



*A SUMMARY OF THE  
WORLD BLOOD DONOR DAY 2010  
CELEBRATIONS ALL AROUND THE WORLD*



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**World Blood  
Donor Day**  
**14 June 2010**  
New Blood for the World



**ASIA**

ASIA

## AFGHANISTAN

Due to some political issues, the WBDD was celebrated jointly on 20th June 2010, together with MoH, Afghanistan National Safe Blood and Transfusion Services (ANSBTS) in the Central Blood. The WBDD ceremony was opened by reciting the Holy Quran. Dr Suraya Dalil, the voice president of Public Health, had a speech on WBDD and thanked to all donors, especially the ARCS young volunteers, for giving their blood voluntarily and for saving lives. She emphasized the benefits of blood donation and saving lives of the needy people especially Thalassemia, Anemia, and A plastic Anemia. At the end, the CBB directorate, Dr.Masoud Rehmani, also thanked to all NGOs and INGOs, Club 25 and VNRBD donors of ARCS to donate their blood to the most needed people like in Jalalabad.

10 banners were printed and submitted to CBB, brochures, notebooks and WBDD pins were distributed to the participants.

## ARABIA SAUDI | DAMASCUS BRANCH OF THE SYRIAN ARAB RED CRESCENT



The preparations of this campaign started 1.5 month before 14 June, by making field visits to some companies, NGOs & other targeted group, and having awareness discussions about the importance of the Voluntary Blood Donation. The WBDD2010 had been announced in Public Media (T.V, Radios & e-Newspapers & Social Websites [Facebook & Twitter]). During the campaign, the Red Crescent attended blood donors during their donations at the Blood Collection center, handed out souvenirs, updated the “Blood Donation Database”, which is flused to stay in contact with the voluntary donors when blood units of their blood group are necessary and to keep the database updated for other blood donation campaigns, either by SMS or E-Mails.

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## ARABIA SAUDI | SAUDI SOCIETY OF TRANSFUSION MEDICINE (SSTM)



At the Marriott Hotel in Jeddah, the SSTM organized an event as a homage of volunteer donors and young people, who had participated in awareness campaign previously organized by Saudi Society of Transfusion Medicine in different places throughout Saudi Arabia.

## BANGLADESH



Department of Transfusion Medicine, Bangabandhu Sheikh Mujib Medical University, (BSMMU) Shahbag, Dhaka, Bangladesh arranged different programs in the university campus to observe the world blood donor day.



ASIA

## BHUTAN



For the fifth consecutive year, Bhutan celebrated the “World Blood Donor Day” on June 14th 2010.

The activities conducted were based on three key messages emphasized by WHO:

- Raising awareness among the young people to shoulder responsibility by enrolling as voluntary blood donors at an early age.
- Promotion of healthy life style choices by the young, regular blood donors
- Highlighting the contribution of the voluntary unpaid blood donors towards public health.

The event was organized by the Department of Medical Services, Ministry of Health, Blood Safety Program and National Blood Bank, Thimphu, and district hospital, Paro.

The activities conducted were as follows:

- Announcement of the theme and of the donation drive in three national newspapers on the 11th, 13th and 14th June 2010. At the Marriott Hotel in Jeddah, the SSTM organized an event as a homage of volunteer donors and young people, who had participated in awareness campaign previously organized by Saudi Society of Transfusion Medicine in different places throughout Saudi Arabia.
- Broadcasting via “short messaging service” by two mobile telecom companies on the celebration activities on the 13th and 14th June 2010
- Display of banners bearing the theme and information in the city premises, the hospital complex and the site of donation camps
- Press releases covering the day's events in three national newspapers as Bhutan joined the global community to celebrate the WBDD on 14th June
- The event was televised on the national television in the news bulletin in English and national language the very same day.
- Talk shows were arranged by national radio in local languages to educate the public and spread awareness on the importance of regular blood donation. The organizers thanked all the past blood donors for their valuable contribution in saving lives.
- The highlight of the day's event was the support and partici-

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## BHUTAN

pation of the reigning Miss Bhutan, Miss Tsokye Tsomo Kar-chung. She expressed blood donation as a means of showing compassion to others which was in line with the teachings of Lord Buddha. She also interacted with the donors and thanked them for the support and waiting patiently in spite of long donation hours.

- The event was also graced by the Director of Public Health, Ministry of Health, Dr Ugyen Dopu, who also interacted with the press and thanked the blood donors. He gave away „Certificate of Appreciation” to Miss Bhutan and to other blood donors.
- Almost three hundred people from different backgrounds - mainly students of various institutes, colleges, businessmen, office goers, police personnel, hoteliers, housewives, monk body, and the media staff as well, attended the event
- A total of 251 units were collected on that day. Out of these donors, 178 were under the age of 25 years and 39 were between 26 to 35years old
- IEC materials in the form of pamphlets and booklets were distributed.
- As a token of thanksgiving, a ‘Certificate of Appreciation’; donor badges and refreshments were served to all donors.

Funds: The necessary funds for the celebration were provided by WHO and World Bank.

It was another major and very successful step taken by the Bhutan’s BTS towards the achievement of 100% voluntary, non-remunerated blood donations as per the Melbourne Declaration of WBDD 2009.

## BRUNEI

On 14th June 2010, celebration of World Blood Donor Day was held at Sixth Form Centre Katok, Kg. Katokb ‘B’.

The ceremony with about 400 attendees was started with Surah Al-Fatihah and the welcoming speech was given by the Director of Laboratory Services, Dr Hj Jaliha Hj Md Yusof. The Minister of Health, Pehin Orang Kaya Johan Pahlawan Dato Seri Setia Hj Adanan Begawan Pehin Siraja Khatib Dato Seri Setia Hj Mohd Yusof then delivered the speech for the world blood donor day. After delivering his speech,

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**BRUNEI**

the minister launched the ceremony by pressing one of the keys on the keyboard. Then, a group “A Band Once” performed a song “Langkah Termulia” which was composed by Puan Hjh Siti Mariam Hj Md Jaafar. Together with “A Band Once”, the song was choired by the X-P Choir.

The minister awarded tokens of appreciation to top ten donors (5 male donors and 5 female donors) for being active blood donors among the 18-24 age groups. The winners of poster competition were also presented awards and certificates. Also certificates of appreciations were presented to all sponsors. In conjunction with the World Blood Donor Day, Blood Donation Centre at Raja Isteri Pengiran Anak Saleha (Ripas) Hospital organized a blood campaign on 16th and 17th of June. Altogether, 337 voluntary non remunerated donors gave their blood for altruistic reason. Among them 77 donors were 18-24 year age groups, 23% of donor population.

**CHINA** | HONGKONG



The Hong Kong Red Cross Blood Transfusion Service (BTS) organized various activities to promote and celebrate the “World Blood Donor Day (WBDD)” in June 2010. They organized a mass event to encourage youngsters to join blood donation. Over 100 youths from different academic institutions and community groups attended the event held at the Victoria Harbor and pledged to become regular blood donors. During the WBDD period, two Annual Donor Award Ceremonies took place. Donors who had reached 25-times blood donations or its multiples cumulatively during the previous year were invited to attend the ceremony and to receive the award. This year, the total number of donors eligible for awards has reached a

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**CHINA** | HONGKONG



new high of 2,337 people. The ceremony was held at a grand Chinese restaurant. Both award recipients and their families were invited to attend the Ceremony which included a delicious Chinese dim-sum lunch and stage performances such as singing and magic show. Patients who had received blood for treatment were invited to share their experience and to express their appreciations to blood donors.

A poster based on this year's WBDD theme was specially designed to enhance the publicity. And the WBDD 2010 was publicized through various media and publicity channels including TV, radio, newspapers, magazines, website, emails, posters, public transport advertising panels, buses and blood transportation vehicles' ad, restaurant table mats, and souvenirs distribution, etc. Messages including appreciation of blood donors and motivation of more people to join blood donation were also included. Emails were sent individually to blood donors to appreciate their generous donations and to encourage them to donate regularly. As a gesture of our appreciation, the "Q-Blood Bag Magnet" and the "Mini Blood Donation Calendar Calculator" were given to those who made a donation during the WBDD period. A commemorative pen was distributed to the general public on the WBDD to attract their attentions.

**CHINA** | MACAO



The 14th of June 2010 marked the celebration of World Blood Donor Day. The Macao Blood Transfusion Service (MBTS) organized a series of events to celebrate World Blood Donor Day. The staff members of MBTS compiled a series of slogans aimed at recruiting blood donors from the younger generation in accordance with the theme of the WBDD 2010: "New Blood for the

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## CHINA | MACAO



World”. World Blood Donor Day banners with these slogans were hoisted along the main streets in Macao.

On the 12th of June, MBTS organized its first seminar on Healthy Diet for Blood Donors. Blood donors who participated in a survey on the Health of Regular Blood Donors and blood donors, whose hemoglobin level was lower than the acceptance level for blood donation, were invited to the seminar. A total of 125 blood donors attended. A registered nutritionist from Hong Kong was invited as the guest speaker. She stressed the importance of a balanced diet and highlighted the amount of iron in various types of food. She also provided guidance on how to read nutrition labels.

## CHINA | SHANGHAI



2010 WBDD ceremony of China main conference hall was held on the Oceania Square in the Expo Park. The theme of the activity was “Love - Relay” and was specially organized by Shanghai Blood Center. Chinese Minister of Health, Chen Zhu, Chinese Red Cross Society Executive Vice Chairman, Wang Wei, PLA General Logistics Ministry of Health Deputy Minister, Chen Xinnian, Shanghai Municipal Government Deputy Secretary-General, Weng Tiehui, WHO Western Pacific regional Director, Shen Yingxiu, International Federation of Red Cross and Red Crescent Societies in East Asia Health Representative, Gao Le, and other VIPs participated the ceremony.

During the ceremony, the leaders expressed greetings and sincere respect to voluntary blood

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**CHINA** | SHANGHAI



donors and presented the awards for the winners of 2008-2009 Shanghai non-remunerated blood donation promoting prize. When the sculpture symbolizing volunteer blood donation with the theme “Love - Relay” was unveiled, warm applause from blood donors and volunteers aroused, and the theme song of 2010 WBDD – “The gift of life” was sung by the famous pop singer Ren Xianqi, together with nearly one hundred blood donors together.



Tourists from all over the world in the Expo Park were deeply affected by the atmosphere full of love, and many of them responded to the call from “Love - Relay” by donating blood. Since the 14th was a public holiday, there was over 450,000 people visiting the Expo on that day by that hour and the event obviously attracted many young people and cheering fans.

A “Love - Relay” blood donation photography exhibition and lectures on knowledge of blood were held in the pavilion of the IFRC and the pavilion of the United Nations at the same time. A volunteer blood donation consultation and appointment desk was also set in front of the pavilion of the IFRC, and nearly one hundred persons consulted or had an appointment to donate their blood. A series of campaigns and ceremonies had previously been organized by Shanghai



Blood Center from early May, in which a large-scale publicity campaign named “Love - Relay” has obtained good responses and been organized three times consecutively.

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## INDIA | AHMEDABAD

On 14 June, a blood donation campaign took place at the Divisional Railway Hospital-Sabarmati-Ahmedabad.

## INDIA | BASTI

From 7 to 21 June, acts of celebration of World Blood Donor Day by Voluntary Blood Donation at Basti, Uttar Pradesh, India took place.

## INDIA | CHANDIGARH



As pioneers in the field of voluntary blood donation for 45 years, June 14 has a particular significance for the Blood Bank Society, Chandigarh (BBS). Seen as an opportunity to spread awareness about blood donation, various activities were planned. Door Darshan aired an interview with BBS motivators and a doctor. Free Movies for blood donors were organized on June 13, in two cinema halls. Advertisements were placed in the news papers, announcing these special movie shows for blood donors, free of cost. The management of the 2 cinema halls, Nirman, Sector 32 and Batra, Sector 37 graciously agreed to our request for this purpose.



