

Dr. Ngo Manh QUAN, Head of VNRBD promotion Department, National Institutes of Haematology and Blood Transfusion, Vietnam presented 'Experience of Vietnam towards achieving 100% VNRBD'



Dr. Pham Tuan DUONG, Deputy Director in charge of blood transfusion, NIHBT, Vietnam also shared his experience with Dr QUAN in achieving 100% VNRBD in Vietnam



Dr Chanithala Suksakhone, Deputy director of National Blood Transfusion Centre, Lao Red Cross, Lao PDR, presented 'Experience of Lao towards achieving 100% VNRBD'



Participants asked questions related to experiences of international speakers towards achieving 100% VNRBD in their respective countries



Ms Michelle Millette, Volunteer Communication Officer from Australian Red Cross presented main findings of "KAP survey and IEC" among Cambodians



Ms Emily Tonks, Program Manager – Technical International Humanitarian Blood Projects, Australian Red Cross, presented 'Support for Cambodia National Blood Transfusion Centers in Donor Acquisition and Retention'



Ms Alyson Pearce, Director of Blood Donor Marketing, Australian Red Cross, Blood Service, co-presented with Ms Emily Tonks and shared her experiences on "Donor Acquisition and Retention"



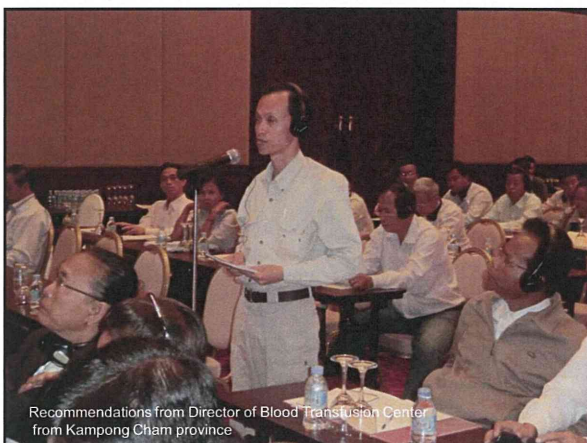
Dr Chhorn Samnang, Deputy director of NBTC, presented: "Provision of quality donor service and care"



Dr Hok Kim Cheng, Director of NBTC, presented: "Strategic plan year 1 activities in the community and donor motivation"



Plenary discussions and recommendations chaired by (from left to right): Dr Hok Kim Cheng, Dr Neelam Dhingra, Ms Alyson Pearce and Dr Anthony Marfin



Recommendations from Director of Blood Transfusion Center from Kampong Cham province



Recommendations from Deputy Governor from Kampong Cham province



Recommendations from Representative of Union of Youth Federation of Cambodia



Recommendations from Deputy Governor from Mondulkiri province



Recommendations from Dr Murk Sameah, Deputy director of NBTC



Recommendations from a popular singer, member of ABC Cambodia radio



Closing ceremony with honorable presence of H.E Dr Ta Kuy Seang, Secretary of State, MoH; H.E Ly Cheng, Director of Association of high education department, Ministry of Education; H.E Dr Yos Phanita, MoH; H.E Dr Cheang Ra, Director of Calmette hospital; H.E Hun Many, President of Union of Youth Federation of Cambodia; Dr Dora Warren, Director of US CDC Cambodia; Dr Neelam Dhinara, WHO headquarters...



Dr Hok Kim Cheng, Director of NBTC, addressed the Forum a closing remark



Dr Neelam Dhingra, WHO headquarters, addressed the Forum a closing remark



Dr Dora Warren, Director of US CDC Cambodia Office, addressed the Forum a closing remark



H.E. Dr Ta Kuy Seang, Secretary of State, MoH, addressed the Forum a remark and closing speech



International speakers and guests were presented with a souvenir by H.E. Dr. Ta Kuy Seang





