

World Blood Donor Day

"Be there for someone else. Give blood. Share life" - 14th JUNE 2018

Safe Blood Transfusion Programme, Government of Pakistan



World Health Organization



~ Messages ~



Dr. Ahmed Salim Saif
Al Mandhari
Regional Director EMRO,
World Health Organization



Cristiano Ronaldo
Global Ambassador
for "BETHE Donor
Movement"



Sharmeen Obaid Chinoy, T.I.
Honorary Ambassador of
Blood Safety in Pakistan &
Double Oscar Award Winner

Every year on 14 June, countries around the world celebrate World Blood Donor Day. This year's campaign focuses on blood donation as an act of community solidarity to care for one another in times of need.

Blood transfusion helps save millions of lives every year. It can help patients live longer and with a higher quality of life, and supports complex medical and surgical procedures. It also has an essential, life-saving role in maternal and child care and during the emergency response to man-made and natural disasters.

An adequate blood supply that meets the needs of patients can only be ensured through regular donations by voluntary, unpaid blood donors. However, in many countries in the WHO Eastern Mediterranean Region, blood services face the challenge of making sufficient blood available, while also ensuring its quality and safety.

World Blood Donor Day serves to thank voluntary, unpaid blood donors for their life-saving gifts of blood and to raise awareness of the need for regular blood donations to ensure the availability of safe blood products for patients in need.

The campaign raises wider awareness that blood donation is an altruistic action that benefits all of society. It also draws attention to the important roles that voluntary donation systems play in encouraging people to care for one another and generate social ties through blood donation.

World Blood Donor Day is an opportunity to persuade leaders in the health sector to widely increase public awareness of the need for committed year-round.

WHO is calling on all countries to celebrate and thank individuals who donate blood and to encourage those who have not yet donated blood to start donating. "Be there for someone else. Give blood. Share life."

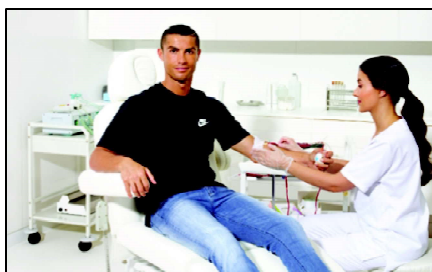
World-famous footballer, Cristiano Ronaldo is the first global ambassador of voluntary blood donation. Ronaldo has been a supporter of blood donation and a regular donor for the last 9 years.

Ronaldo has joined as the first global ambassador for the BE THE 1donor movement to inspire and motivate young people around the world to regularly donate blood and potentially help save a life.

The objectives of this campaign are to encourage and grow blood and plasma donations by simplifying and demystifying the experience and subsequently spark a global social movement using global ambassadors.

"As young people, often we feel limited in the difference we can make" said Ronaldo, who serves as forward for Real Madrid and Captain for Portugal's national team. "I saw firsthand the challenges my teammate was going through. When I realized I could make such a difference by doing something that was so quick, easy and relatively painless, I couldn't imagine not doing it. That's why I'm enthusiastic to be partnering with Abbott to bring awareness to the importance of blood donation and to encourage people around the world to become lifelong blood donors and help save lives."

In August 2017, the SBTP signed an agreement, through Abbott Diagnostics with Cristiano Ronaldo to promote the culture of voluntary blood donations in Pakistan. The Ronaldo national campaign is planned to be launched in early 2019.



World Blood Donor Day is a celebration of the unsung heroes directly responsible for saving or improving the lives of millions of patients. More importantly, it is an invitation to people, particularly young people, to make responsible choices, maintain a healthy lifestyle, and donate blood regularly.

This World Blood Donor Day 2018 message is "Be there for someone else. Give blood. Share life". This draws attention to the roles that voluntary donation systems play in encouraging people to care for one another and generate social ties and a united community. The theme sees blood donation as an action of solidarity. It highlights the fundamental human values of altruism, respect, empathy and kindness which underline and sustain voluntary unpaid blood donation systems.