SMSs were sent out to existing blood donors, to thank them for their contribution to the National Health programme. 20 petrol pumps sported Banners, thanking blood donors. 2 new posters, which had won the First and Second prize in a competition announced by the BBS, were printed and the Advisor Mr. Pradip Mehra, released them on June 14, in his office. Pocket calendar-cum-booklets, with facts about blood donation were printed.

A half day seminar for motivators was held at the end of June, as a refresher course for motivators working in

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## INDIA | GUJARAT



the field, of voluntary blood donation.

Prathama Blood Center, Gujarat-India has started its celebrations at 10am on 14th June 2010 by felicitating 25 time voluntary blood donors and 20 time voluntary blood donors with “Appreciation Certificates” and Silver Medal.

## INDIA | INDIAN RED CROSS SOCIETY



Shri Ghulam Nabi Azad, Chairman of the Indian Red Cross Society (IRCS) and Union Minister for Health and Family Welfare honored 8 blood donors and two partner organizations that help the IRCS in blood collection. While thanking the blood donors all over the country on the occasion of World Blood Donor Day, he urged, especially the young persons, for repeated non-remunerated blood donations. Young people unable to donate for any reason can volunteer their services as advocates for voluntary donation.



Shri Azad inaugurated the upgraded Model Blood Bank of the IRCS. He praised the facilities and ambience that have been created in this one of the most outstanding Blood Banks in the country. Dr. S. P. Agarwal, Secretary General, IRCS informed that the Society collects 85 % blood from voluntary donors and aims to achieve 100 % blood from voluntary donors.



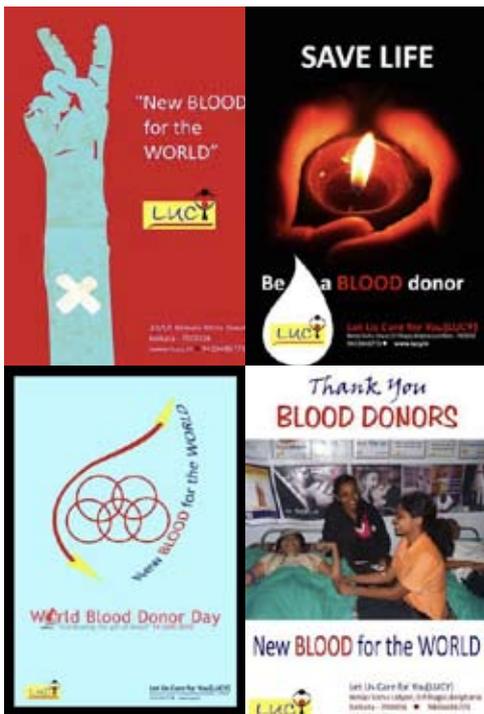
Secretary, Deptt. of AIDS Control and DG, NACO Shri K Chandramauli said that this day makes people awakes of the importance of blood donation and motivates more and more individuals to donate blood regularly. He further said we must thank all those who voluntarily donate their blood without any reward. NACO also handed over a blood transportation van to the IRCS on the occasion.

ASIA

# INDIA | KARNATAKA



# INDIA | KOLKATA, MADHYAMGRAM AND NEWBARRACKPUR



The LUCY core committee has decided under mentioned campaign program to commemorate WBDD 2010. On 13th June 2010 a blood donation motivation awareness campaign was conducted in front of 6 Medical College Hospitals in the City of Joy. Stickers, posters and fliers were used as a campaign material. Flyers promoting 100% voluntary non-remunerated donation of blood and blood components were distributed door to door in certain areas of the city and suburbs along with Daily Newspapers. Also, a campaign at Railway Stations and Bus Stands took place with the aim of spreading the significance of WBDD. LUCY members will participate and mobilize the local voluntary blood donors of Madhyamgram and Newbarrackpur in their in-house blood donation camp. New posters for blood donation were released.

On 14th June 2010 took place an institutional campaign in various offices, schools and colleges on 100% voluntary non-remunerated donation of blood and blood components. Stickers, posters and flyers were used as campaign material. There were seminars & quiz on blood donation organized in schools & colleges. On 20th June 2010: a blood donation camp marked the end of this year's WBDD campaign program.

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## INDIA | KOLLAM

Between 13 and 14 June, they organized a class on the importance of blood donation by Dr. Sumit Datta, Asst. Prof. Department of Community Medicine, Travancore Medical College, Kollam and Collecting data base for voluntary donation throughout the year with the aim of forming data base of young generation for donation.

## INDIA | NEW DELHI

On 14 June, a Rally by the Professionals and NGO' for promotion of Voluntary Blood Donation and a Seminar on Rationale use of Blood took place. NGO's and regular repeat donors received golden and silver badges for their contribution.

## INDIA | PALGHAR THANE MUMBAI SUBERB

On 14 June, a world blood donor day campaign took place and many people came around to give blood, despite bad weather conditions.

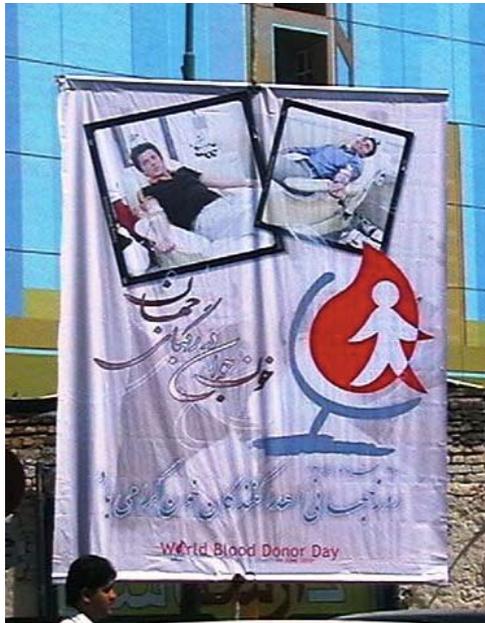
## INDIA | WEST BENGAL



The Association of Voluntary Blood Donors in West Bengal organized a Blood Donation Awareness Campaign throughout the state, a part from distributing reading material and displaying posters, they organized seminars on voluntary blood donation, Radio & Television talks and sent an SMS message to 1.2 million people

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**IRAN**



Iranian Blood Transfusion Organization (IBTO) commemorated 2010 World Blood Donor Day in a big ceremony held at conference hall of Iranian Blood Research and Fractionation Company with over 250 guests, among others participated the Iranian Minister of Health, Iranian Deputy President in Science and Technology; WHO representative in Iran; members of Parliament; Deputies of Health Ministry; movie stars; representatives from Economic Cooperation Organization; blood donors and IBTO staff participated in the ceremony. In his welcome speech, Dr. Abolghasemi, IBTO Managing Director addressed the achievements of IBTO in recent years: “Increasing the rate of regular donation up to 43% in 2009, an automatic donor record, plasma fractionation in cooperation with European countries, meeting all needs for IVIG and factor 9 in 2010, sufficient blood inventory and full preparedness against disasters were some highlights of progressing areas in IBTO”, he said. At the end, he expressed his appreciation to blood donors whose sacrificing resulted in all of these achievements.

Dr. Vahid Dastjerdi, Iranian Health Minister, emphasized the importance of blood in health system and accomplished the IBTO for the 800,000 regular blood donors, for performing blood donation, for screening tests on 100% of collected blood and for supplying a great number of blood products, such as fresh frozen plasma, packed cell and platelets. Dr. Nasrin Soltankhah, Iranian Deputy President in Scientific and Technology Affairs, expressed the support of the government to establish national cord blood bank and the importance of cellular therapy in the new era of medicine. Dr. Manenti, WHO representative in Iran while reading a message from Dr. Gezairy ( EMRO General Director), emphasized the significant role of young blood donors in supplying safe and adequate blood and the new initiatives such as Young Ambassadors programmes and international youth clubs to recruit them.

All guests of honor, including Iranian famous movie

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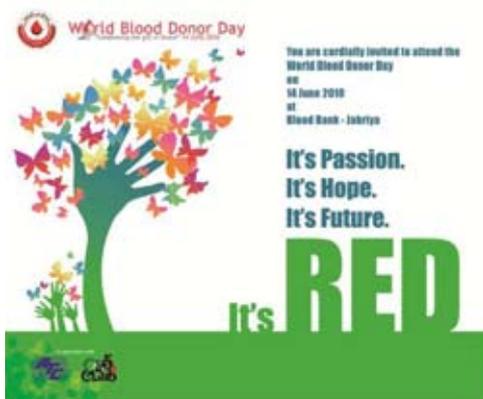
## IRAN

stars, were invited onto the stage to award 30 regular blood donors who had donated more than 100 times and 30 young blood donors by milestone gifts and certificates of appreciation. A video clip displayed on the theme of WBDD slogan, encouraging youth to donate. The event was further celebrated by the performance of a traditional music band. It is noteworthy that similar ceremonies were organized throughout the country in collaboration with universities and with special contribution of young donors.

## JORDAN



## KUWAIT





ASIA

## LAO PDR



## MALDIVIA



Maldivian Red Crescent is coordinating with National Blood Transfusion Services, Ministry of Health and Family Global Fund Programme, Maldivian Blood Donors, National Thalassaemia Centre, National Thalassaemia Society and Indhira Gandhi Memorial Hospital (IGMH) to organize events for the World Blood Donor Day 2010.

The official activities to mark this day were planned for July 16th and 17th, for which a large scale blood camp and awareness music show was organized.

On 14th June 2010, the coordinating team organized three locations in Maldives to sign up blood donors. The locations were Huravee building, IGMH and carnival area. The Huravee location was managed by the local NGO Maldivian Blood Donors with the support of National Blood Transfusion Services. The IGMH location was managed by the IGMH blood bank and the carnival area was managed by Maldivian Red Crescent

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## MALDIVIA

volunteers. The volunteers set up a sign-up table on the corner of the road and encouraged people passing by in cars, motor bikes and on foot to sign up for blood donation. MRC volunteers and staff also went out on to the roads to sign up blood donors. At the end of the event MRC volunteers achieved a milestone of signing up 714 donors in 5 hours.

## MONGOLIA



On 13 June 2010 to mark WBDD the marsh, covering WHO, MOH staff, staff of the NTC, MRCS, senior Honoured Blood Donors and youth, was organised and proceeded to the decorated square with music orchestra of military University. The day was celebrated by special programme. The President of the MRCS and WHO Representative in Mongolia made opening speeches appreciating and glorifying the blood donors. Music, songs, young gymnasts programmes greeting and appreciating the role of voluntary blood donors were performed during the day. The appeal to donate blood voluntarily was made by Mr Serdamba, Hero of Labour of Mongolia, Olympic Champion in boxing of the Beijing Olympics 2009, together with a performance of flying balloons ceremony made great impact on young people to join the donors ranks.

- Mobile blood collection session was organised during the event.
- The advertisement and education materials on blood donation was published and distributed to aimags (posters with Serdamba, the Hero of Labour of Mongolia, leaflets, stickers, key chains and etc.)
- To promote WBDD marking in the country-side, contribution to 2 aimags (Tuv and Darkhan) was sent.

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## MYANMAR



## NEPAL | BHARATPUR

During the celebrations of WBDD, blood donors with the rare blood group (RH-negative) were awarded and experts spoke about blood donation and its importance.

