



NVBSP/Bicol Medical Center celebrates WORLD BLOOD DONOR DAY

June 14, 2006

Naga City, Philippines

Activities:

- Blood letting activities at Camp Elias Angeles, San Jose Pili, Camarines Sur last June 10, 2006, conducted by the 9th Medical Company, SVC SPT BN, 9th INF DIV, and Philippine Army in cooperation with the Philippine National Red Cross, Camrines Sur Chapter, in relation to the World Donor Day celebration.
- The Bicol Medical Center, National Voluntary Blood Services Program, formally launched blood letting to in-house and voluntary blood donors, on June 14 in a global celebration of the millions of people throughout the world who gave their blood on a voluntary, unpaid basis to save the lives of those in need. Free T-shirts were given to all voluntary blood donors.
- AMEC-BCCM and AFC Medical Technology Interns initiated blood donation during the said activity. During their tour of internship they were taught how to recruit blood donors. As a result of this learning they brought with them volunteer donors on June 14, 2006 to be a part of the global celebration.
 - ❖ One of our former Laboratory staff who arrived from Birmingham London for a vacation, came as walk in voluntary donor. She is actually a regular in house voluntary blood donor during her employment in this institution. Thank you so much Alma Santamaria Barrios for your Gift of Life. You have not forgotten Philippines specially your hometown. VIVA LA VIRGEN!
 - ❖ Some of our staff Jose Miguel Bergonio and Lemuel Quencose has shown their support on this activity by donating blood voluntarily without any reward except the knowledge that they have helped save lives.
- Digital Gift of Life – Blood donors on this day and those who will pledge to donate are invited to register their name, blood group, contact number and address. These data will fill-up the empty big drop of blood on the screen.
- Act of giving blood (actual blood collection)
- Public Relations and Promotions
 - poster / banner
 - TV and radio spot
 - SMS
 - Other mass media

Name of Organization: National Voluntary Blood Services Program (NVBSP)
The Philippine National Red Cross (PNRC)
Department of Health (DOH)
Philippine Blood Coordinating Council (PBCC)

Address: Bicol Medical Center
Department of Laboratories
NVBSP, Blood Bank Section
Concepcion Pequeña, Naga City
4400, Philippines

Telephone Number: (054) 811-62-30 or 811-61-73

Fax number: (054) 811-62-30

E-mail: malu&mar_bloodbank@yahoo.com

Contact Persons: Dr. Ray Ibarrientos
Malu Camposano
Mar Chavez

World Blood Donor Day 2006

Towards 100% voluntary blood donation: this year, like every year, World Blood Donor Day will be commemorated on 14 June in a global celebration of the millions of people throughout the world who give their blood on a voluntary, unpaid basis to save the lives of those in need. The day aims to raise awareness of the need for safe blood, to thank and honour those blood donors who make transfusion possible and to encourage regular blood donation by suitable donors.



World Blood Donor Day 2006 will focus on commitment: commitment from healthy individuals to become regular voluntary unpaid blood donors, commitment from existing voluntary donors to continue to donate regularly and commitment by blood transfusion services and partner organizations to provide the highest standards of care at every stage of the transfusion process - from the collection of blood from the donor to its transfusion to the patient.

Announcing World Blood Donor Day 2006



On 14 June 2006, a global World Blood Donor Day event will be hosted in Bangkok, Thailand, by the WHO Collaborating Centre for Training in Blood Transfusion Medicine, the Thai Red Cross Society National Blood Centre. For Thais, 2006 is a special year since it marks the 60th anniversary of His Majesty the King's ascension to the throne.

The event will provide a focus for an international media campaign to support World Blood Donor Day events at national and community levels throughout the world. The Digital Gift of Life will be a special feature in which Thai blood donors are invited to add their contact details to the blood donor database. These data will be transformed into a large "blood drop" and the target is to collect 60 000 000 millilitres (approximately 150,000 persons) by 14 June 2006.

Between them, they represent 192 WHO Member States, 181 national Red Cross and Red Crescent Societies, 50 national voluntary blood donor organizations and thousands of blood transfusion specialists throughout the world.

The collective World Blood Donor Day website of the sponsoring organizations (<http://www.wbdd.org>) is updated regularly with news of planned events and downloadable resources.

Website: redcross.org.ph

About World Blood Donor Day

Millions of people owe their lives to people they will never meet – people who donate their blood freely and without any reward. However, the overwhelming majority of the world's population do not have access to safe blood. Over 80 million units of blood are donated every year, but only 38% are collected in developing countries where 82% of the global population live.

In addition, many countries remain dependent on donation by the families or friends of patients who require blood and, in some countries, blood donors still receive payment. Yet evidence from around the world demonstrates that voluntary unpaid donors are the foundation of a safe blood supply because they are least likely to transmit potentially life-threatening infections, such as HIV and hepatitis viruses, to the recipients of their blood. It is to these unsung heroes that World Blood Donor Day is dedicated.

World Blood Donor Day builds on the success of World Health Day 2000 which was devoted to the theme 'Blood Saves Lives. Safe Blood Starts With Me. The enthusiasm and energy with which this day was celebrated indicated that there would be a positive response to an opportunity to give thanks to the millions of people who give the precious gift of life. It also builds on International Blood Donor Day organized annually by the International Federation of Blood Donor Organizations since 1995.

