

CAMPAIGN ESSENTIALS

World Blood Donor Day 2016



**Your blood
saved my life**
**Share life,
give blood**

WHO/HIS/SDS/2016.6

© World Health Organization 2016

All rights reserved. Publications of the World Health Organization are available on the WHO website (<http://www.who.int>) or can be purchased from WHO Press, World Health Organization, 20 Avenue Appia, 1211 Geneva 27, Switzerland (tel.: +41 22 791 3264; fax: +41 22 791 4857; email: bookorders@who.int).

Requests for permission to reproduce or translate WHO publications – whether for sale or for non-commercial distribution – should be addressed to WHO Press through the WHO website (http://www.who.int/about/licensing/copyright_form/en/index.html).

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by the World Health Organization in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by the World Health Organization to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall the World Health Organization be liable for damages arising from its use.

Printed in (country name (for external printing))

Printed by the WHO Document Production Services, Geneva, Switzerland

CAMPAIGN ESSENTIALS

World Blood Donor Day 2016



**Your blood
saved my life**
**Share life,
give blood**

CAMPAIGN ESSENTIALS

World Blood Donor Day 2016

Table of contents

The public health context.....	1
Origins of the campaign	1
Objectives.....	2
Target audiences.....	2
Theme	2
Slogan.....	3
Key messages.....	3
Campaign materials.....	3
Global event	5
Get involved.....	5
WHO contacts.....	7

The public health context

The transfusion of blood and blood products helps to save millions of lives every year. It can help patients suffering from life-threatening conditions live longer and with better higher quality of life, and supports complex medical and surgical procedures. It also has an essential, life-saving role in maternal and child care and in the event of man-made and natural disasters.

However, in many countries, there is an inadequate supply of safe blood, and blood services face the challenge of making sufficient blood available, while also ensuring its quality and safety. There is a marked difference in the level of access to safe blood between high- and low-income countries.

An adequate supply of safe blood can only be ensured through regular donations by voluntary unpaid blood donors.

An adequate supply of safe blood can only be ensured through regular donations by voluntary unpaid blood donors. These donors are the safest group of donors as the prevalence of blood-borne infections is lowest among this group. The World Health Organization's goal is for all countries to obtain all their blood supplies from voluntary unpaid donors, by 2020.

WHO recommends that every country should put the necessary policies, systems and structures in place to ensure the safety, quality, accessibility and timely availability of blood and blood products to meet the needs of all patients requiring transfusion. Policies should be supported by appropriate legislation to promote a uniform implementation of standards and consistency in the quality and safety of blood and blood products. All activities related to blood collection, testing, processing, storage and distribution should be coordinated at the national level through effective organization and management.

Origins of the campaign

The first World Blood Donor Day was observed in 2004, which was followed by its designation as an annual global event by the Fifty-eighth World Health Assembly in 2005.¹ World Blood Donor Day is now celebrated each year throughout the world on 14 June, to raise awareness of the importance of blood donation and to recognize the contribution of voluntary unpaid blood donors in saving lives and improving health.

World Blood Donor Day has a further purpose: to encourage wider awareness throughout the world about the need for availability and appropriate use of safe blood and blood products, and the need for many more people to make a commitment to regular voluntary unpaid blood donations.

World Blood Donor Day is now celebrated every year throughout the world on 14 June.

The date of 14 June is the birthday of Karl Landsteiner (1868–1943), an Austrian biologist and physician, considered to be the “founder” of modern blood transfusion. Landsteiner discovered the ABO blood groups in 1901, developed the modern system of classification of blood groups, and identified, in 1937, together with Alexander Wiener, the Rhesus factor, thus enabling physicians to transfuse blood without endangering a patient's life.

¹ See http://www.who.int/entity/bloodsafety/WHA58_13-en.pdf

World Blood Donor Day provides a springboard for blood safety programmes and campaigns throughout the year, as well as wider activities to strengthen blood transfusion services. It is designed to complement rather than replace the national blood donor days or weeks that are organized in a number of countries. Some are held at the same time as World Blood Donor Day, while others take place at different times of the year.