## NEPAL | KATHMANDU VALLEY

World Blood Donor Day 2010 celebration lasted in Nepal for one week. Nepal Red Cross Society Central Blood Transfusion Service, Nepal Red Cross Society District Chapters-Sub Chapters, Blood Donors Association of Nepal, Nepal Voluntary Blood Donors Society, Blood Point Nepal and other blood donor organizations organized series of program. The program was the following:

- 7 June - Safe blood donation awareness rally, inaugurated by Senior Artists Madan Krishna Shrestha and Hari Bansha Acharya. More than 1000 people (blood donors, blood donor organization's representatives, youth, school and college students, social workers) participated in the rally.
- 8 June - Cycle rally organized by BLODAN in association with Nepal Cyclist association. More than 300 cyclists participated in the rally. Youth from Club 25 in Nepal participated in this event.
- 9 June - Art competition - 52 school students participated in the art competition program. The theme of the competition

ASIA

**NEPAL** | KATHMANDU VALLEY

was “New Blood for the World “.

- 10 June - Oratory competition - 60 school students participated in the oratory competition program. The theme of the oratory was “New Blood for the World”.
- 11 June - Role of Club25 to promote e-blood donation, more than 150 youth participated in this program. A very interactive session was held about blood donation and e-blood donation. They explored the importance and role of youth in safe blood donation to promote national blood program followed by the slogan “New blood for the world”.
- 12 June - Interactive meeting among friends of Rh-negative, in order to promote Rh negative blood donors, there was an interactive program among Rh-negative blood donors in City Hall, Exhibition Road.
  - Blood Donation Program was held in public places - more than 500 units of blood were collected that day. 8 blood donation campaigns were conducted in different places of Kathmandu Valley.
- 13 June - Mass media interaction was held in Central Blood Transfusion service on the subject of safe blood donation and its access to the patients. 35 journalists participated from different media in this interactive program
- 14 June - Prize and award distribution and closing ceremony

**NORTH KOREA** | PYONGYANG, PHYONGSONG AND SARIWON



The World Blood Donor Day on 14 June 2010 was celebrated at same time in Pyongyang in the People` Palace of Culture and in 2 provincial Blood Centres, with the aim securing safe regular donors on voluntary non remunerated blood donors with increased humanitarian spirits. In Pyongyang, there were 300 participants, among other some 120 persons from Ministry of Public Health, the Ministry of Foreign Affairs, Ministry of Education, Publication and Newscast, Red Cross Society of DPRK and staff working in BTS,100 of Model donors, officers from WHO office and International Federation of Red Cross and Red Crescent Societies office. In the provincial Blood Centres, the

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**NORTH KOREA** | PYONGYANG, PHYONGSONG AND SARIWON



attendance was of 500 persons (250 in Phyongsong and 250 in Sariwon). There were also senior officials from Provincial and County Red Cross Branches and Journalists of Publication and Newscast from the center and RC volunteers, province BTS staff, Model donors.

**OMAN** | MUSCAT

Between 12 and 15 June there were celebrations of the World Blood Donor Day in Oman, as blood donor felicitation day where in all regular blood donors and organizers are appreciated

**PAKISTAN**



World Blood Donor Day Activities 2010

- Coordination with Provincials BT Focal Persons
- Blood Donation Camps at Polyclinic and PIMS at Islamabad & with Pakistan Red Crescent Society
- News supplements in leading newspapers containing messages from Prime Minister, President, Minister for Health, Secretary for Health, Director General Health and Parliamentary Secretary Health for Health
- Printing of banners and stickers for blood bags for all provinces where blood campaigns are organized.
- Seminar at NIH on 14 June to celebrate WBDD and the inauguration of National Voluntary Blood Donation Week (14th – 21st June, 2010).
- Fatimid Foundation & Husaini Blood Bank Activities- Blood Donation Camps with Peoples Doctors Forum at various parts of Sindh
- WBDD programme at Ravi Hotel Karachi
- Blood Donation camps at Bolan Medical complex and Civil Hospital Quetta

ASIA

## PAKISTAN

- Interview of Dr. Hasan Zaheer by Pakistan Television on 14th June, 2010

## PAKISTAN | ISLAMABAD



Pakistan Red Crescent Society, Blood Donor Centre celebrated “World Blood Donor Day” on 14th June 2010 at PRCS Blood Donor centre premises. It was planned to conduct the activity in Islamabad to raise the level of awareness for voluntary blood donation. BDC conducted the following activities:

- Display of 100 banners (in Urdu and in English) with the message “NEW BLOOD FOR THE NEW WORLD” were put on view at all the important points of the capital visited by maximum population of the city. PRCS is the only organization who displayed the banners 2 days before 14th June in Islamabad.
- PRCS organized the “Thanks Giving Ceremony” on 14th June 2010, in connection with World Blood Donor Day. Secretary General PRCS, all PRCS officers and supporting staff as well as voluntary blood donors visited PRCS Blood Donor Centre. Secretary General PRCS appreciated the hard work and dedication of all the BDC staff.
- Voluntary Blood Donations: 15 college student from Federal Government College for Women, G-10/4 Islamabad and 29 Volunteers from Life Blood Donor Society, Gujranwala visited the Blood Bank and donated blood & FFPs.
- JD BDC and deputy director for HIV AIDS attended the launching ceremony of “National Blood Donation week” at NIH, Islamabad on 14th June 2010. “PRCS was specially mentioned as an important stake holder in Blood Transfusion services” on the occasion. JD BDC met with Minister of Health, Secretary Health and Chief Health Planner during the launching ceremony
- Media coverage: Teams from PTV, Duniya TV, Aaj TV, Voice of America, and CCNA provided the coverage. Radio Pakistan aired the live interview of Joint Director (JD) Blood Donor centre (BDC) on 14th June. Radio Pakistan aired the live interview of Joint Director, Blood Donor Center, PRCS, with the focus on global campaign with the slogan “New blood for the world”. She emphasized on the need of mobilization

**World Blood Donor Day**  
“Celebrating your gift of blood”

**Help Desk :**  
14th June 2010

**Blood Donation Camp**  
16th June 2010

**Venue:**  
Ground Floor Lobby

**Thank You BLOOD Donor**

**Contact Details:**

Prof. Muhammad Rafique	0321-4013300
Engr. Majid Gulzar Malik	0322-4542384
Ghulam Dostgir	0321-4618467
Umar Zulfikar	0323-7908718
Usair Hafiq	0321-4347263

ASIA

## PAKISTAN | ISLAMABAD



and involvement of young people to donate blood voluntarily on regular basis so that a pool of voluntary blood donors can be created.

- Almost all the population of the city and people from surroundings areas have benefited from the information and being made aware of donating blood safely on voluntarily basis. This image of PRCS and Blood Donor Centre is enhanced as a caring and leading organization that believes in safe, efficacious and equitable distribution of blood without discrimination.

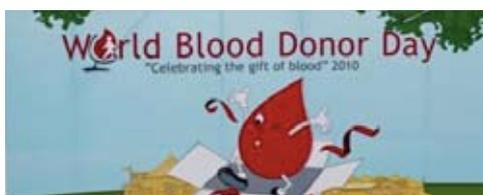
## PAKISTAN | LAHORE

On 14 June, a seminar was held at the Allama Iqbal Medical College Auditorium to mark the day in which the importance of donating blood without remuneration is so much emphasized. Another seminar was held on the “Importance of blood donation” with the objective of creating awareness in parents & teachers regarding “Importance of blood donation”. School teachers, parents and family members of the students, along with the students, attended the seminar. This event was covered in print & electronic media as well.

## QUATAR | DOHA

On 14 June, in the frame of WBDD, the Blood Donor Unit Hamad Medical Corporation honored 360 blood donors.

## SINGAPORE



Blood donors in Singapore celebrated World Blood Donor Day on 12 June and witnessed the presentation of over 1,500 awards to exceptionally committed individuals and corporate/community groups for their support of the National Blood Program. Held at Clifford

ASIA

**SINGAPORE**



Square, along Singapore’s waterfront, the celebrations also included a fun-filled carnival and a special run of the Fullerton Heritage Quest.

For the first time, three individuals were conferred the Medals for Life; a female was crowned Champion of Champion; and three females were presented with the Diamond awards. Medal of Life recipient, Mr Augustus Chan, who comes from a family of eight brothers all of whom have donated blood, said, “It does not matter who the blood recipient is. Knowing that my blood is extending someone’s life and giving hope to his or her family members is rewarding. Being able donate now is a blessing as I know I am healthy.” In tandem with the global theme for World Blood Donor Day “New blood for the world”, the Youth Donor Club in Singapore has kick-started the Youth Ambassador Program, a new initiative to inform and educate secondary school students on the importance of voluntary blood donation.

**SOUTH KOREA** | GWANGJU AND SEOUL



The National Red Cross of the Republic of Korea held various events, aimed at expressing gratitude to blood donors who share their life to other people, and introducing World Blood Donor day to Korean people. Korean Red Cross held a commemorative ceremony in Sejong hall attended by minister of Health and Welfare, representatives of blood recipient groups, PR envoys and many blood donors and an open concert in partnership with KBS (Korean Broadcasting System) on 5th June at Gwangju National University of Education for the prior to the ceremony. It was broadcasted nationwide on KBS Channel 9 on 20th June.



On June 13, a flash mob activity (a large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then disperse) took place in Seoul at Coex mall to celebrate World Blood Donor Day. 100 dancers who

ASIA

## SOUTH KOREA | GWANGJU AND SEOUL



have participated in the activity expressed their gratitude to blood donors with their own body. A part from that, many regional events were held on June 14 in order to stress the importance of blood donation and to thank blood donors.

## SRI LANKA | COLOMBO, NAMELY AMPARA, BADULLA, MATARA, TRINCOMALEE, GAMPAHA, MONARAGALA, ANURADHAPURA, BATTICOLOAE, MATALE, KANDY, KEGALLE, MATARA AND VAVUNIA



World Blood Donors Day (WBDD) was celebrated in Sri Lanka commencing from 14th of June onwards keeping in line with other countries and continued for a week and onwards. The program was a joint program of the Sri Lanka Red Cross Society and the National Blood Transfusion Services of Sri Lanka. Not only in the capital city Colombo but felicitation programs were throughout the country, including north, south, east and west, including the war tone areas.



Fourteen Red Cross branches out of twenty six celebrated the WBDD with their partners of the program which is the area blood bank. National Blood Transfusion Services headquarters based in the capital city had the biggest and the most colorful program, which included technical aspects of the transfusion services and also performing arts, which resemble the importance of transfusion and saving lives performed by Thalassaemia patients.



The technical and latest scientific aspects of the transfusion services and donor promotion educational activities were in a form of exhibition, open to the public for three days. The Minister of Health, Maithripala Sirisena, opened the. The intention of the exhibition was to target young school children, who will be the donor resources in the future. On this special day two hundred individuals were recognized for their special contributions to the blood donor campaign as donors and organizers. They represented all ethnic groups and religions. They were awarded with special souvenirs, according to the contributions done in the past.

ASIA

## THAILAND



Organizers of the event were as follows: The Thai Red Cross Society, Ministry of Public Health, The Committee for Recruitment and Promotion of Voluntary Blood Donors of the Thai Red Cross Society, Provincial Red Cross Chapters / Regional Blood Centre / Provincial Hospitals, National Blood Centre, Thai Red Cross Society.