The event on 14 June 2005 is not intended to replace events such as national Blood Donor Days, but provides a special opportunity for a united, global celebration on a day that has particular significance: the birthday of Karl Landsteiner, the Nobel prize winner who discovered the ABO blood group system.

While it is hoped that World Blood Donor Day will create wider awareness of the importance of voluntary blood donation and encourage more people to become regular blood donors, the purpose is not to attract a big influx of new donors on 14 June. Rather, it is designed to celebrate and thank those individuals who voluntarily donate their blood without any reward, except the knowledge that they have helped to save lives, particularly those who give blood on a regular basis two, three or more times each year. It is our hope that a new generation of blood donors will follow their example, providing the safest blood possible for use wherever and whenever it is needed to save life. Youth will therefore be the focus of the day.

The day will also provide an opportunity to highlight the fact that voluntary non-remunerated blood donors are the foundation of a safe blood supply because they are associated with significantly lower levels of infections that can be transmitted by transfusion, including HIV and hepatitis viruses. Screening for transfusion-transmissible infections is essential, but the safest donations come from the safest donors.

14 June has been selected as World Blood Donor Day by three major organizations working for voluntary non-remunerated blood donation: the International Federation of Red Cross and Red Crescent Societies, the International Federation of Blood Donor Organizations and the International Society of Blood Transfusion. These organizations have been joined by the World Health Organization, which is co-sponsoring the event. Between them, they represent 192 Member States, 181 national Red Cross and Red Crescent Societies, 50 national voluntary blood donor organizations and blood transfusion specialists throughout the world.

The sponsoring organizations have established a Steering Committee to plan activities at global and regional level to support national activities, including:

- Global media campaign before and on 14 June 2005
- Media pack for use as a basis for national media campaigns
- Campaign kit containing ideas for World Blood Donor Day activities
- Dedicated website containing:

-News about global, regional and national campaigns and activities

-Examples of resources from individual countries, including TV and radio spots, slogans, donor education leaflets, posters, T-shirt designs, badges and stickers

-Resources for donor education and recognition that can be freely adapted at country level

-Publications from sponsoring organizations

- Regular bulletins on preparations for World Blood Donor Day
- Advocacy to support the development of national blood donor recruitment and retention programs
- Training courses and materials for blood donor organizers and recruiters
- And a special focus on successful youth peer education and promotion programs that attract large numbers of young voluntary non-remunerated blood donors who pledge not only to donate blood regularly, but also to adopt safe, healthy lifestyles to protect their own health.

During the period of preparation for World Blood Donor Day, the website will be regularly updated. We invite you to contribute to the global celebration of voluntary blood donors by sharing your own ideas, resource materials and plans for activities through the website or direct communication with the co-sponsoring organizations. Information on the impact of World Health Day 2000 and follow-up activities will be particularly welcome.

World Blood Donor Day provides a unique opportunity to give thanks to those very special people who provide the foundation of a safe blood supply, available to all patients requiring transfusion. We urge you to join with others in the global community in making 14 June 2005 an event to remember.

Type of organization:

- Government - DOH
- Blood Transfusion Service
- Red Cross/Red Crescent Society-PNRC
- Voluntary blood donor organization
- Non-governmental organization (please specify)- PBCC
- Others (please specify)

Contact persons:

Dr. Michael Angelo J. Marquez, Jr.
Physician In Charge
National Blood Center
The Philippine National Red Cross

E-mail: [picmikered\(at\)yahoo.com](mailto:picmikered@yahoo.com)

Armina N. Mata, RMT
Blood Services Representative
National Blood Center
The Philippine National Red Cross

[anmataph\(at\)yahoo.com](mailto:anmataph@yahoo.com)**Telephone Number:** (632)527-0000 local 150, (632)527-0861**Fax Number:** (632)527-0861**Title of event:** World Blood Donor Day Advocacy and Entertainment Program**Name of person in charge:** Ms. Maritess Estrella

Nurse V- National Center for Health Facility Development
Department of Health
Vice Chairman
Committee on Public Education and Advocacy

Telephone Number: (632) 742-8087**Fax Number:** (632) 742-8091**E-mail: [mbestrella903\(at\)yahoo.com](mailto:mbestrella903@yahoo.com)****Website:** doh.gov.ph**Location of Event:** Robinson's Place, Ermita, Manila**Date of Event:** June 14, 2006**Description of Event:**

This event is through the combined efforts of the Department of Health, Philippine Blood Coordinating Council and the Philippine National Red Cross.