In only 10 minutes, voluntary donors can share life by donating blood at their local regional blood centres. One pint of blood can save the life of three people. One donation of your blood will allow people with life threatening conditions to continue with the higher standards of living.

Everyone is eligible to be a blood donor. If you wish to be someone's hero, register at your local hospital and join the Safe Blood Transfusion Programme which has been collecting voluntary donations for its blood bank collection ensuring that every man, every woman and every child can share this gift of life.

Redefining Voluntary Blood Donations in Pakistan

The World Blood Donor Day (WBDD) is celebrated all over the world every year on June 14 to pay tribute to the voluntary blood donors who donate their blood throughout the year so that millions of lives are saved or their quality improved. The Day also serves to encourage the healthy members of the society to come forward and donate blood voluntarily and on a regular basis. Since the last many years the WBDD is celebrated widely in Pakistan also by the blood transfusion stakeholders and with increasing participation in collaboration with the World Health Organization.



Prof. Hasan Abbas Zaheer,
National Coordinator,
Safe Blood Transfusion
Programme,
Government of Pakistan

Transfusion of blood and blood products is the most common life saving intervention in medical practice and helps save millions of lives every year. It can help patients suffering from life-threatening conditions live longer and with a higher quality of life, and supports complex medical and surgical procedures. It also has an essential, life-saving role in maternal and child care and during the emergency response to man-made and natural disasters. The collection of blood from voluntary, non-remunerated blood donors (VNRBDs) is an important measure for ensuring the safety, quality, availability and accessibility of blood transfusions.

The WHO recommends that all countries should be self-sufficient in all blood products and that every blood donation should be voluntary, anonymous and non-remunerated. World Health Assembly resolutions WHA 28.72 and WHA 58.13 urged Member States to develop national blood transfusion services based on voluntary non-remunerated blood donation. Every year WHO identifies a new theme for the WBDD celebrations. The theme of this year's campaign is "Be there for someone else. Give blood. Share life", to draw attention to the roles that voluntary donation systems play in encouraging people to care for one another and generate social ties and a united community. The campaign aims to highlight stories of people whose lives have been saved through blood donation, as a way of motivating regular blood donors to continue giving blood, and to motivate people in good health who have never given blood to begin doing so, particularly young people. Countries all over the world have planned activities including; commemorative events,

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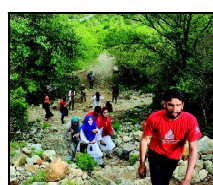
Hiking Tour 'Hike for Life' at Trail 3, Islamabad

The Pakistan Red Crescent Society (PRCS) in collaboration with SBTP and International Islamic University (IIU) organized a 3rd annual hiking tour termed "HIKE FOR LIFE" as part of the celebrations of World Blood Donor Day 2018. The hiking tour was organized at the Trail 3 - the most famous and old hiking track of Islamabad. A huge number of people of different age group joined the gathering. The main objective was to create awareness and to motivate general public about voluntary blood donation. The track was decorated with balloons and banners having messages in connection with the World Blood Donor Day 2018. The theme of this year's campaign is blood donation as an action of solidarity. It highlights the fundamental human values of altruism, respect, empathy

and kindness which underline and sustain voluntary unpaid blood donation systems. We have adopted the slogan,

"Be there for someone else. Give blood. Share life" Prizes were distributed among the top three participants who reached the top view point. Dr. Muhammad Ajmal, Senior Scientific Officer, KRL and Dr. Muhammad Arshad, Associate Professor IIU, presented the prizes to the

top three participants who reached the top view point. In his concluding address, Usman Waheed, Technical Expert, SBTP, appreciated the participants for coming on this noble cause and their remarkable step forward in mobilizing the youth.