The objectives of the celebrations were to emphasize on the common commitment to launch the campaign to recruit young generation to become blood donors, to share the Thai Red Cross activities with WHO, IFRC, FIODS, ISBT, to launch PR campaign on blood donation and promotion of voluntary blood donation and to thank you blood donors and to promote regular blood donors as the model of healthy people. The target groups were regular blood donors, young generation, new donors and general public aged between 17-60 years

## TIMOR-LESTE | BIDAU, TOKO BARU- DILI



The Ministry of Health together with The World Health Organization in Timor- Leste commemorated World Blood Donor Day on 14 of June 2010 with the global theme “New Blood for the World”, targeting young people with the following objectives:

- To encourage more young people to donate blood regularly on voluntary basis
- To acknowledge the contributions of current blood donors
- To encourage government officials, personnel of blood transfusion services and non government organizations to sum together in promoting voluntary non remunerated blood donation so as to ensure that safe blood will always be available for every patient who needs transfusion as a part of their treatment

About 100 people participated in the following activities from 12 to 14 June:

- Socialization in School and Suburb
- Blood group test in the community
- Establishing a temporary mobile donation facility in Bidau

ASIA

## TIMOR-LESTE | BIDAU, TOKO BARU- DILI

- T- Shirt and accessories were provided to all regular blood donors
- Mass at National Hospital Guido Valdares
- Speeches of Mrs. Magdalena Hanjam, the Vice Minister of Health, Timor- Leste, Mr. Thomas Adelino, the Chief Department of Blood Bank, Dr. Odete Viegas, the General Director of NHGV
- Presentation of awards to regular blood donors
- Visit to the Department of Blood Bank and closing ceremony with blood donors in the Blood Bank Department

### Results achieved through this 3 day campaign:

- Socialization Dili in 3 schools: Crystal High School, 04 September High School and Sagrado Coracao High School.
- Household Socialization in 3 suburbs – Becora, Lahane and Santa Cruz suburb
- Free blood testing for 228 people to determine their blood types.
- Mobile blood bank stationed in Bidau attracted 100 donors, mainly international staff of the UN.

## UNITED ARAB EMIRATES



The Sharjah Blood Transfusion & Research Center in Ministry of Health had planned the activities to promote this event several months before the WBDD was promoted within all local blood donation centers, letting voluntary blood donors know about this day and thanking them for the contribution they make to UAE.

- The donation centers were decorated with colored balloons and paper decoration carrying the slogan of this year and word of thanks to the blood donors for their generous contribution
- A wall mounted poster, colored, in Arabic and in English languages was designed and distributed to all Emirates news papers that are issued in both languages( Arabic & English), to all blood donation centers, primary health care clinics preventive medicine clinics, governmental and private hospitals and governmental establishments
- 10,000 SMS messages, in Arabic and in English, caring the slogan of this year were sent to mobile phones.

ASIA

## UNITED ARAB EMIRATES



- The National Media and Communication Council, United Arab Emirates (TV, radio, news papers, journals) were called to cover the activities. The newspapers published the poster and talked about the event and the planned activities. ON TV, shots with keynote speakers with short films about the blood donation WERE played live on different channels.
- educational & publicity material for the event included wall mounted posters in Arabic & English, Pins, pens, mugs, T-shirts, balloons and caps . All related material to carry the slogan for this year. WBDD. publicity material has been distributed to governmental and private institutes schools, university, social association, cultural clubs & companies.

## VIETNAM | VIETNAM, HANOI



Images from the National Steering Committee for Voluntary, Non-remunerated Blood Donor Recruitment in Vietnam and from a blood donation campaign in Hanoi.





**World Blood  
Donor Day**  
**14 June 2010**  
New Blood for the World

**AFRICA**

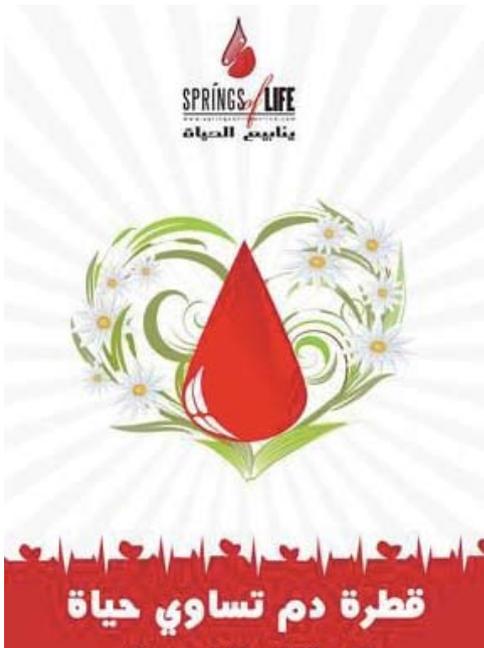


AFRICA

# CAMERON



# EGYPT



During which the implementation of the biggest wild card in the world to donate Palm with the participation of 50.000 Egyptians by signing the invitation to the world community to give blood and addressed to the media Oprah Winfrey to participate in the definition and invite the world to donate blood with Stars initiative, led by singer / Mona Zaki. Media conference held was accompanied by the visual presentation of the stages of the primary initiative during the period of preparation and display the plan for Activation Phase of the initiative which aims to communicate with the community and invite them to donate blood and positive systematic participation and includes the conference offer to invitation of U.S. media: Oprah Winfrey to be the Ambassador of Global Campaign Donation blood to be honored during the celebration night of the event and the guest of honor event was the Lebanese singer: Nancy Ajram in the presence of the Ambassador initiative Egyptian actress artist: Mona Zaki.

AFRICA

## ETHIOPIA | ADDIS ABABA

World Blood Donor Day was celebrated colourfully under the theme “New blood for the world” on June 14. On 27 June, the Club 25’s Day was celebrated for the third time at the National Blood Bank Service/Ethiopian Red Cross Society-HQ compound, as an Annual Discussion, Donation and Entertainment (ADDE) function.

The ceremony was held especially in the capital city, Addis Ababa at the Ethiopian Red Cross Society Training Centre garden with a half-day various activities. During the half day celebration on June 14th, the celebration schedule was started at 8:30 A.M. in the morning. The Ethiopian Red Cross Society (ERCS) Training Center compound was colorfully decorated with the Red Cross Emblems, the country flags, banners, and colored posters that depict the message of the day. About five hundred people comprising of invited guests, voluntary non-remunerated regular blood donors and representatives of various institutions, delegates of partners, media personnel, Red Cross Youth Clubs, Club 25 members, and Red Cross staffs have participated in the celebration. All the participants wore red T-shirts that marked the day.

The Ethiopian Red Cross Society National Blood Bank Service celebrated the day along with its active partners namely Federal Ministry of Health, World Health Organization and Centre for Disease Control and Prevention USA country offices. Dr. Girma Tesfaye, Director of the Ethiopian Red Cross Society, National Blood Bank Service made a welcoming as well as an introductory remark. The ceremony was officially opened by the Secretary General of the National Society (ERCS) followed by an exciting speech of the representative of the Federal ministry of Health, the core point of which reflected and undoubtedly demonstrated the Government’s commitment towards the provision of adequate and safe blood and blood products nationwide. Following that, World Health Organization (WHO) country representative delivered a message sent from the Regional WHO office that paid due attention to the role of voluntary non-remu-

AFRICA

**ETHIOPIA** | ADDIS ABABA

nerated blood donors while addressing the challenges of a safe blood program in developing countries.

Media coverage (Newspaper, Radios, and Television) with regard to WBDD celebration was so tremendous and astonishing that there was even live transmission via Radios in a form of News and Interviews. For about 10,000 people short message was sent through Bulk SMS service that mentions the objective of celebrating WBDD and appeals to the potential blood donors.

**GAMBIA** | BANJUL



The official launch started with a march past of donors, students and other voluntary organization lead by the Gambia Scout Band and was hosted at the Kanifing Municipal Council grounds where health personnel and members of the community gathered to grace the occasion.

The WHO Representative, Dr. Thomas Sukwa, in a very reflective statement informed the gathering that the 2010 World Blood Donor Day theme emphasizes the critical role that the youth play in supporting government efforts to ensure availability of safe blood for patients in need. He noted that the future of every nation depends on the capacity of its youth to take over from the older generations; therefore it is of paramount importance to recruit and retain young voluntary non-remunerated blood donors to form a pool that provides the safest possible blood for use in health facilities whenever and wherever it is needed.

**GHANA**

Under the title “Save Life”, from 6 August to 7 September they will be organizing blood donation campaigns in second cycle schools around the country.

AFRICA

**KENYA** | MOMBASA



World Blood Donor Day was celebrated in Mombasa at the Makadara grounds on 14 June. The national launch of the world blood donor day kicked off a five day event of blood donation at various institutions. The preparations for this day had started months in advance. This was done through holding planning meetings with a view to marking the day effectively. Mombasa City was picked as the host city. A massive media campaign had run two weeks prior to WBDD and afterwards as well with the aim of sensitizing the public. On the particular day an exhibition was conducted to sensitize the public, a five kilometer walk was conducted to show support for the blood donors and the final launching there after allowing for week long blood donation activities.

Business came to a standstill in the coastal city of Kenya endowed with tourist hotels and white sandy beaches situated along the Indian ocean coast as the WBDD procession of more than 500 people in WBDD 2010 T-shirts, paper caps and banners snaked along the busy Digo road in to Makadara grounds after being flagged off the Permanent Secretary, Ministry of Medical services at the Regional Blood Transfusion Centre Mombasa. Various groups entertained the participants including safe Pwani, Tononoka boys, Kisauni high, Bingwa Afrika and Port Reitz SIHA group etc. In his speech, Professor Ole Kiyiapi thanked the blood donor community for their benevolent act of donating blood that helps saves lives. He emphasized the importance of voluntary non remunerated blood donors as the foundation of safe blood supply. He challenged the youth to join the Kenya club 25 and pledge to donate blood 25 times in their lives to save lives. He reiterated "Blood is like a parachute if it's not available when you need it chances are you might not need it again". The threat to life due to insufficient blood stocks and the risk of transfusion-transmissible infections calls for a safe and adequate blood supply for all those requiring transfusion. Other speakers included the Director National Blood Transfusion Services, Representatives of the Country Director Centre

AFRICA

## KENYA | MOMBASA

for Disease Control, Country Director WHO, NBTS partner organization and the Kenya pledge 25. The launch was well attended by the Mombasa blood donor community who came out in their thousands. All institutions that had outstandingly contributed well to the blood donor program were rewarded with trophies and certificates. All blood donors were given thank you t-shirts. The occasion was also used to launch the new KNBTS logo and slogan “it’s safe and it saves”.

The week long activities that were conducted raised at least 1000 units of blood within the coast region. This blood was distributed to hospitals with a view to saving lives. At least 500 youth pledged to join the Kenya Pledge 25 Club in order to donate blood at least 25 times in their life time.

## KONGO



## LESOTHO

Lesotho celebrated WBDD on the 14th June 2010 at the Ministry of Health and Social Welfare headquarters in the presence of their Honorable Minister Dr. Mphu Ramatlapeng presenting awards to the regular donors. The participants read a message from the President of IFBDO.

Mauritius celebrated the WBDD during two weeks, starting on 5 June with a quiz competition for young people, a debate on the theme of WBDD2010 “New

AFRICA

**MAURITIUS**



Blood for the World”, a play on blood donation and its necessity and distribution of appreciation certificates to blood donors. On 6 June there was a special blood donation campaign and on 12 June institutional celebration commenced at the Municipality of Quatre Bornes with the presence of the President of the Republic of Mauritius, Anerood JUGNAUTH, the Prime Minister, Navinchandra RAMGOOLAM, the Minister of Health and Quality of Life, Santibai HANOOMANJEE and the Director of WHO in Mauritius, Romesh MUNBODH.

On 13 June there was another blood donation campaign, on 14 June a quiz and a debate on the theme New Blood for the World and on 19 June there was a closing ceremony

**MOROCCO** | RABAT



The WBDD was celebrated at the units of the Moroccan Red Crescent. In order to help patients that need blood urgently, the Moroccan Red Crescent is prepared to recruit voluntary and non remunerated blood donors.

**NIGERIA** | ILE-IFE

On 18 June, there was a stand at the Obafemi Awolowo University in Ile-Ife with the objective of sensitizing students of the school on the need to observe the day and also why they should donate blood to save people’s lives, especially taking into account that this year’s theme celebrates young donors.