Group photo of participants in the National Consultative Forum

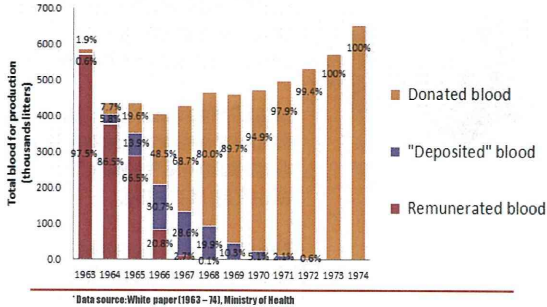


Follow up meeting between partners after the National Consultative Forum

# Japanese achievement for 100% blood donation

Professor Yasushi Miyazaki  
Jun Fukuyoshi  
from Nagasaki University

## Japan had achieved 100% VNRBD only in 10 years (1964-1973)



### How?

Combination of:

**National movement**

Law & policy

Infrastructure

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## History of blood donation in Japan


### before 1964:



- The demand for the blood had soared from 13,000 liters in 1959 to 550,000 in 1964, all in remunerated-basis\*
- To meet the demands 87 blood banks, including 22 for-profit blood banks, were in operation\*
- Poor workers and students sold their bloods for living

\*White paper in 1963, Ministry of Health

**In 1964,**




**E. Reischauer, American ambassador to Japan at the period, was attacked by a thug at Tokyo, and had a major surgery with blood transfusion.**

**Later it was found that he was infected by serum hepatitis virus by blood transfusion which he received.**

**The shocking news was covered by major media.**

**Triggered by the Reischauer incident, people became aware of issues in blood safety.**




**Issues**

- Hepatitis infection rate at blood transfusion was 51% in early 1960s\*
- "Yellowish blood" issue: too much amount/frequent blood extraction caused the deficiency of red blood cells among people who were living on blood selling
- Black market: gathering poor workers for blood collection was major source of profit for Yakuza (Japanese mafia)

\* Ministry of Health <http://www.mhlw.go.jp/new-info/koheito/yakuza/kenkotsuge/te.html>

**1964-**

**National movement**




1964-  
"Against yellowish blood campaign"  
led by media & students

**Law & policy**

1964  
A Cabinet decision was made to establish a system to secure blood from donation as official policy

**Infrastructure**




Japan Red Cross established Blood Centers across Japan

**1965-67**

**National movement**

Hybrid of  
- Blood Depositing (for the benefit of self/family)  
- Blood Donation (for social cause)



Newspaper article about deposit system  
"Prepare for the time you or your family need it!"

	1965	1966	1967
Remunerated (=for money)	66.5%	20.8%	2.7%
Deposited (=for self/family)	13.9%	30.7%	28.6%
Donated (=for others)	19.6%	48.5%	68.7%

**Law & policy**

**Infrastructure**

\* Data source: White paper(1963-74), Ministry of Health


**1968-70**

**National movement**


**Law & policy**

1968  
The distribution of the blood products, made by remunerated blood, was finally halted.

**Infrastructure**



Active outreach (3 buses -> 27 buses)




Blood donation at schools

**1971-74**

**National movement**

**Law & policy**

1974  
Banned the blood deposit system  
-> achieved 100% VNRBD



Donation record card


However, the "donation record card" still had a section saying "blood donors and their family have the right to receive blood transfusion", which implied "no donation, no transfusion" (=deposit system).  
This section remained until 1982.

**Infrastructure**

**1975-**


**National movement**

"Twenty's Blood Donation" campaign (appeal to youth)



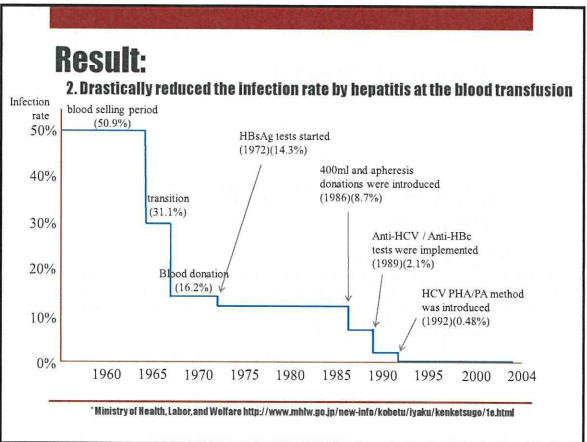
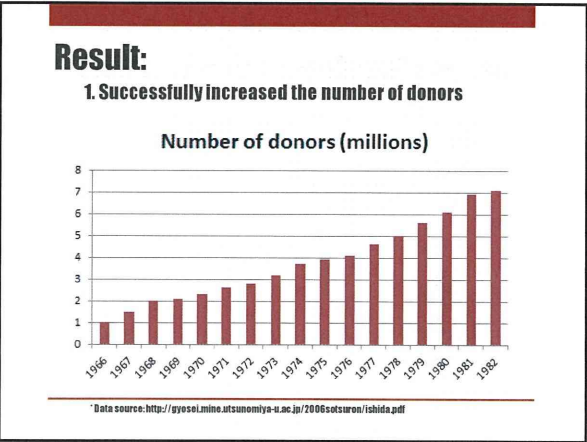
**Law & policy**  
HBsAg tests started  
Inform the biochemical  
test results to donors

