

Doctor's Day: Blood Donation Camp, why?

It is not only to show the concern to the patient or do a social work but also to set an example of doing good work and requesting the society to follow the same.

Every 2 seconds, someone needs blood somewhere.

Blood is not made in factory or transported in tank or grown on trees neither blood can be stored for years together (only for 35-42 days) also. Varieties of different blood group like ABO + (positive) or - (negative), sudden increase demand of one of them may cause acute shortage of particular blood group only. However other blood which is ample at time has to be disposed due to short expiring and non-utilization.

Due to huge population spread all over remote places (rural) and limited resources, blood is not easily available. Reluctance, Ignorance, Lack of Awareness, Fear, Myths, Lack of Proper Guidance and Motivation are few factors which lead to shortage of blood.

Who can donate blood? Eligible donor having weight more than 45 kg and age between 18 to 60 years can donate blood regularly at 3 months interval. We organize blood drive once in a year on behalf of Doctors Day through IMA

Statistics says out of 1000 eligible donors, even if 8 donate blood regularly then we will not have any shortage of blood.

Who needs blood? Every 2 seconds someone needs blood, case of accident, anaemia, cancer, premature babies, major surgeries, pregnancy related problem etc. requires blood regularly throughout the year and hence regular blood donation drive throughout the year is essential to fulfil the shortage in blood bank and to save life, prevent death which is AVOIDABLE.

Donate Blood Save Life

Donating Regularly Saves Many Life.

How to organize Blood Donation Camp?

Aim : To do good work in society and help the needy on behalf of Doctors Day 2014.

Purpose : Shortage of Blood in all Blood banks and lack of motivation in society about Blood donation.

Procedure : 1) Contacts Blood Bank for fixing date (1st July, Doctor Day – for convenience nearing Sunday i.e. 29-06-14) and venue.

Fixing of Blood Bank. Contact the Office /Chairmen/Co-Convener of blood donation committee

2) Organising Group : With IMA working committee members you should contact all general IMA members and also other groups like Rotary Club, Lions Club, Youth Club, Local Doctors Association, Railway Union, Medical Stores, Chemist Association, Non-political social organization, Religious, corporate groups and other NGOs as a supportive group to bring donors, sponsors and volunteers to work during the camp.

3) Fixing Venue: Fixing Common public place for Blood Donation Camps like Hall, Railway Station, Hospital, School/College etc. (Having area of approx. 1500 sq. ft.)

4) Eligible Donors: Age 18-60 years, weight – more than 45 kg, male or female.

5) Motivation: a) By sending SMS. Doing personnel phone calls to the eligible donors,

b) Print Banner (approx. 5 – 10 nos.) and Hand Bills (1000-5000 nos.) for promotion having footings of those who sponsor.

6) Preparation in the Venue: During day of camp preparation in the Venue should be completed atleast in one hour in advance (approx. 8.00 am.) by keeping the following things ready.

Clean flooring, (carpet sos if required)
Arrange 6 to 10 cots. (inquire if Blood Bank brings the cot, otherwise arrange yourself)

4-6 Tables (for registration, Hb estimation, Blood Collection etc.)
30 – 40 chairs (variable for the Blood Bank people, donors, etc.)
4-5 fans (having nice air flow)

Ensure Electricity is there or might have to arrange generator.
Arrangement of Tea, coffee, biscuits for donors, organisor, volunteers
Break fast for the team of Blood bank (10-15) and volunteers, doctors (e.g.

Poha, Vada-Pav, Sanmosa Idli Samber etc.)
For details, see the worklist, contact convener, coordinator
7) Promotion of Donor : Promotion of Donor by giving some incentive like Batch, Certificate, Trophy, motivational Gift like Tree plant, flower, book, etc.

8) Food : Lunch for Blood bank team after completion of camp. However some snacks in between.

9) After completion inform IMA about no. of Blood bags collected and to include in their report and to confirm about getting 1st, 2nd or 3rd award by the IMA president.

Slogans on Blood donation

With appropriate visuals, posters and stickers may be prepared with these slogans. In hoardings and TV spots these slogans may also be used:

Observe your birthday by donating blood.

Donate blood – Gift life.

At 18 you grow up.

At 18 you drive.

At 18 you give blood to keep someone alive.

We need you to save life.

You don't have to have a medical degree to save a life. Just a fair degree of humanity.

Blessed are the young who can donate blood.
Blood donation will cost you nothing but it will save a life!

Share blood – Share life.

Tears of a mother cannot save her Child. But your blood can.
Donation of blood means a few minutes to you but a lifetime for somebody else.

People can get along without teeth or hair but not without blood.

You can donate blood 168 times between the age of 18 – 60 years.

Every tomorrow needs a blood donor today.

Many things in this world can wait but transfusion of blood to a dying patient cannot.

Vote for life with your Blood.

Blood is meant to circulate. Pass it around.

Five minutes of your time + 350 ml. of your blood = One life saved.

Blood for human comes from human beings only.

Blood donation – a Gift of Love.

Do not shed blood. Donate Blood.

Donate blood so that others may live.

Donation of blood makes a difference between life and death.

Let blood bind us together in friendship for ever.

Donating blood is a social responsibility.

Among flowers — the Rose. Among Human beings — the blood donor.

Light up a lamp of life by donating blood.

Smile and give, someone will smile and live.

Drive carefully — otherwise you might need me — I am a blood donor.