Between 12 and 17 June, under the title “New Blood for Africa”, an awareness rally was organized by the members of the human blood group “BLOOD DRIVE INITIATIVE”. This was followed by blood donation campaign organized in the Ladoko Akintola University of Technology Teaching Hospital. At the same time, vo-

AFRICA

**NIGERIA** | OSOGBO

luntary non remunerated blood donation issues aired in the local radio station OSBC and TV station NTA.

**NIGERIA** | SAGAMU

On 11 June an awareness rally was organized with the aim of addressing secondary school students, national youth service corporative members and Sagamu community youths. On 14 June these participants attended a symposium on the significance of blood donation and why youth should be involved in blood donation under the theme “Give me blood or I die” and blood donation campaign that took place at the Olabisi Onabanjo University Teaching Hospital. The regular donors were appreciated and new potential donors were recruited.

**SOUTH AFRICA** | SOWETO AND JOHANNESBURG



The South African youth live up to this year’s World Blood Donor Day theme by turning out to donate blood in events held around the country. The theme focused on young blood donors, with the slogan “New Blood for the World”. This theme emphasizes the critical role that the youth plays in supporting government efforts to ensure availability of safe blood for patients in need.

Addressing the Youth at Maponya Mall in Soweto near Chris Hani Baragwanath Hospital, the World Health Organization Country Representative in South Africa, Dr Stella Anyangwe, called on them to join the club 25, whose enormous success in ensuring a safe blood supply even in high-risk populations has made it one of the milestones in the history of blood transfusion. “It would be a noble idea for the youth to pledge to donate blood 25 times by their 25th birthday”, she said. Dr Anyangwe based her short talk on the WBDD message of the Regional Director for Africa, Dr Luis Sambo.

AFRICA

**SOUTH AFRICA** | SOWETO AND JOHANNESBURG



Dr Anyangwe was also interviewed on YFM, a youth radio station in Johannesburg, South Africa. The station's core audience consists of young South Africans of between 16 and 34 year olds. She spoke of the importance to recruit and retain young voluntary non-remunerated blood donors, with the hope that this new generation of enthusiastic and motivated blood donors will form a pool that provides the safest possible blood for use in health facilities whenever and wherever is needed.

**SUDAN** | MEDANI, GEZIRA STATE



The Federal Ministry of Health of the Republic of Sudan and Ministry of Health of Gezira State, in collaboration with World Health Organization, celebrated World Blood Donors Day on June 14, 2010 with the theme "New Blood for the World" to pay tribute to voluntary blood donors who give a precious gift freely and to advocate for new voluntary blood donors to meet the country's demand for blood. The day is dedicated to acknowledge the contributions of voluntary blood donors. The celebration took place in Gezira State in the presence of Dr Al Fatih Malik, Minister of Health, Gezira State and representatives of other government agencies, UN partners, NGOs and members of the blood donor association.



During the celebration, Dr Al Fatih Malik expressed the state's commitment towards achieving the target of 100 percent voluntary blood donation as voluntary, unpaid donors are the foundation of a safe blood supply. He called all partners to: "Intensify their effort to spread the lifesaving message that any healthy person can be a donor".

The day was also marked by 3 km parade on the main street in Medani town.

AFRICA

**TUNISIA**



As the rest of the world, Tunisia celebrated on 14 June the WBDD. Actually, this celebration was the reason for the closure of a great awareness campaign on blood donation. This campaign, a nomad camp formed by several tents, has visited many places across Tunisia since 8 April (the National Blood Donor day). Its program consisted of exhibitions and awareness events, blood donation campaigns with lots of animation ((DJ, sufi music, different music bands etc.). A part from the Ministry of Public Health, project Director, the National Centre of Blood Transfusions of Sussa, Sfax, Gabès, Gafsa and Jendouba, as well the Central Unit of Blood Transfusion and Blood Banks, 6 ministries have contributed to the activities (Ministry of the Interior and Local Development, Ministry of Youth, Sports and Physical Education, Ministry of Higher Education and Scientific Research, Ministry of Education, Ministry of Professional Training and Work, Ministry of Culture and Patrimony Protection). The camp finished its route on 14 June at the Central Station of Tunisia.

Radio and TV broadcasting, as well as press releases, had been informing about the blood donation campaigns and the levels of the blood stock in Tunisia.

**ZANZIBAR**





**World Blood  
Donor Day**  
**14 June 2010**  
New Blood for the World

A dark red silhouette of a map of the Americas, showing the continents of North and South America, positioned behind the word 'AMERICAS'.

**AMERICAS**



## AMERICAS

## ANGUILLA

## ARGENTINA



A blood donation campaign took place at the central square of the city where students from the school Ricardo Rojas made a presentation in order to raise



AMERICAS

**ARGENTINA**



awareness about the need to give blood. All the activities were coordinated by the promotion team of the Blood Bank. At the end, there was a performance of a folkloric ballet and the participants threw up balloons.

**BRASIL** | FRANCA



Brazilian Red Cross counted with 3 filials implementing Club25, in the frame of the WBDD celebration, the city of Franca launched the 4th one with the following activities: a previous blood donation campaign on 12 June and then a presentation at the University with the presence of the representatives of the Ministry of Health and the sponsors.

**CANADA**



**National Blood Donor Week**

Canadian Blood Services was proud to celebrate National Blood Donor Week June 14 - 20. National Blood Donor Week was an opportunity for Canadian Blood Services to say thank you to the 423.000 donors from coast to coast who keep the Canadian blood system strong. This year's theme for the week was Youth: New Blood for the World. As the demand for blood increases year after year, it's important for Canadian Blood Services to continue to recruit a new generation of blood donors to meet hospital demand. While the theme for National Blood Donor Week is young donors, Canadian Blood Services encourages people of all ages to become regular blood donors. Eligible individuals can give blood every 56 days or six times a year. Considering each blood donation can help save up to three lives, one person can help up to 18 patients in just one year! As the National Blood Donor Week takes place at the

AMERICAS

## CANADA

beginning of summer, it is a challenging time of year to collect blood, since donors change their routines, take vacations, travel and are busy with outdoor activities. Meanwhile, the need for blood does not take a summer vacation.

Between National Blood Donor Week and the end of August, Canadian Blood Services needs about 194.000 donors to give blood across Canada.

## COLUMBIA | BOGOTÁ AND CALI



In Bogotá, the event took place in the leisure-sports park El Salitre, with the presence of the local and national authorities. The ceremony was financed by the Blood Banks and closed by sowing of a tree for each donor, a symbol of sowing the life. The Columbian Red Cross from Valle del Cauca organized conferences of HIV prevention and blood donation. The exhibition that has been presented worldwide is now at the Museum La Tertulia, in Cali.

## COMMONWEALTH OF DOMINICA



Dominica, along with the global community, celebrated World Blood Donor Day 2010 under the theme “New Blood for the World”.

The Dominica Blood Bank worked in close collaboration with the Health Promotion Unit of the Ministry of Health and had the support of Club 25 of the Dominica Red Cross. In the Minister’s address, the goals of World Blood Donor Day were again reiterated:

“...to raise global awareness of the need for safe blood and blood products for transfusion and of the critical contribution voluntary unpaid blood donors make to national health systems...”

AMERICAS

**ECUADOR** | QUITO

On 14 June at midday, from the four parts of the city with mobile units for blood donation, balloons were thrown into the air. Each balloon represented lives saved thanks to the generosity of blood donors. A part from that, a concert with artists supporting WBDD was held, with the presence of authorities from Red Cross in Ecuador, from the Ministry of Public Health and the Pan American Health Organization.

**GUATEMALA** | COATEPEQUE



On 13 June, the Red Cross in Guatemala celebrated in Coatepeque the WBDD2010. Blood donors that had given blood more than 5 times and regular blood donors (around 380) were present. Some of these are members of Club25. The donors received acknowledgements for donations in the following scale: from 5 to 9, from 10 to 19, from 20 to 29 and from 30 to 39 donations.

**MEXICO** | DF MEXICO



In the frame of the WBDD2010, the Mexican Red Cross of the Federal District acknowledged the main blood donors and collaborators of the Program of voluntary blood donation. In an institutional event, blood donors with over 10 years of contribution, institutions and companies collaborating in the blood donation campaigns received diplomas. A commemorative plaque, as a testimony of gratitude to the voluntary blood donors, was unveiled during this event, coinciding with the 35th anniversary of the Blood Centre.

The first Club25 was launched in Mexico with the aim of creating a network of blood donors who will promote healthy lifestyle and who will contribute to the increase of blood supply.

AMERICAS

**NEW MEXICO** | ALBURQUERQUE



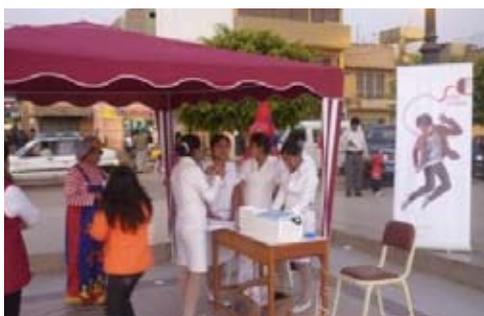
United Blood Services asked the public to do something different – to show up but NOT to give blood! As part of a national challenge to celebrate World Blood Donor Day, United Blood Services attempted to set a national record for the largest formation of a human blood drop on Friday, June 18. Nexcare and America’s Blood Centers were sponsors of the event.

**NICARAGUA**



Nicaragua had been selected as the venue of the WBDD in Americas with the theme “Young people committed to save life „New Blood for Americas’ ”. The activities were organized by the Ministry of Health of Nicaragua, among others the international competition of voluntary blood donation posters.

**PERU** | NAZCA, ICA AND HUARAZ



Young people were invited to take part in a discussion about blood donation. Some of the participants signed in as potential blood donors. In total, 1332 people benefited from this activity. The main activities of WBDD took place at the local university, national institutes and main squares. Members of Club25 were in charge of organizing these activities. The first Club25 is in Nazca.

**PERU** | TRUJILLO



From 17 to 18 June, the Hospital Belen de Trujillo organized an awareness campaign about the importance of voluntary blood donation.

AMERICAS

## PUERTO RICO



The Puerto Rico Region of the American Red Cross in collaboration with 4 to 12 year old kids and camp counselors from La Salle School in Bayamón participated in WBDD awareness campaign by forming a Human Blood drop.

## URUGUAY



## USA | ALASKA

The Blood Bank of Alaska received 48 donations on June 14.

## USA | CALIFORNIA, RANCHO MIRAGE



Mayor of Rancho Mirage, California, Richard Kite, was on hand at our Rancho Mirage center to present a Proclamation for World Blood Donor Day to Community Blood Bank. Photo attached showing (from left to right): Community Blood Bank Team Member Michael

AMERICAS

**USA** | CALIFORNIA, RANCHO MIRAGE

Johnson, Donor Recruitment, and Nicu Cocione, Center Director, accepting a Proclamation from Rancho Mirage Mayor, Richard Kite while Eisenhower Medical Center President and CEO Aubrey Serfling adds his congratulations for the event.

**USA** | DOUGLASVILLE



On June 14, a group of staff from the American Red Cross Southern Blood Services Region endured the highest temperatures of the year (to date) to form a human blood drop on the front lawn of the Douglasville Blood Processing Center in support of World Blood Donor Day. 134 staff representing multiple Districts and departments participated in the activity.

**USA** | NEBRASKA



Records were broken Friday, June 18, when Nebraska Community Blood Bank (NCBB) supporters formed a human blood drop in celebration of World Blood Donor Day! Wearing red 'give' t-shirts and standing in the shape of a droplet, over 800 people were on hand to show their support for those that give and those that receive blood. The record of 800 participants held by Canadian Blood Services was broken by NCBB's 828 fans. However, Gainesville, Florida's record of 1,050 participants still stands.