**Infrastructure**  
Upgrading the  
facilities



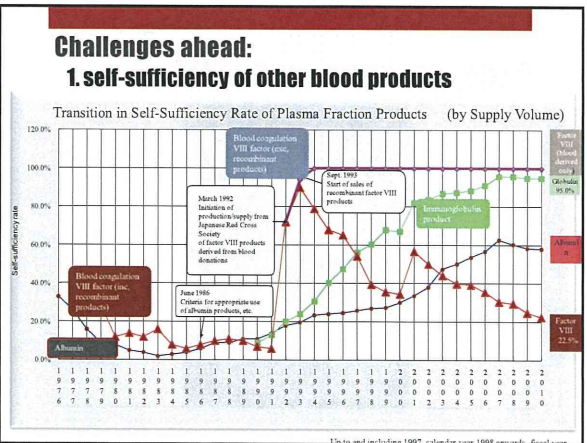
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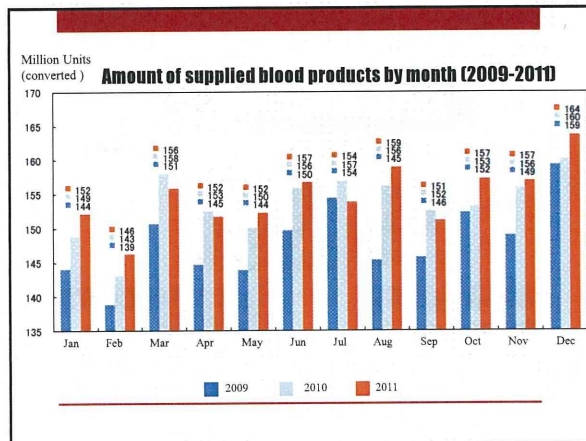
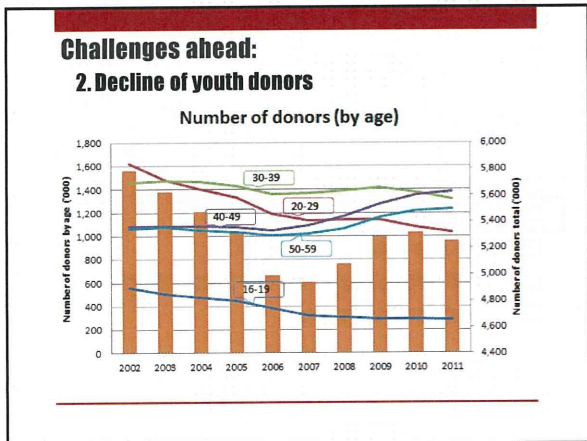


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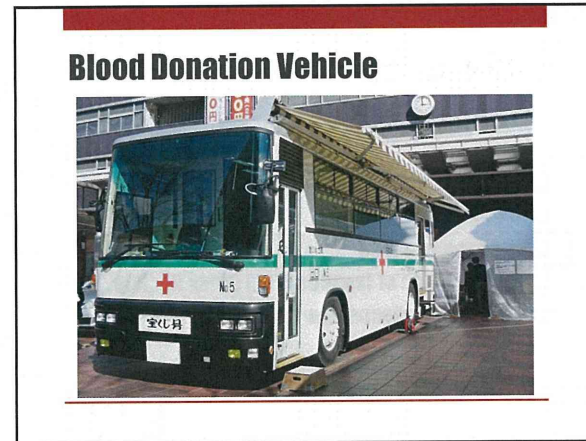


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## Japanese Red Cross Society (JRCS)

- The only one organization that is allowed to collect donated blood.
- RBC, Platelet and Frozen plasma products are supplied by JRCS in Japan.