RBC Muzaffarabad Blood Donation Awareness Seminar

The Regional Blood Centre, Muzaffarabad organized a blood donation awareness seminar at the University of Azad Jammu and Kashmir on the eve of World Blood Donor Day 2018. The initiative aimed to convey key knowledge about blood donation being a simple, easy and socially responsible act.

Dr. Syed Imtiaz Hasan, Consultant Pathologist, Federal Govt. Polyclinic Hospital, Islamabad, said in his presentation that blood is important to save

the lives of people who need blood transfusion due to illness or injury especially the thalassaemia patients who need regular transfusions. It is a blessing to have volunteers like youngsters who donate blood for community welfare.

Dr. Naveed Ahmed, Manager RBC Muzaffarabad informed the students about the new blood centre and the monthly requirements of blood and blood components in the capital city of AJK. He further said,

as the blood cannot be manufactured, maintaining a constant supply is a persistent problem. The need for donated blood has always been an absolute necessity, thus making it crucial that this service remains at the forefront of the public awareness.

Mr. Usman Waheed, Technical Expert SBTP, highlighted the benefits of blood donation and especially urged young people to give blood to help save lives. ■



RBC Quetta Blood Donation Camps in Sibi and Quetta

The Regional Blood Centre (RBC), Quetta organized a blood donation camps in Ariya Samaj Mandar in Sibi and Quetta.

The purpose of that camp was to celebrate the World Blood Donor Day 2018 and to create awareness among the general

population on voluntary blood donation. The blood donations yielded from both camps were 242. ■



RBC Gilgit Blood Donation Camp

A blood donation camp was organized at the Regional Blood Centre by two NGOs, Azm-e-Nor and GB Welfare Society. Twenty one donations

were collected during the camp. An advocacy session was organized following the blood camp, where the donors were provided with certificates and the

NGOs were awarded souvenirs for their continuous voluntary services. ■



Blood Donation Camp at Bahria University, Islamabad

A 2-day blood camp was organized by the Bahria University and PNS Hafeez Naval Hospital in Islamabad.

Dr. Muhammad Ayub, Deputy Director SBTP, briefed the students and the staff about the

importance of the World Blood Donor Day and stated that the day is celebrated to pay tribute to all the voluntary blood donors and to encourage others towards this noble cause. He appealed to the youth to come forward

and commit to become regular voluntary blood donors. The camp successfully instilled the spirit of voluntary blood donation among young students, who actively participated in this activity. ■



Redefining Voluntary Blood Donations in Pakistan

meetings, publication of relevant stories, scientific conferences, publication of articles in national, regional and international scientific journals, and other events that would help in promoting the theme of this year's World Blood Donor Day. The day is also celebrated on social media sites using either the hashtag #worldblooddonorday or simply, #giveblood.

If we compare the blood transfusion system in different parts of the world and the access to safe blood for transfusion in different countries, we find that there is a great disparity between the demand and supply of safe blood to a vast majority of population throughout the world. In countries with developed health care systems, high standards of quality of blood and blood components has led to high level of human health protection and generated faith and confidence in the system among the donors as well as the users. Challenging standards of quality and safety for the collection, testing, processing, storage and distribution of human blood and blood components have been set and successfully attained. The reliance of the entire system in these countries is on a 1-3 % pool of the national population comprising of dedicated and committed regular voluntary blood donors. A key feature of a modern blood system is a well-functioning organization of non-remunerated blood donations. However, the developing countries including Pakistan have a very low VNRBD base with an estimated 11% voluntary donations. Within the system reform of the blood transfusion sector in Pakistan, it is foreseen as an essential component and the principle of VNRBD should be propagated.