"This was our first attempt to form a human blood drop and we are very happy with the results," noted Phyllis Ericson, CEO. "We had everyone from 2 weeks to 98 years old joining together. It truly symbolized the unity and diversity of those who give and those who receive blood."

The human blood drop event was part of Nexcare Bandages' 2010 give World Blood Donor Day campaign. Two hundred human blood drops formed at

AMERICAS

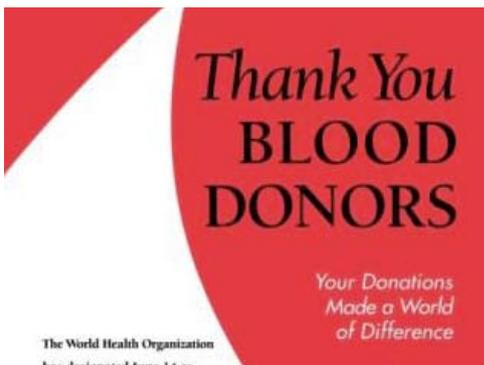
**USA** | NEBRASKA

blood centers around the world Friday. It is believed that NCBB's event was also the largest in the Midwest.

**USA** | NEW YORK



On June 9th, New York Blood Center assembled a Human Blood Drop in Times Square reflective of our blood supply. The blood drop represents: 1) the rich diversity only found in NYC, 2) the important statistic that nearly 2% of the eligible population donate blood. With 25 employees participating in this human blood drop, we represented nearly 2% of NYBC employee population, and 3) the work of NYBC and the fact that the needs of our blood supply doesn't take a break. A multilingual video of thanks was created and posted on YouTube. The video shows NYBC employees thanking blood donors for the selfless contribution they give through blood donations. Our CEO starts and ends the video with his thanks.



All NYBC blood drives and donor centers on June 14, 2010 had special thank you signage to thank all donors at our mobiles and donor centers.

**USA** | SOUTH DAKOTA, RAPID CITY



Blood donors were invited to gather and form a giant human blood drop. The sponsor, Nexcare Bandages, provided the special red T-shirts that were given to the participants. We met at our indoor ice hockey rink and snapped the attached pictures. The participants (349 people) were so excited that many of them asked if we can do it again next year. A blood drive held earlier in the day collected 45 units of blood, 3 units of plasma, and 12 units of platelets in just six hours.

AMERICAS

**USA** | TENNESSEE, MEMPHIS



Lifeblood participated in World Blood Donor Day 2010 by establishing a fun family event called Donor Fest, free and open to the public. A blood drive was held and managed to become the largest single day blood drive in our organization's history. There were approximately 2000 people attending and about 400 people attempted to donate blood or platelets. At the end of the day, Donor Fest had become the largest blood drive in Lifeblood's history!



Lifeblood has created Donor Fest with the goal of bringing the entire community together in recognition of the incredibly selfless act of donating blood. And at the same they hope to educate the public about how the blood we collect is actually used and to alert the community of the ever-present need for more local donors. Donor Fest is being held in conjunction with World Blood Donor Day.

Donor Fest 2010 is a great way to:

- Thank our 35,000 volunteer blood donors for giving the "gift of life" and encourage them to donate regularly
- Emphasize the giving aspect of being a part of a special group of donors who provide a life-saving gift
- Urge existing blood donors to encourage healthy friends and family to become donors
- Educate current and potential donors on the importance of donating blood now and often.

**VENEZUELA** | VALENCIA



In the frame of the III Conference on Voluntary Blood and Plasma Donation, from 14 to 18 June, Club25 launched their program. The centre achieved 199 donations and a total of 133 persons got registered for the program Club25, committing themselves with the Red Cross of Valencia to become voluntary, active, non remunerated and altruistic blood donors, as well as to participate in all the activities of Red Cross in relation to blood donation.

AMERICAS

## WEST INDIES



The International American University- College of Medicine, St. Lucia West Indies (IAU COM) celebrated World Blood Donor Day by donating blood to the Mobile Blood Bank, an exercise which Medical Technologist and the Mobile Blood Bank manager, Veronica Lee described as a very fruitful exercise. The occasion was supported by the general public who generously donated blood to the bank. Twenty-nine units of blood were donated during the exercise which lasted for just a few hours at the Daher Building Car Park in Vieux-Fort. And from all indication much more would have been donated had the exercise lasted a bit longer.



**World Blood  
Donor Day**  
**14 June 2010**  
New Blood for the World

A dark red horizontal band at the bottom of the page, featuring a faint, light-colored map of Europe in the background.

**EUROPE**

EUROPE

# ALBANIA



“New Blood for the World!” was the message that Albania Red Cross spread all over Albania on the occasion of the World Blood Donor Day 2010. Albania RC announced the World Blood Donor Day in 2010 the “Day of Young Donors”, which was celebrated throughout the country by 39 RC branches and hundreds of volunteers. The following activities were organized in Albania to celebrate this day:

- In the main cities of Albania posters were announcing the events of the day and 12 big tents were pitched, where the volunteers and the members of Club 25 were distributing promotional materials and balloons saying “Thank You!” The posters, leaflets, and flyers were designed and edited with the support of the IFRC.
- The local and national institutions were informed about the WBDD 2010 by an official letter of ARC.
- In Tirana 10 outdoor posters were placed at strategic points with the support of the ABISNET Company.
- The public transport company of Tirana joined the campaign with placing big posters on buses.
- Altogether 245 awareness sessions were organized by RC branches.
- The campaign of the event was provided full media coverage due to the press kit distributed to state and private media before 14 June. TV and radio spots were broadcasted every day during the campaign on the following state and private channels: TVSH, New 24, Ora News, NTV, ALSAT, A1, Top Channel, Klan, Vizion Plus, Top Albania Radio and Radio Tirana.
- 5 TV shows and 7 transmissions on Radio Tirana were organized with the involvement of specialists to deliver the messages: “We are proud to donate blood”, “Donate Blood – Save a Life” etc.
- Journalists from TVSH, Top Channel and Alsat TV were invited to donate blood, and afterwards reported on their donation experience and on the need for adequate and safe blood. The articles were published in the newspapers “Ndryshe” and “Shqip”.
- 672 IUs of blood have been collected during the 46 blood donation sessions organized by 28 RC branches.
- The posters of the WBDD in Albania were designed by the members of Club 25 together with the staff of Albania RC.
- During an informational campaign conducted in collabora-

EUROPE

## ALBANIA

tion with the blood banks, a lot of students received information on the Pledge 25, thus many of them registered to become members of Club 25 and to donate blood.

- Club 25 members forwarded messages of appreciation in form of telephone calls and text messages to blood donors thanking for their commitment to blood donation.
- At a donor awards ceremony organized by the Albania RC, the President and the General Secretary of the ARC awarded the Vice Ambassador of the American Embassy with a certificate to thank for “The Gift of Life”.
- Albania RC also awarded the most successful Club 25 members and motivators.

## LUXEMBOURG | LUXEMBOURG



The events started with a press conference on June 8 and on June 12 WBDD events were celebrated during the whole day on the streets of the city of Luxembourg. There were plenty of people dressed up as human blood drops, informing the public about the celebration of the World Blood Donor Day, about blood donation and the conditions to become a blood donor. From 14 to 18 June, in more than one half of the secondary schools of the country there were campaigns about blood donation. On June 19, as a conclusion of all the celebrations, in the northern part of the country more events took place, again with the presence of the human blood drops.

## MACEDONIA



The Macedonian Red Cross celebrated the World Blood Donors Day 2010 with the slogan “New blood for the world” by organizing a public event dedicated for the young blood donors and young blood donor motivators. On the 14th June 2010 the RC volunteers and members of the Club 25 were present in city square, promoting and raising awareness about the need

EUROPE

## MACEDONIA

of blood donation, distributing educational leaflets, talking to the crowd and symbolically showing the gesture by releasing red balloons.

After this event, on the 29th June, they promoted the strategy for voluntary blood donation 2010 – 2015, an important document with their vision for improving voluntary non-remunerated blood donation in Macedonia in the next 5 year period.

## FRANCE



Every year, on 14 June, the organizers of “My Blood for Others” draw up the balance sheet of blood collected in the past 12 months. 55 operations have been recorded in over 50 towns (including Toulouse, Lyon, Bordeaux, Rennes...)

The Rotarians of France, in partnership with the French Blood Foundation (Etablissement Français du Sang), Inner Wheel and Rotaract have welcomed more than 23.000 donors (30% of whom are new donors), most of whom are young people under 30 years of age. The Toulouse centre of “My Blood for Others”, founded in 1998, is the largest in France (more than 3.000 donors during 4 days period).

This success is a result of certain trump cards of 2My Blood for Others2: town centre locations, a variety of festivities and events, a warm welcome from numerous volunteers, etc. It is thanks to this action that Rotary can be proud of their contribution to saving lives by the application of their motto: Service above Self.



## GERMANY | ESSEN



At the Institute for Transfusion Medicine of the University Hospital Essen in Essen a very special day for all blood donors and their families had been organized by inviting everybody to a barbecue. One of the many highlights of the day was to form a human drop of blood. The national television pointed out the im-

EUROPE

## GERMANY | ESSEN

importance of blood donation and explained the current research in this field.

## GREAT BRITAIN | IRELAND, DUBLIN



The Irish Blood Transfusion Service got volunteers to stand on Sandymount Strand in Dublin as the tide was coming in for this photo.

## GREAT BRITAIN | SCOTLAND, GLASGOW



Scotland celebrated WBDD2010 on 31 May by forming a human blood drop at the Pacific Quay, Glasgow. Over 160 people came along to form the blood drop, including 3 year old Niamh and her family. Niamh is currently being treated for leukaemia. The singer Darius Campbell also lent his support.

## GREAT BRITAIN | WALES



As part of this year's celebrations, each country participated in a „Human Blood Drop'. The members of the Armed Forces came to help the WBS to make our very own human blood drop at Cardiff Castle. Various activities took place across Wales as part of the campaign. Bridge FM joined blood donors at the donation session at Bridgend Recreation Centre to help them raise awareness for the continuing need for new blood donors. The First Minister Carwyn Jones also lent his support to the celebrations and came along to make a donation at our session in Pyle.

EUROPE

## HOLLAND

Because of the celebration of World Blood Donor day on the 14th July the new member of the FIODS the “Donorvereniging Nederland” thought it was a good idea to start also a young donor committee in the Netherlands. On the call for young donors to participate 154 young donors responded. To make a first choice for a group of active persons to run the committee they organized a meeting for WBDD. That resulted in the presence of a group from 27 donors who wanted to be active for the new Dutch Young Committee (DYC). This year, Sanquin has started an initiative to thank the blood donors for their efforts by creating the biggest applause in the Netherlands. Sanquin built a website on which visitors were invited to either record themselves applauding, or choose a prerecorded applause to express their gratitude. The website also provided the possibility to share the applause through online social networks. On 14 June, blood donors were invited (through press releases, online banners and the Sanquin electronic newsletter) to visit this same website, and receive their own personal applause. Additionally, in four main Dutch cities, groups of passersby were invited to create a mass applause to this same cause. In Nijmegen, the local mayor was invited to kick off this event. This event was recorded and used for a video press release. The goal of this approach was to gain local media coverage for both this event and to point both donors and former patients to the website. Finally, any blood donor visiting the Blood Bank in the week of 14 June received a small token of appreciation by the organization.