石川遼 20才

はたのちの献血

LOVE in Action

ありがとうございます!

"Blood donation at age 20" campaign by Mr. Ishikawa, a popular professional golfer.

### Blood Donation Center

### Comic character for Blood Donation

献血キャラクター

けんけつちゃん

In homepage of Ministry of Health, Labour, and Welfare

### Summary, learning from our experiences

Combination of:

**National movement**

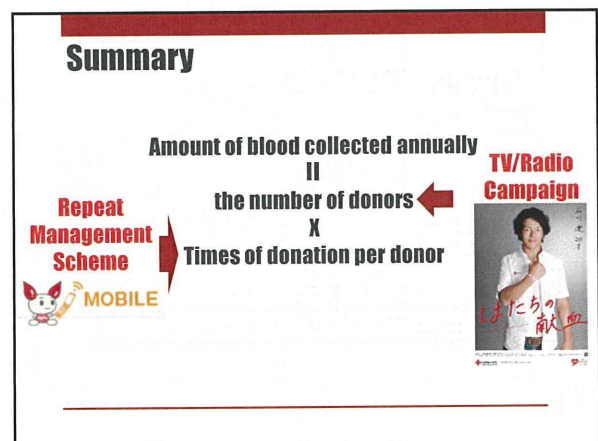
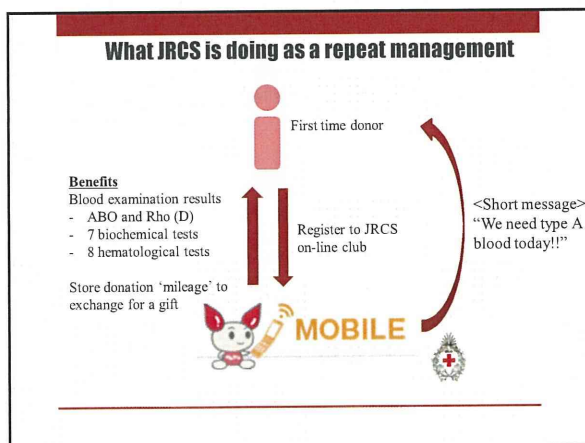
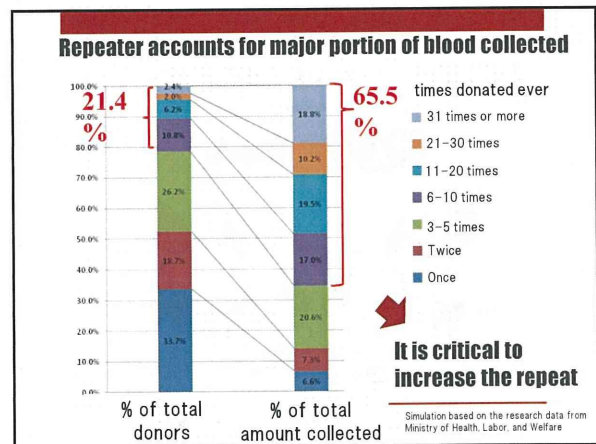
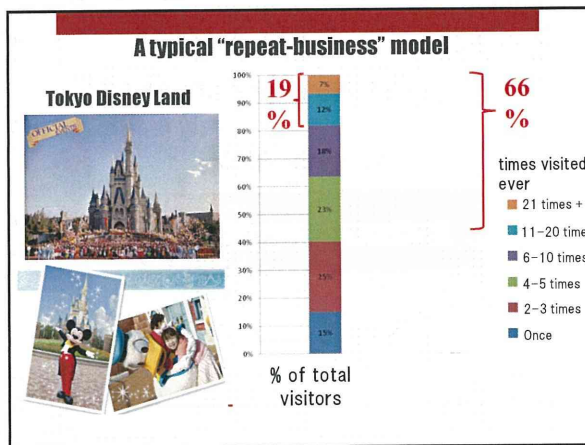
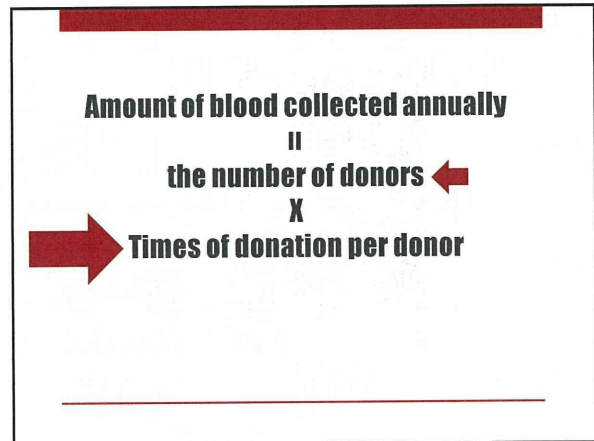
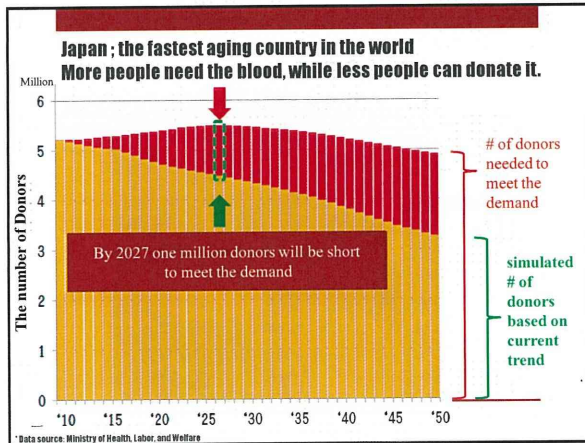
Law & policy — Infrastructure