To reform the blood transfusion sector in Pakistan, promote voluntary blood donations and introduce uniformity and standardization in the quality of blood and blood products supplied and optimization of the scarce financial and manpower resources, a coordinated approach for the blood system has been introduced in Pakistan. To achieve this ambitious target the government established the Safe Blood Transfusion Programme (SBTP) with the support of the German government in 2010. The Programme aims to replace the current fragmented blood system with a coordinated decentralized system and is thus working towards organizing the blood transfusion structure in the country according to the WHO recommendations of establishing three inter-related systems with different responsibilities and accountabilities;

1. The blood regulatory system responsible for legislations, regulations, policies, standards and a national / provincial regulatory authority.
2. The blood supply system consisting of Blood Establishments that collect, test, process, store and distribute blood components.
3. The blood transfusion system consisting of Hospital Blood Banks, responsible for clinical transfusion services.

Since the establishment of the Programme in 2010 significant progress has been made in adopting these WHO recommendations for establishing and strengthening the blood regulatory system, blood supply system and blood transfusion system. Blood Transfusion Authorities have been revived throughout the country and the Islamabad Blood Transfusion Authority has emerged as a model regulatory authority functioning in a manner well suited to the national needs and requirements and is cited by WHO as a model to emulate for the regional countries.

The blood supply system in the country is also witnessing revolutionary developments with the successful implementation of the SBT project in which a network of large modern Regional Blood Centers have been developed. This new infrastructure is now operational and is providing direct benefit to the patients in the shape of safe blood components through hospital blood banks which have been renovated by the project. The blood supply and blood transfusion system has thus been strengthened. The second phase of the Project is well underway in which the scope and coverage of the project is being further expanded.

One of the main features of the Phase II of the project is the establishment of the Regional Blood Center, Islamabad which will provide coverage to the entire Federal Capital. The Islamabad Center will serve as blood procurement and distribution center ensuring quality systems to regulate all activities, which involve mobilization and retention of voluntary and regular blood donors.

However, despite the significant investments in terms of financial and human resources, the foundation and the basis of the Blood Programme remains the Blood Donors — the raw material of the system. Unless the source of this raw material is of the best and safest quality, i.e. regular voluntary blood donors, we will never get the desired results on our investments and efforts despite the creation of impressive buildings and procurement of latest equipment. It is thus imperative to shift the current system reliance from 'Family Donors' to the safest category of donors — the Regular Voluntary Donors. For this paradigm change to occur we need to convert our one time Family Replacement Donors into Regular Voluntary Donors. We also need to unlock the potential of our Blood Donor Organizations, particularly those functioning in the educational institutions, and reach out to our youth and sensitize them on making informed choices and recruiting them as regular voluntary blood donors. We also need to spread our message of blood safety to the society at large and sensitize them about their basic human right of access to safe blood for transfusion in all parts of the country irrespective of their color, caste or creed.

To access the potential donors, particularly the youth, the SBTP has recently partnered with the global social media giant "Facebook" and launched a special blood donation Feature for Pakistan in early 2018. The Feature makes it possible for people to easily sign up to be blood donors and to help connect donors with people in need and blood centers. This is the first time that Facebook has launched any Feature specifically for Pakistan, a country with 40 million Facebook users. Success of this FB Feature will redefine the voluntary blood donation scenario in Pakistan in a most economical and effective manner. It will also compliment the national efforts to promote blood safety being implemented through the German government funded SBTP which is already developing a nationwide network of modern blood centres. On June 18, 2018, the Facebook will launch an updated version of the Pakistan blood donation Feature.

It is anticipated that the international collaboration between the national blood programme and the social media giant will promote national consensus on the principles of voluntary non-remunerated donations while increasing blood safety and availability. It will also help focus attention on blood donation as an expression of community participation in the health system, and promote the importance of community participation in maintaining sufficient, safe and sustainable blood supplies. ■

Media Briefing on WBDD by Safe Blood Transfusion Programme

An impressive Media Briefing on the occasion of the World Blood Donor Day 2018 was organized by the Safe Blood Transfusion Programme (SBTP). A large number of media personnel were invited to the event. The briefing highlighted the achievements of the SBTP in promoting voluntary blood donations and establishing an internationally recommended new blood transfusion system in Pakistan with the support of the German government through the German KfW Development Bank. Also present on the occasion were

representatives of the Programme partners including KfW, WHO, UNAIDS and senior government officials.

