transfer and necessary permits were quickly arranged with the help of AIIMS's social service department and various NGOs, securing the needed funds within 48 hours. The rapid administrative clearances were taken and the blood was imported from Japan.

Following the import, the foetus received six intrauterine blood transfusions, successfully reversing the condition of hydrops (heart failure). The pregnancy continued for eight months after which the baby was delivered by a caesarean section. "This is the first case of a successful pregnancy outcome in a case of alloimmunization due to Rh 17 Ag in India and 8th case in the world. This case stands out in many respects," the AIIMS said.

KGMU docs perform intrauterine blood transfusion to save foetus

Lucknow: Doctors of the department of gynecology and obstetrics (Queen Mary's hospital) at King George's Medical University (KGMU) saved the life of a foetus by performing an intrauterine blood transfusion. It was the first time that such a procedure has been carried out at the university. According to doctors, a resident of Adarsh Nagar in Unnao, Pratima Verma was referred to KGMU after her foetus was found to be anemic during her seven-month pregnancy.

Prof Seema Mehrotra and her team diagnosed that Pratima had fallen victim to red blood cell alloimmunization, a condition that occurs when the mother's blood group is negative and the father's is Rh positive. This led to a decrease in the foetus's haemoglobin levels, putting it at risk of heart failure and even death.

The doctors decided to transfuse blood to the foetus while it was still in the womb, a procedure known as intrauterine transfusion. The first transfusion was performed on Aug 2,

followed by a second on Aug 9. Pratima was admitted on Aug 19 and the baby was delivered through an operation on Aug 20. The woman and her baby were discharged from the hospital on Wednesday.

Prof Mehrotra explained, "This rare type of condition is found in one among 1,200 patients. The intrauterine transfusion involves using ultrasound guidance to transfuse blood to the foetus through a needle inserted into the uterus."

"The successful intrauterine blood transfusion at KGMU marks a significant advancement in the field of foetal medicine and offers hope for pregnant women facing similar challenges," said Prof Anju Agarwal of the department.

The surgery team included Prof Seema Mehrotra, Dr Namrata, Dr Manjulata Verma, Prof Saurabh from the radiology department, Dr Siddharth, Dr Harkirat Kaur from the pediatrics department, Dr Shruti and Dr Khyati. Head of the transfusion medicine department, Prof Tulika Chandra ensured the availability of O-negative blood for the procedure.

Helping Hands

The team organized seven blood donation camps, collecting 524 units of blood.

Amit Sharma, Assistant Sales Manager, organized a blood donation camp in association with Alchemist Hospital, Panchkula. 35 people donate blood during the camp.

Siddharth Tiwari, Senior Area Sales Manager, organized a blood donation camp with Homi Bhabha Cancer Hospital, Varanasi. 60 people donated blood during the camp.

Sachin Verma, Area Sales Manager organized two blood donation camps with PGI Chandigarh and Max Super Speciality Hospital, Mohali, collecting 140 and 50 collections respectively.

The Commercial Team organized Blood Donation Camps across the country as part of National Blood Donation Day Observance.

Krishna Mohan, Senior Regional Manager - South and Fareed A, Senior Area Sales Manager, organized a blood donation camps in association with Kidwai Memorial Institute of Oncology, Bangalore. 75 whole blood donations, 7 SDP donations were made at the camp.

The Gujarat Team under the leadership of Prit Shah, Senior Area Sales Manager, organized five blood donation camps and collected 90 units. The camps were organized at Civil Hospital, GCRI Hospital, CIMS Hospital, Prathama Blood Center, Apollo Hospital. Amol Phirke, Assistant Sales Manager organized a blood donation drive at Jankalyan blood bank Pune, where 32 donations were made.

Ajinkya Adarkar, Senior Area Sales Manager organized a Blood Donation Camp in association with Jaslok Hospital & Research Centre, Mumbai. 38 people donated during the camp that included 35 Whole blood donations & 3 SDP donations.

Lawrence Joy, General Manager – India & SA, for donating blood at Rajiv Gandhi Cancer Institute and Research Center (RGCIRC) during the National Blood Donation Day observance held at the hospital on October 1st, where he also served as the Guest of Honor.





Letter to Editor

Since the last two decades, the journal Bloodline has been in the forefront as a platform to represent voluntary blood donor activities in the field of Transfusion Medicine across the country.

I wholeheartedly appreciate the dedicated efforts of the editors to include the remarkable activities in the field of Voluntary Blood Donation in the journal and deliver it to the beneficiaries regularly and in a time bound manner

Dr Vijayalakshmi K & Dr Lekshmi Sudev

Regional Cancer Centre, Thiruvananthapuram, Kerala

The Bloodline journal by Terumo BCT is an invaluable resource for everyone involved in the field of voluntary blood donation. Each issue features insightful articles written by specialists in transfusion medicine, covering a wide range of topics, including the latest research, best practices, and innovative techniques in transfusion medicine. The journal consistently emphasizes the promotion of voluntary blood donation by sharing photos and short write-ups on success stories and innovative strategies to encourage more people to donate blood and organize successful blood donation drives.

Congratulations to the team behind Bloodline for their outstanding work. I am confident that Mr. Govind will continue to uphold and advance Baby Madam's legacy with the same dedication and excellence.

Best Wishes

Dr Amita, MD, DNB

Associate Professor

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Published By :



Public Relations Department

Terumo Penpol Private Limited

Registered Office:

"BHADRA TOWERS TC 29/2923
COTTON HILL ROAD,
VAZHUTHACAUD, THYCAUD POST
THIRUVANANTHAPURAM-695014