## HUNGARY | PÉCS, EGER AND SALGÓTARJÁN



This year the central celebration was held in Pécs, but the towns of Eger and Salgótarján also hosted colourful programs. The central celebrations of the Hungarian Red Cross and the Hungarian Blood Transfusion Service included the announcement of the winners of the national competition of blood donors. Altogether,

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**HUNGARY** | PÉCS, EGER AND SALGÓTARJÁN

18 universities and colleges and 42 Red Cross Reference Schools participated in the competition. 14 June, as part of the World Blood Donors Day programs, 135 persons were giving blood on the “Family-friendly Blood Donor Day” in the Event Hall of Eger. This was the seventh time that this blood donation campaign was organized and, as in previous occasions, it was completed with colorful family programs. The first minutes of the World Blood Donor Day’s program were dedicated to children: they participated in the decoration of the Tree of Life that was set up at the central square of the town of Salgótarján. Tímea Kakuk, Red Cross Youth member told the nursery kids her tale and rhyme about the “blood-elf”. Finally, the children formed a huge blood drop expressing that blood donation is a cause they enjoy identifying themselves with.

**ICELAND**



All donors who donated blood that day were given a red rose (a gift from farmers). They were also given a free one day admission at a gym.

**ITALY** | SARDINIA, ALGHERO



In consideration of the values and the goals which Barcelona is upholding hosting the 2010 World Blood Donor Day, CNS had selected Alghero, which not only has a twinship agreement with Barcelona but has kept alive its cultural and language ties with Catalonia to host the national event. The program spanned over three days, from 12 to 14 June and, under the aegis of the Autonomous Region Sardinia and of the Municipality of Alghero, was designed to mobilize the local

EUROPE

**ITALY** | SARDINIA, ALGHERO



population and the many tourists for a “movement for life” which has a 3-tier focus on blood- literature, music and art.

In particular, on 14 June “MALE NOSTRUM: prevention, treatment and good practices to live with thalassaemia” an institutional meeting on thalassaemia, was held at Quartè Sayal, a newly revamped and prestigious venue. Top representatives of the medical community and especially professionals working in the field of blood-related diseases discussed the issue and listened what the patients had to say about it. On the occasion of WBDD, the Youth Committee of AVIS Apulia Region presented a rich calendar of initiatives which covered the whole month of June, talking about blood donation in association with the different local peculiarities. Donors, friends, visitors and youth people were involved in the celebrations in marathons, artistic competitions, conferences, bicycle rides, concerts and monuments inauguration. Youth donors of AVIS Apulia Region, in this way, were directly connected with Barcelona in a single big blood hug.

**LATVIA**



By this year celebration activities Latvian State Blood Donors Center emphasized the significance of young donors, but also put a great accent on regular blood donation. This year annual World Blood Donors Day in Latvia was celebrated by organizing two special activities – competition of creative ideas for school children and planting of arbor vitae. The essence of these two World Blood Donors Day activities in Latvia is that they were planned to be long lasting - people will view the posters and exhibition and “life trees” will grow next to Riga Maternity home longer that just for one day. All together they will remind people to give blood and give life everyday!

EUROPE

## LITHUANIA



Lithuanian blood donors and volunteers jointly and severally together with the most advanced countries in the world celebrated World Blood Donor Day 2010. National Donor Association produced the largest poster in Lithuanian history with blood drop symbol and the slogan “Blood donors - hope of life!”. Poster size is up to 300 square meters. This is a new Lithuanian (and maybe not only Lithuania,,s!) record. In order to catch public,,s attention to the importance of blood donations National Blood Donor Association and its social partners - the regional non-governmental organizations which promotes blood donations and blood donation centers had organized spreading of this giant poster in the five major cities of Lithuania’s central squares.

## NORWAY | NORWEGIAN RED CROSS

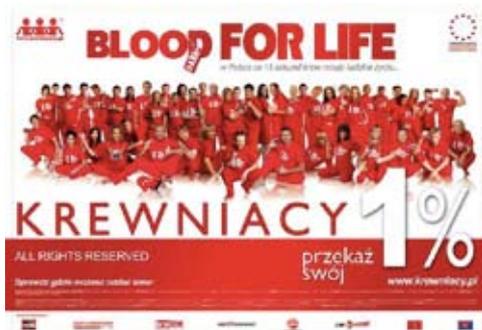
As established donors are good recruiters and can tell family, friends, colleagues what blood donation is all about, as a way to say thank you to them – NRC delivered a rose to those donating blood this day. More than 1.600 roses were delivered throughout the country at 80 % of the collection sites. The rose had a little note attached to it, saying thank you and asking the donor to recruit a friend or two.... At some places, there were special local arrangements. The most significant was the one donating his 250th donation! This was also shown on a national TV channel!

## NORWAY | OSLO

On Monday the 14 June, the Red Cross of Oslo’s Blood Donor Organization handed out roses to existing donors and recruited more donors. The blood buss with a lot of volunteers was present as well.

EUROPE

**POLAND**



Blood Donor Day Celebrations span over a period of several days across the territory of our country!

As usual, this was a unique chance of saying a sincere “thank you” to all the wonderful people who give their blood to others and expect nothing in return. It was also the opportunity to further promote voluntary blood donation, addressed both to donors who already keep our blood service strong as well as to the undecided that still need to be convinced and encouraged. The main action-target was young donors who can do a lot to recruit other young people. In many parts of the country, the encouragement to donate blood was accompanied by dissemination of first-aid principles and promotion of a healthy lifestyle. No opportunity was missed to transmit information on the importance of blood donation and to raise public awareness of the value of blood and blood components.

In this several-day period local Blood Donor Clubs organized official meetings of community celebrities and local authorities with distinguished blood donors to honor their dedication to the cause with diplomas and medals. Such gatherings were usually supported by popular performers as well as music ensembles and accompanied by less formal recreation events such as: picnics, derbies, dancing performances, art contests, sport competitions, lotteries, karate demonstrations. Several noteworthy competitions went under umbrella headings of “New blood saves life”, “A drop of blood in summer”, “Young people with their gift of blood”.

Locations varied from the premises of the Polish Regional Blood Banks (“open door” activities awaited those who were interested in the everyday work of the blood banks) to a large variety of open-air sites such as Botanic Gardens, public parks, city squares and river banks.

To celebrate the occasion, all over the country pavilions and platforms were erected and mobile blood collection units were stationed. Naturally, all the cele-

EUROPE

**POLAND**



brations were accompanied by blood collection. To celebrate the occasion small tokens and gadgets were handed out to blood donors and participants of festivities and gatherings. This year, apart from the usual t-shirts, pens, pendants etc. also thermal mugs and vitamin diet supplements were distributed. Throughout the country, the occasion received full coverage in both national and local media, on websites and telebeams; all emitted programs acknowledged the dedication of voluntary donors and their will to offer others the greatest gift of blood.

**ROMANIA**



The World Blood Donor Day was celebrated in Romania in several events, from which the most important have been the launch of mobile collect centers (by National Institute for Transfusion Hematology) and the welcoming of two French cyclists who are performing a tour of Europe in order to promote blood donation.

**RUSSIA** | MOSCOW

Between 14 and 15 June, each one of the 83 regions of Russia had to find the local "Best Donor of Region". Among them Contest Committee find "The Best Donor of Russia". All participants received different diplomas and awards.

**RUSSIA** | SAINT PETERSBURG



On 15th of June 2010 St-Petersburg, Russia hold a first Championship among blood donors - «Donor's games 2010». 15 teams of blood donors, nurses and doctors from different blood banks of St-Petersburg participated in a wide range of sport entertainment:

EUROPE

**RUSSIA** | SAINT PETERSBURG



ping-pong, bowling, pool, darts, roller-skating and laser paintball. More than 170 participants were registered at competition.

The championship's opening speech was given by the chief of the City transfusion center Krasnyakov Vladimir, representative of Youth committee of St-Petersburg and heads of blood banks. There were a lot of good words addressed to donors and blood banks employees, officials from St-Petersburg branch of Russian Red Cross congratulated participants with World Blood Donor Day and competitors were actively supporting all speakers.

This tradition of getting blood donors and medical stuff together on the World Blood Donor Day will continue in the upcoming years. The format of a sport competition is stressing the importance of healthy life style for donors and is encouraging more young people to take a regular physical exercise.

**SERBIA**



World Blood Donor Day 2010 was celebrated all over Serbia. Central manifestation took place in the capital of Serbia, Belgrade, on the Republic Square, in the presence of the government representatives, Dr Nevena Karanovic, state secretary of the Ministry of Health, transfusion medicine professionals and president of the Red Cross of Serbia, Prof. dr Dragan Radovanovic, Red Cross representatives and volunteers. Citizens and passersby donated blood in the blood mobile and enjoyed the performance of the Zozo theatre actors, Fly group dancers and DJ from the Serbian DJ Association. Similar manifestations took place in almost 200 places all over Serbia. The message New Blood for the World was modified, translated and distributed throughout the country: one hundred thousand flyers and thank you advertisements for all blood donors in two leading daily papers.

Another major manifestation took place in the Stu-

EUROPE

**SERBIA**



dents Town, the largest Campus of the Belgrade University, where almost one hundred students donated blood in the new transfusion mobile. Red Cross of Serbia promoted the Club 25 which gathers together young people dedicated to the same goal – promotion of voluntary blood donation and motivation of as many young people to become blood donors as possible.

**SPAIN** | ALICANTE



With the presence of the President of the Spanish Federation of Blood Donors, Martín Manceñido, the Secretary general of the Spanish Federation of Blood Donors, Pascual Segovia, the Territorial Director of Health Ministry, Dr. Luis Hernández, and the President of the Medical Association, 22 blood donors received the award of “Great Donor of Spain” for their 75 blood donation.

**SPAIN** | BARCELONA



**13 June 2010**

Human blood drop mosaic with the participation of about 700 people

Typical shows from Catalonia: Castellars (human towers)

Fountains of Montjuïc in red color. Water, red light and music show at the Montjuïc fountains

Concert “Barcelona is full-blooded” for young people (indie pop-rock group “Love of Lesbian” and a rock band “Sol de Lagarto” as a supporting group): more than 3,000 people attended the concert.



**14 June 2010**

Institutional ceremony with the attendance of 1.000 people (government and health authorities, representatives of local, national and international institutions, associations of blood donors and donors)

EUROPE

**SPAIN** | BARCELONA



- Homage to donors and ingots-giving ceremony
- Speeches of government and health authorities and representatives from the core agencies of WBDD
- Passing the baton to the host city of WBDD2011
- Family photo with the representatives of the core agencies of WBDD, the President of the Government of Catalonia, the Mayor of Barcelona, the Ministry of Health and Social Politics, the Spanish Red Cross, the Spanish Federation of Blood Donors, the Catalan Federation of Blood Donors, the Bank of Blood and Tissues, the Health Department

**SPAIN** | LEON



Institutional authorities, Sub-delegate of the Spanish Government, Francisco Álvarez, representative of the Provincial Deputation, Francisco Castañón, representative of the Autonomous Government of Castilla and León, Pedro Redondo, representative of the Town Hall of León, Miguel Ángel Cardo, Provincial Secretary of UGT, Arturo Fernández, Lieutenant colonel Román representing the Basic Academy of the Air Force, Deputy mayor of Astorga, Joaquín Carro, Spanish Red Cross, the Mayor of Villares, Rosa María García, the Mayor of Bustillo, Faustino Sutil, among others, attended the celebrations organized by the Association of Blood Donors of León, Galicia, Asturias, Cantábria and Castilla León. During the celebration, the City Hall raised a monument at the Spanish Square dedicated to blood donors.