Objectives

The objectives of this year's campaign are:

- ◆ to thank blood donors for their life-saving gift of blood and highlight the theme of blood connecting us all;
- ◆ to create wider public awareness of the need for regular, unpaid blood donation, and inspire those who have not yet donated blood to start donating, particularly young people who are in good health;
- ◆ to promote and highlight the need to share life by donating blood;
- ◆ to focus attention on blood services as a community service, and the importance of community participation for a sufficient, safe and sustainable blood supply; and
- ◆ to persuade ministries of health to show their appreciation to regular voluntary unpaid donors and commit to self-sufficiency in safe blood and blood products based on 100% voluntary, unpaid donations.

Target audiences

The primary target audiences for World Blood Donor Day are donors who regularly give blood and healthy people who are eligible to give blood but are not yet occasional or regular donors.

Health officials at national level who are responsible for setting national policy and systems for blood donation and transfusion are another important target audience.

International partners, national blood transfusion services, Red Cross societies, donor associations, patient groups and professional societies each have an important role to play, both in supporting countries to achieve self-sufficiency in this area and in disseminating campaign messages.

International partners

WHO has worked with a number of partners to promote voluntary blood donation through the celebration of World Blood Donor Day since the first one in 2004.

These include: the International Federation of Blood Donor Organizations, the International Federation of Red Cross and Red Crescent Societies and the International Society of Blood Transfusion.

Theme

The theme of this year's campaign is "Blood connects us all". It focuses on thanking blood donors and highlights the dimension of "sharing" and "connection" between blood donors and patients.

The campaign aims to highlight stories of people whose lives have been saved through blood donation, as a way of motivating regular blood donors to continue giving blood, and to encourage people in good health who have never given blood to begin doing so, particularly young people.

Slogan

The slogan for the 2016 campaign is “Share life, give blood”, to draw attention to the roles that voluntary donation systems play in encouraging people to care for one another and promote community cohesion.

Key messages

The safe transfusion of blood and blood products helps save millions of lives every year. It can help patients suffering from life-threatening conditions live longer and with better quality of life, as well as supporting complex medical and surgical procedures. It also has an essential, life-saving role in maternal and child care and in the event of man-made and natural disasters.

However, in many countries, demand far exceeds supply and blood services face the constant challenge of making sufficient blood available, while also ensuring its quality and safety. In 2016, more than 40 years after the first World Health Assembly resolution (WHA28.72) addressed the issue of blood safety, equitable access to safe blood and blood products and the rational and safe use of blood transfusion, there still remain major challenges throughout the world; and many patients requiring transfusion do not have timely access to safe blood.

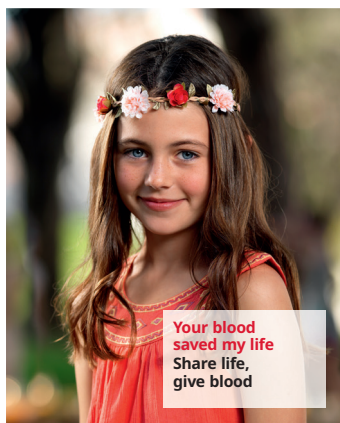
An adequate supply can only be ensured through regular donations by voluntary unpaid blood donors. However, today, only 62 countries get close to 100% of their national blood needs through voluntary unpaid blood donations, with 40 countries still dependent on family donors and even paid donors.

WHO has been providing support to Member States to strengthen service delivery and safety and improve access to safe blood and blood products for patients in need.

Campaign materials

Our campaign web site is <http://www.who.int/campaigns/world-blood-donor-day/2016/en/>.

Files for the WBDD announcement, web banners, posters and other promotional materials such as T-shirts, caps, mugs, pens and stickers are available on the website in Arabic, Chinese, English, French, Russian and Spanish and can be downloaded from the site. To request design files for professional printing, send an e-mail to worldblooddonorday@who.int.



World Blood Donor Day
Blood connects us all 14 June 2016



World Blood Donor Day
Blood connects us all 14 June 2016



World Blood Donor Day
Blood connects us all 14 June 2016



Global event

The global host for the 2016 World Blood Donor Day event is the Netherlands through Sanquin, the national blood supply organization. The global event will be held in Amsterdam on 14 June 2016.