BLOOD Facts

Blood makes up about 7% of your body's weight.

Blood fights against infection and helps heal wounds, keeping you healthy.

A newborn baby has about one cup of blood in his or her body.

White blood cells are the body's primary defense against infection.

Granulocytes, a type of white blood cell, roll along blood vessel walls to search and destroy bacteria.

Red blood cells carry oxygen to the body's organs and tissue.

There are about one billion red blood cells in two to three drops of blood.

Red blood cells live about 120 days in the circulatory system.

Platelets help blood to clot and give those with leukemia and other cancers a chance to live.

Apheresis is a special kind of blood donation that allows a donor to give specific blood components, such as platelets.

If all blood donors gave 2 to 4 times a year, it would help prevent all blood shortages.

The fear of Blood is called Hemophobia or Hematophobia. Common symptoms of this fear are nausea, fear of dying, sweating, dry mouth, etc. It only takes a realization to overcome it.

Tips on Blood Donating

Please have a good meal at least 3 hours before donating blood.

Please accept the snacks offered to you after the donation, it is vital you have them. You are recommended to have a good meal later.

Please avoid smoking on the day before donating. You can smoke 3 hours after donation.

You will not be eligible to donate blood if you have consumed alcohol 48 hours before donation.

Misconception about Donating Blood

You won't feel drained or tired if you continue to drink fluids and have a good meal.

You can resume your normal activities after donating blood, though you are asked to refrain from exercise or heavy weight lifting for twelve hours after donation.

Donating blood will not leave you low of blood; in fact you will still have surplus blood after the donation.

If you choose to consume alcohol, you can on the next day.

While donating blood you will not feel any pain.

You will not faint or feel uncomfortable after donating blood. This is a common misconception.

You will not get AIDS if you donate blood.

Patients are just like donors – most of them have common blood types. Because your blood type is common, the demand for that type is greater than for rare types. So, even if your blood type is common there is still a requirement.

Blood donors donate blood and do not sell it.

How to organize a blood donation camp :

A community service activity like organizing a voluntary blood donation camp is a team activity. There are three main areas of work for the team to focus on!

Donor Acquisition

This team is responsible for ensuring that the maximum planned number of donors attend and donate blood. Decide on what segment to target, as the publicity material should be made accordingly.

If your target segment is a residential community then it is best done on a holiday. However, if the segment is a college campus, then it has to be done keeping exam schedules in mind. Similarly a camp for office goers may be held on a working day at the work place to make it convenient for donors.

Once the team has decided on holding the camp, prospective donors need to be contacted and persuaded to come to the camp. A communication plan is designed accordingly. It is a good strategy to display posters at the general area a week in advance. If you can rotate posters, so that donors see new posters, it generally evokes better interest.

Banners may be placed at entrance gates. If prospective donors are computer savvy, e.g. employees of an IT company, then an email blast may be made to all employees with the participation of the company management. Up to three emails may be sent, one a week in advance, one three days in advance and one on the day of camp to remind donors. If the organization has an Intranet, the posters or FAQ's can be loaded on their site also.

If you are targeting a college or residential community, you may like to run a

SMS campaign. To generate interest, some social activities like a painting competition, slogan competition, etc. can also be arranged.

Pre-registration is key to ensure success. One option is to have volunteers meet all the potential donors and educate them on the blood donation camp. Another option is to keep a register in a central/ common location. The intention is to get potential donors to register (name, email and mobile number, so you can send a reminder on the day of the camp.

After the camp, the donor acquisition team must remember to send across thank you notes to the targeted donors!

Partner Interface

This team interfaces with stakeholders like the blood bank, site/venue authorities, etc.

You need to tie up with a reputed blood bank for the time and venue you have chosen. If you contact the Rotary Bangalore Diamond District for assistance, we would be glad to confirm an appointment with a reputed blood bank.

Normally the blood bank will bring all the equipment and medical items that are required, but they will let you know in case something needs to be arranged by you.

Typically this could include some chairs, tables, extra fans, drinking water and refreshments.

Do remember to arrange extra fans as people perspire more due to anxiety while donating for the first time.

You need to arrange for refreshments and water with disposable plates and glasses.

You may require the camp area to be slightly cordoned off, to ensure some privacy and quiet. This aids the safe and smooth functioning of the camp. However, you may need to get the necessary approvals from the venue's authorities to set this up.

Checklist (numbers below will vary based on donor count)

Venue confirmed and permissions obtained

Gate pass for the blood bank vehicle

Staff to help blood bank staff move stuff to/from their vehicles

Chairs – between 20-40

Tables – about 5

Pens

Pedestal Fans (or enough ceiling fans)

Drinking water

Tea/ Coffee/ Lunch for the blood bank staff and volunteers

Refreshments for the donors (bananas, juice, tea/ coffee)

Utensils or disposable plates/ glasses etc.

Banners to help publicise the event

Site Management

This team needs to reach the venue an hour before the camp is scheduled to start.

With the help of your partnering blood bank's resources, your volunteers need to set up the various areas for:

Waiting

Registration

Medical check up

Donation, and a post donation area for refreshments and rest.

Your partner blood bank may set up a separate bed or two for people who may feel dizzy, which happens sometimes.

Extra fans are required for this area to keep the space well ventilated.

Site management volunteers need to guide donors to keep them feeling relaxed. They need to ensure that people do take rest and refreshments after donation.

Do remember to display the banner of your organization to motivate donors about joining your organization.