- Advocacy and entertainment program on June 14, 2006 at Robinson's Place, Ermita, Manila - to be attended by heads and/or representatives from the Philippine National Red Cross, Department of Health, Philippine Blood Coordinating Council, Blood Galloners Club, HAPLOS, Philippine Information Agency, blood donors and guests, including celebrity endorsers
- Wall of Humanity – The focus is on voluntary blood donors in their normal occupational settings. Blood Service Facilities are invited to send pictures of their donors in April and May showing their occupation or profession. (This will help enhance blood collection in April and May which are low-season months for blood supply in the Philippines.) These photos will form a Wall of Humanity and will be put on display at public places to promote World Blood Donor Day with a theme "I'm a blood donor, and I save lives!" and with a slogan of "I'm _____ and I save lives." During the entertainment program this wall of humanity will be used as back drop.
- Digital Gift of Life – Blood donors on this day and those who will pledge to donate are invited to register their name, blood group, contact number and address. These data will fill-up the empty big drop of blood on the screen.
- Act of giving blood (actual blood collection).

Other events for the World Blood Donor Day celebration:

1. Press conference- June 13, 2006, DOH Compound
2. World Blood Donor Day Bazaar- June 14, 2006, the bazaar of different WBDD 2006 souvenir items at the Department of Health compound will start on June 14, 2006 and will last for one week.
3. Public Relations and Promotions
 - a. poster / banner
 - b. TV and radio spot

- c. SMS
- d. Other mass media

Similar events will be held all over the country, organized by the DOH Regional Offices and PNRC Regional Blood Centers and chapters.

Members of CPEA include representatives from the Department of Health, the Philippine National Red Cross, the Philippine Blood Coordinating Council, HAPLOS (Hemophilia Assn. of the Phils.), Blood Galloners Club, and Philippine Information Agency.

Website link for further information on the event:

redcross.org.ph
doh.org.ph

Sources:

Peter Carolan

Senior Officer

International Federation of Red Cross and Red Crescent Societies

&

Armina Mata

Blood Services Representative

National Blood Center

The Philippine National Red Cross

Ideas for your World Blood Donor Day campaign

Effective blood donor recruitment and retention campaigns involve mobilization at both grassroots and national levels. Broad participation and simple, compelling and consistent messages will improve the likelihood of voluntary blood donation becoming part of the culture of your community. Support from community leaders is also critical in ensuring success in attracting a sufficient number of low-risk, voluntary unpaid blood donors.

Evidence shows that participatory activities built around existing networks – blood transfusion services, national Red Cross and Red Crescent societies, schools and universities, workplaces and community-based organizations such as youth, women's and religious organizations – are the most successful means of disseminating information and attracting regular voluntary unpaid blood donors.

World Blood Donor Day will provide a special opportunity to:

- Thank voluntary non-remunerated blood donors for giving "the gift of life" – and encourage them to donate regularly in the future
- Emphasize the "feel good" aspect of being part of a special group of miracle workers who regularly provide a crucial, lifesaving resource
- Urge existing blood donors to encourage healthy friends and family members to become voluntary unpaid blood donors or to support blood donation campaigns
- Encourage people who donated blood when it was needed by a family member or friend to become regular voluntary unpaid blood donors
- Educate current and potential donors about how they can lead healthy lifestyles to protect themselves and keep their blood safe
- Stimulate enthusiasm for ongoing World Blood Donor Day events

SLOGAN

"Blood - a gift for life. Thank you" is the slogan adopted for World Blood Donor Day. The slogans and messages below, which come from various countries, can also be adopted or adapted for your World Blood Donor Day campaign. If your organization has any particularly effective slogans, please e-mail them to [mikkelsen\(at\)bloddonor.dk](mailto:mikkelsen(at)bloddonor.dk) so that they can be added to the World Blood Donor Day website. Examples of slogans and messages:

- Do something amazing today. Save a life. Give blood!
- Give the gift that costs nothing to give.
- We need each other. Please give blood.
- Every drop counts. Give blood today!
- It's in your blood to help save a life.
- Blood donors are special people.
- From me to you _ a gift of life.
- Donate blood, start young
- Life is precious. Be a life-saver. Give blood!
- Blood. It's in you to give.
- Share life. Donate blood.
- Give blood — stay healthy.
- I don't know your name, but thank you for your gift of life.
- Was it you who saved my life? Help save another, give blood.
- Accidents and medical emergencies don't take holidays - we need blood every minute, every day of the year.
- Blood costs nothing to give, yet is more valuable than any other resource on earth. Don't let the Blood Bank run dry!
- The blood you donate gives someone another chance at life.
- One day that someone may be a close relative, a personal friend, a loved one - or even you.
- Do you feel you don't have much to offer? You have the most precious resource of all: the ability to save a life! Help share this invaluable gift with someone in need.
- Rich or poor, you have what we need, the most precious natural resource of all.
- Feel like you're low on supplies? But you're rich in the most precious resource of all: blood and the gift of life.
- If you are a blood donor, you are a hero to someone, somewhere, who received your gracious gift of life.
- Good blood helps sick people get better.
- Strong communities are built on safe blood. We need what you've got! When you give blood, you'll be doing one of the most amazing things anybody could dream of – saving a life.
- Join the "vein-to-vein" chain that helps save lives.
- Give blood today. It may be a member of your family or a friend who needs this precious resource next.
- To give blood is an honour for youth . . . become a regular voluntary blood donor. Donate your precious blood, the almighty supporter of lives.
- I am proud as a voluntary blood donor, What about you?
- Are you thinking of what service to render to humanity? Give blood.