Prof. Hasan A. Zaheer, National Coordinator, SBTP informed about the achievements of the blood safety systems reforms being implemented since 2010 by the Programme for improving access to safe blood for transfusion to all in the country.

Media representatives actively participated in the Q&A session and appreciated the commitment of the SBTP leadership and its team in implementing the challenging project with great

dedication. Representatives from the partner organizations and some experts also spoke on the occasion and appreciated the efforts of the government to reform the blood transfusion system in the country. They committed to support the Blood Programme not only for promoting voluntary blood donations but also all aspects of the vein-to-vein transfusion. A number of video messages and short documentaries on Programme activities and voluntary donations were also shown on the occasion. ■



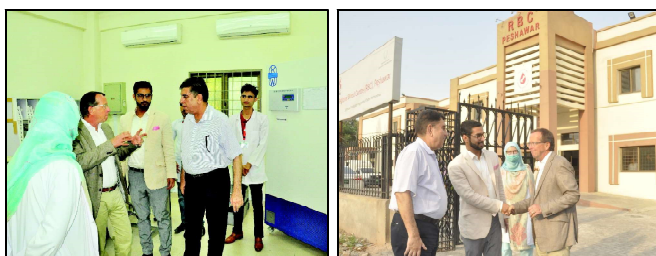
RBC Sukkur celebrated World Blood Donor Day



RBC Jamshoro Inauguration



German Ambassador visit to RBC Peshawar



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Mobile Blood Donation Vehicle at Multan RBC



Chief Minister Punjab visit to RBC Bahawalpur

Chief Minister Punjab visited the RBC Bahawalpur. Chief Minister Punjab, Mian Muhammad Shahbaz Shareef, visited the Regional Blood Centre (RBC) Bahawalpur. He toured different sections of the blood centre including mobile blood camp vehicle.

Dr. Ali Nadeem, Manager RBC briefed the honourable CM about different new technologies of blood banking which are being

utilized at the centre. The CM Punjab highly acknowledged the efforts of all the staff members

and prayed for the progress and prosperity of the Centre. ■



Seminar on Voluntary Blood Donations in PIEAS, Islamabad

SBTP in collaboration with PIEAS Volunteers Society arranged a seminar on the importance of Voluntary Non-Remunerated Blood Donations at the Pakistan Institute of Engineering & Applied Sciences (PIEAS).

Ms. Saira Tahir Program Officer, SBTP, highlighted the objective of the seminar and made a presentation on the significance of voluntary blood donations and its current status in Pakistan.

Prof. Hassan A. Zaheer, in his detailed presentation briefed the students about the current blood transfusion at the global and national level and the progress on the blood safety systems reforms

including the achievements of the German government funded Safe Blood Transfusion Programme. Prof. Zaheer called upon the young students to come forward and play their role in making the Programme successful by donating blood regularly on a voluntary basis. The presentation was followed by a detailed question

and answer session with the young students and the faculty members.

Earlier, Dr. Javaid Khurshed, Faculty Advisor from PIEAS welcomed the seminar participants and thanked the SBTP team in conducting the seminar for the benefit of the PIEAS students and faculty. ■



Workshops on Facebook Blood Donation Feature in Islamabad and Lahore



The Safe Blood Transfusion Programme (SBTP) organized joint Workshops in Islamabad and in Lahore with the global social media giant Facebook to introduce a new Pakistan specific Feature to promote voluntary blood donations in the country. The Facebook Feature will be launched in Pakistan and globally on June 18, 2018.

Speaking on the occasion, Prof. Hasan Abbas Zaheer who is the pioneer of the German government funded Safe Blood Transfusion Project shared the achievements of the SBTP and especially highlighted the efforts for the promotion of the culture of voluntary blood donations in Pakistan. He informed that since its establishment in 2010 the SBTP has done a lot of spade work to lay the foundations of voluntary blood donations in Pakistan.