**SPAIN** | CANTABRIA



On 6 July, at the University Hospital Marqués de Valdecilla in Cantabria, the Spanish Federation of Blood Donors awarded the “Great Blood Donors and National Merits to the Voluntary Blood Donation in Spain 2009”. Among the participants was the President of the Government of Cantabria, Miguel Ángel Revilla,

EUROPE

**SPAIN** | CANTABRIA



the Minister of Health of the Government of Cantabria, Luis María Truan, the President of the Association of Blood Donors of Cantabria, Francisco García, the Medical Subdirector of the University Hospital Marqués de Valdecilla, Rosa Ana García, the Deputy Mayor of the City Council of Santander, Santiago Recio, and the Director of the Bank of Blood and Tissues of Cantabria, José Luis Arroyo.

**SPAIN** | VALLADOLID



In Valladolid, on 14 June the Spanish Federation of Blood Donors presented a new mobile unit during a blood donation campaign outside the Town Hall. Afterwards, on 25 June they made homage to the Great National Donors, with the presence of the President of the Association of Blood Donors of Castilla y León, Nicolás Patino, the President of the Spanish Federation of Blood Donors, Martín Manceñido, and the Territorial Delegate of the Autonomous Government of Castilla y León, Mariano Gredilla.

**SWEDEN**



Blood Doning Award to donor who started a Facebook group Petter Lövbom, donor in Stockholm, received the Swedish Blood Doning Award on June 14. He started the Facebook group Geblood.nu (Give Blood Now) a few years ago. The group has now almost 9,000 members. Petter Lövbom is highly involved in this Facebook group on a voluntary basis. He shows very well how to reach young people by social media. That is why he received the award during World Blood Donor Day 2010, in Stockholm at the Blood Centre Hötorget.



EUROPE

# SWITZERLAND | BERN





**World Blood  
Donor Day**  
**14 June 2010**  
New Blood for the World

A horizontal red banner spanning the width of the page. It features a faint, light-colored silhouette of a world map in the background. The text 'EURO-ASIA' is printed in white, bold, uppercase letters on the right side of the banner.

**EURO-ASIA**

EURO-ASIA

## ARMENIA | YEREVAN



Members of Youth Social Organizations and students marched in the streets of Yerevan with posters about voluntary non-remunerated blood donation, at the same time they handed out leaflets about blood donation. At the Youth House took place the institutional event with the presence of the minister of Health of RA, H.Koushkyan, minister of Education and science of RA, A. Ashotyan, deputy of State Duma RA, K. Avagyan, journalist Cvetana Paskaleva and other authorities. Voluntary non-remunerated blood donors were given diplomas, shirts symbolizing donation, they were also given passports of voluntary non-remunerated blood donors.

## AZERBAIJAN



In the frame of WBDD2010, Azerbaijan Red Crescent Society in cooperation with WHO Baku office organized a round table in the headquarters of Azerbaijan Red Crescent Society on 14 of June. The theme of the round table was “Cooperation between youth organizations on recruitment of regularly voluntary blood donors”. There were participants from Central Blood Bank of Baku, Central HIV / AIDS Centre of Baku, Hemophilia Association, Blood Donor’s Association, Genclerin Tohfesi public union, Azerbaijan Red Crescent Society etc. First of all, all participants decided to create a group of volunteers from each organization and to organize some courses on blood donation for them. Subsequently, they will go to target groups for recruiting regularly voluntary blood donors from the young target. Another decision was to work with religious groups for recruiting and to organize cooperative events for popularizing health life style and regularly voluntary blood donation. All participants decided to have monthly meetings about done works on blood donation.



**World Blood  
Donor Day**  
**14 June 2010**  
New Blood for the World

A dark red graphic of the Oceania region, including Australia, New Zealand, and the Pacific Islands, set against a lighter red background.

**OCEANIA**

OCEANIA

**FIJI**



Fiji Red Cross is a member of the National Blood Transfusion Committee along with the Fiji National Blood Service, The Fiji Times, Vodafone, Ministry of Health, Ministry of Education, Youth & Sports, Satya Sai Organization) that was responsible for the organization and coordination of activities to be undertaken for World Blood Donor Day. Prior to World Blood Donor Day a campaign was launched targeting youth Donors with the local theme „Youth Donors – New Blood for Fiji’ (adapted from the global theme „New Blood for the World’). The campaign leading up to the World Blood Donor Day had two main objectives as follows:

- To increase awareness on the importance of voluntary non remunerated blood donation amongst young people in Fiji
- To promote voluntary non remunerated blood donation as the safest way of donating in Fiji

Advocacy Communication & Social Mobilization (ACSM) was the main component of the campaign which specifically targeted young people between the age of 16 – 25 years with the aim to recruit them as Club 25 members to complement in achieving the 2 objectives above and supporting the global and local theme for WBDD 2010. A script was developed to be used for media campaigns through the local radio and TV stations. The Fiji Broadcasting Corporation (FBCL) assisted in the development of the script and the production of the radio spots. The National Centre for Health Promotion assisted in developing and finalizing the TV spots. Relevant IEC materials and brochures were also developed and distributed to schools institutes and branches throughout the country and Blood Banks.

WBDD in Fiji was commemorated on the 26th of June; hence on the 19th of June TV and radio spots started airing in all FBCL radio stations (Hindi, Fijian & English) and on Fiji Television till the 26th of June. With the aim of recruiting Club 25 members, the Society in collaboration with the Fiji Times (local newspaper) inserted a total of 20,000 copies of Club 25 flyer and recruitment form in the local ‘Kaila’ edition

## OCEANIA

# FIJI

(magazine for youths inside the Sunday Times) on the 20th of June. In addition, a World Blood Donor Day campaign group on facebook was created whereby group members were regularly updated on events and activities taking place in Fiji.

On the 19th of June 2010 an orientation workshop for Voluntary non remunerated blood donation & Club 25 was held with 15 participants attending from secondary schools and accompanying schools teachers. The training covered the main five VNRBD modules (WHO & IFRC) with the following objectives:

- To enhance the knowledge of young people on VNRBD and the importance of educating, motivating and selecting safe Blood Youth Donors
- To enhance the skills of young people in Blood Advocacy outreach recruiting youth donors
- To develop a draft Club 25 work plan and to be finalized by FRCS & FNBS

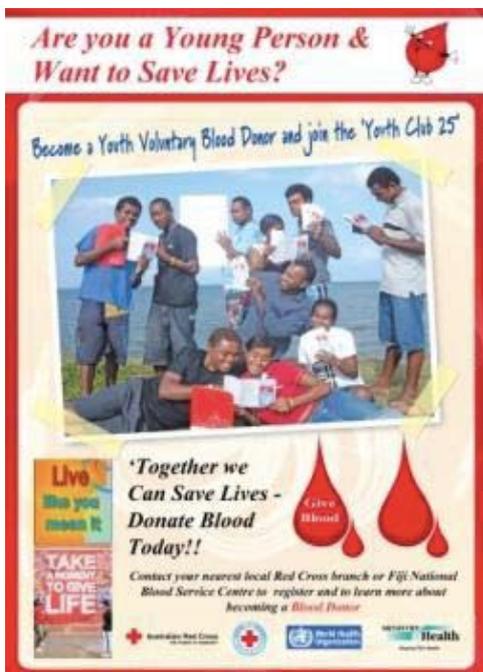
On the 22nd of June 2010 an oratory contest was held at the Fiji Times Conference Room whereby 5 schools participated. The oratory contest focused on the theme of „Youth Donors – New Blood for Fiji. The main purpose of the oratory was to provide an opportunity to young people participating in the contest to challenge and encourage peers in schools or in the communities to be involved in voluntary blood donation by donating blood or recruiting peers to become voluntary blood Donors.

On the 26th of June the World Blood Donor Day marking in Fiji was held at Nausori. The celebration started with a march through the town proceeding to the Nausori Hospital Car Park where the celebration was marked. The chief guest for the event was Dr Chen Ken, the WHO Representative for the Pacific Region. The event also marked the launching of the Club 25 initiative in Fiji, whereby the first 2 club 25 members were also enrolled. The Donor Recognition ceremony was also held. The puppet theatre team conducted their last WBDD campaign show at the event on the 26th of June while from the 21st to the 24th of June

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the team conducted a national road show in all towns and suburbs in the Western Division of Fiji visiting schools and communities with the aim to raise awareness to young people on the importance of VNRBD.

**FIJI** | NAUSORI, RAKIRAKI AND SIGATOKA



The local theme for Fiji for WBDD 2010 was “Young Donors – New Blood for Fiji. As every year, the aim of WBDD celebration was to raise global awareness of the need for safe blood and blood products for transfusion and of the critical contribution voluntary, unpaid blood donors make to national health systems.

The marking of the event in Fiji was held on the 26th of June at Syria Park, Nausori. At the national level, the Fiji National Blood Service of MOH and Fiji Red Cross with its supporting partners the Fiji Times & Vodafone planned and coordinated a campaign with activities in schools in the Central Division whereby the ‘Youth Club 25’ concept and initiative were piloted and launched on the 26th of June. Club 25 is a youthful concept which has worked in other countries in the area of Blood Advocacy, promoting the value of saving lives by giving blood. Through the club young people are encouraged to attend a Blood Centre, learn about healthy lifestyles and to give blood regularly, aiming for about 20 blood donations by the age of 25 years!! A part from that, there are also programs and activities where members can participate on a fortnightly and monthly basis. Such as being involved in health promotion activities, peer education and other health risk behavior. There are opportunities to be active in promoting first aid, good nutrition and even becoming Peer Educators/advocates.

Selected secondary schools in the Suva – Nausori corridor participated in the campaign and selected youth from these schools took part in the Training for Voluntary Non Remunerated Blood Donation in Suva

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on the 19th of June 2010. They were trained to become Blood Advocacy Peer Educators and they will be responsible for raising awareness on the importance of blood donation in their schools and recruiting their peers to become blood donors.

On the 22nd of June, an oratory contest was held at the Fiji Times Conference Room, Victoria Parade Suva. The contest featured participating youths from schools and youth groups with the focus on the 2010 theme. Selected contestant delivered their speech on the 26th of June event in Nausori.

In the Western Division, the Lautoka Branch Puppet Theatre team, in collaboration with the West Blood Bank Team & branches in the division, embarked on puppet theatre road show from Rakiraki town to Sigatoka town from the 21st to the 24th of June targeting schools and youth groups. The aim of the road show was to raise awareness amongst the youth on the importance of blood donation and, at the same time, to recruit young voluntary donors. Mass media was also be a key component of the campaign through television and radio, which started airing from the 19th of June till the 26th of June. Young people were also able to watch out for the recruitment form and more information bulletin on the „Kaila edition through the Sunday Times - 13th and 20th of June edition. Other FRCS branches around the country also organized activities in their districts on the 26th of June to commemorate this event in collaboration with the Fiji National Blood Service.

**NEW CALEDONIA**



The Association of the voluntary blood donors of New Caledonia gathered on 13 June a large number of persons to form a human drop of blood. 433 persons participated in the activity. This friendly and very nice event allowed the donors to meet and the photo will be reproduced on the calendar of the association allowing every year the promotion of blood donation

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## NEW CALEDONIA

There is a project to beat the record of participation for the same demonstration in 2011.

## TUVALU AND REPUBLIC OF NAURU



In the frame of the World Blood Donor Day, Dr Chen Ken, World Health Organization (WHO) Representative in the South Pacific, called on young people in the Pacific island countries and areas to become blood donors. There were celebrations on local level with plenty of activities on 14 June.

In Tuvalu, the Tuvalu Red Cross Society and the Minister of Health had planned a week long program leading up to the 14 June. They conducted a week-long radio program followed by drama performance on 10 June and a live talk back show on 12 June to highlight the need for blood donation. The awareness raising activities concluded on 14 June in a Blood Donor Drive.

In Nauru the Department of Health and the RoN Hospital Laboratory focused on youth with school outreach programs where they provided students with WBDD marketing material. They also ran a song competition where participants had to compose a regional song about the World Blood Donor Day. On 14 June there was a celebration with certificates given out to outstanding blood donors.