Sanquin's website is www.sanquin.nl.

Get involved

There are many ways to get involved in World Blood Donor Day. Here are some ideas.

Everyone

- ◆ Participate in local events being organized to celebrate World Blood Donor Day.
- ◆ Give blood at your nearest blood collection centre.

Ministries of health

- ◆ Organize and participate in activities to celebrate World Blood Donor Day and promote voluntary unpaid blood donation to the public, across government and to other sectors.
- ◆ Speak to the media about the importance of blood donation and the successes and challenges of your country in meeting national blood needs through voluntary unpaid donations, in line with the theme of this year's World Blood Donor Day.
- ◆ Distribute posters and leaflets about blood donation to health facilities.

International organizations

- ◆ Provide updated information on blood transfusion and blood safety to your members.
- ◆ Organize or participate in international, national and local events.
- ◆ Urge media outlets to run special features and editorials on blood donation.

National blood transfusion services

- ◆ Organize blood collection drives.
- ◆ Invite prominent politicians, celebrities and sporting heroes to participate in World Blood Donor Day celebrations.
- ◆ Disseminate information about the importance of giving blood.
- ◆ Print out and distribute posters that you can download from the World Blood Donor Day campaign web site.
- ◆ Produce, display and disseminate promotional materials such as T-shirts, caps and car stickers.
- ◆ Hold a donor recognition awards ceremony to honour individuals and partner organizations who have made significant contributions to blood donation activities in your country.
- ◆ Hold open days at blood centres and invite the general public to learn about blood donation and blood transfusion.

Journalists

- ◆ Broadcast messages and write articles about blood donation and the need for access to safe blood and blood products.

- ◆ Write articles about how close your country is to meeting national needs for blood through voluntary unpaid donations.
- ◆ Interview staff from your Ministry of Health and blood transfusion services.
- ◆ Write feature stories about people whose lives have been saved as a result of blood donation, or about people who are first-time donors, or have donated blood a record number of times.
- ◆ Attend events organized to celebrate World Blood Donor Day and write about them.

Tell us about your events

Through our web site

We appreciate hearing about events and activities that you are organizing. Let us, and others, know about your plans by registering your event through the following link: <http://www.who.int/campaigns/world-blood-donor-day/2016/event-registration/en>.

Through our social media channels

Closer to World Blood Donor Day, we will be linking to campaign materials through our Facebook page, YouTube channel and Google+. Through these channels, you can let us know how you will be involved too.



Facebook



YouTube



Google+

You can also follow us on [Twitter@WHO](#). Join the conversation using the hashtag #GiveBlood. Follow our World Blood Donor Day tweets and retweet those of interest to your own networks.



Twitter

WHO contacts

Blood and Transfusion Safety

Headquarters

Mr Junping Yu
E-mail: yuj@who.int

Regional Office for Africa

Dr André Loua
E-mail: louaa@who.int

Regional Office for the Americas

Dr María Dolores Pérez-Rosales
E-mail: perezmd@paho.org

Regional Office for the Eastern Mediterranean

Dr Humayun Asghar
E-mail: humayuna@who.int

Regional Office for Europe

Dr Juan Eduardo Tello
E-mail: telloj@who.int

Regional Office for South-East Asia

Dr Aparna Singh Shah
E-mail: shahap@who.int

Regional Office for the Western Pacific

Dr Klara Tisocki
E-mail: tisockik@wpro.who.int

Communications

Headquarters

Mr Christopher Bailey
E-mail: communications@who.int

Mr Simeon Bennet
E-mail: bennets@who.int

Regional Office for Africa

Mr Collins Boakye-Agyemang
E-mail: boakyeagyemangc@who.int

Regional Office for the Americas

Ms Leticia Linn
E-mail: linnl@paho.org

Regional Office for the Eastern Mediterranean

Ms Mona Yassin
E-mail: yassinm@who.int

Regional Office for Europe

Ms Faith Vorting
E-mail: kilfordf@who.int

Regional Office for South-East Asia

Ms Vismita Gupta-Smith
E-mail: guptasmithv@who.int

Regional Office for the Western Pacific

Mr Timothy O'Leary
E-mail: olearyt@who.int