The Facebook representatives (Ms. Ayscha Hammad and Mr. Hammad Yousaf) conducted the interactive technical sessions in which the

participants were briefed about the details of the new FB Feature and how to use it. The Facebook experts made demonstrations on how to create a Facebook page through which a blood bank or a BDO can connect to the Facebook registered blood donors. During the training sessions a closed group "Facebook Blood Banks-Pakistan" was created in which all the participants of the two workshops have been added. The

purpose of this Group was to exchange views regarding FB blood donation Feature and about the procedure for getting the official Blood Bank/BDO pages whitelisted and addressing the queries promptly. The workshop participants included the representatives of the Blood Banks and university based BDOs from respective cities. Total numbers of participants in the Islamabad and Lahore workshops were 63 and 53 respectively. ■



Cricket Match between SBTP and Ayub Medical College

As a part of 'World Blood Donor Day 2018' celebrations, the Safe Blood Transfusion Programme (SBTP) organized a friendly cricket match between SBTP and Ayub Medical College (AMC) teams at Cricket Ground, F-9 Markaz, Islamabad. The main objective was to create awareness and to motivate general public about voluntary blood donation. Promotional material (T-Shirts, caps, mugs, pens, pamphlets, badges, car stickers) with slogans appreciating and encouraging blood donors were distributed among the people. The ground was decorated with balloons and banners having

messages in connection with the World Blood Donor Day 2018. The match was won by AMC team by 1 wicket.

Dr. Noaman Siddiqui, Captain of the AMC team lifted the winning trophy. Mr. Ali was declared Man of the Match on his blistering batting.

Prof. Hasan Abbas Zaheer, National Coordinator SBTP presented the winning trophy and medals to the players. In his concluding address, he appreciated the players for coming on this noble cause. He also appreciated the active participation of the large number of spectators especially the youth. He said the theme of 2018 campaign is "Be there

for someone else. Give blood, Share life". The campaign aims to highlight stories of people whose lives have been saved through blood donation, as a way of motivating regular blood donors to continue giving blood, and to motivate people in good health who have never given blood to begin doing so, particularly young people. The platform was utilized for delivering various messages regarding donation of blood like 'eradication of myths' and 'over-coming fears regarding blood donation'. The event, as a whole encouraged and motivated people for voluntary blood donations. ■



Seminar on Safe Blood Transfusion in Sialkot

A seminar on safe blood transfusion was organized in Sialkot by the Kulsoom Society of Haematology and Blood Transfusion Services to commemorate the World Blood Donor Day 2018.

Mr. Sheikh Riazuddin, President, Sialkot Chamber of Commerce and Prof. Hassan Abbas Zaheer, National Co-ordinator, SBTP were the Chief Guests. A large number of distinguished members of the Sialkot Chamber and stakeholders attended the seminar with exemplary enthusiasm. Sialkot is renowned globally as the leaders in the manufacturing of surgical, sports and leather goods and its entrepreneurial achievements.

Prof. Zaheer in his presentation deliberated on the blood safety system reforms in the country and

briefed about the new blood transfusion

infrastructure being established throughout the country consisting of large modern 'Regional Blood Centers' supporting the existing 'Hospital Based Blood Banks'.

Mr. Usman Waheed, Technical Expert, SBTP, talked about the global and national scenario of voluntary blood donations and strategies for promoting voluntary blood donations in Pakistan.

Shiekh Riazuddin in his remarks lauded the efforts of SBTP for the nationwide implementation of the blood safety project. He assured his full commitment for promoting blood safety



for the people of Sialkot and committed to consider the SBTP proposal for developing a modern Blood Center in Sialkot. Kulsoom Society had branded the whole city to promote the Seminar and the activity received wide coverage in the print, electronic and social media. ■