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### A stimuli for discussion

Increase the number of donors  
Or  
Increase the repeat per donor  
??



**Japanese achievement  
for 100% blood donation**

**Thank you very much!!**

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**“National Consultative Forum: “Towards achieving sufficient blood supply based on 100% voluntary non-remunerated blood donations in Cambodia”**

**5– 6 December 2012, SOFITEL Phnom Penh Phokeethra Hotel, Phnom Penh**

Jointly organized by National Blood Transfusion Center (NBTC)/Ministry of Health (MoH), WHO and Nagasaki University in collaboration with US Centre for Disease Control and Prevention (US CDC)

<b>Day 1 – Wednesday 5 December</b>		
7:30 – 8:30	Registration	
<b>Inauguration and Opening Session</b>		
8:30 – 9:30	<b>Inauguration Address:</b> <ul style="list-style-type: none"> <li>▪ NBTC</li> <li>▪ Nagasaki University</li> <li>▪ CDC Atlanta</li> <li>▪ WHO</li>   <li>▪ Ministry of Health</li> </ul>	Dr Hok Kim Cheng, Director of NBTC Prof Yasushi Miyazaki  Dr Anthony Marfin  Dr Pieter van Maaren, Representative of Development partners, WHO Representative in Cambodia  HE Prof Eng Huot, Secretary of State, MoH
9:30 – 9:50	<b>Coffee break &amp; Group photo</b>	
9:50 – 10:50 (propose 45' presentation and 15' Q & A)	<b>Global Strategy on Blood Safety:</b> <ul style="list-style-type: none"> <li>▪ Four WHO strategic directions for achieving 100% voluntary non-remunerated blood donations (VNRBD).</li> <li>▪ Melbourne declaration.</li> <li>▪ Global data of Blood Safety (highlighted VNRBD in Asia).</li> </ul>	Dr Neelam Dhingra, Coordinator, Blood Transfusion Safety, WHO Headquarters, Geneva.
10:50 – 11:30 (propose 30' presentation and 10' Q & A)	<b>Recap of the overall National Strategic Plan 2013 -2017:</b> <ul style="list-style-type: none"> <li>▪ Four pillars of NSP 2013 -2017.</li> <li>▪ Elaborate on the Third pillar : Community Blood donation</li> </ul>	Dr Yos Phanita, Deputy General Director for Health, MoH

	motivation.	
11:30 – 12:00 (propose 20' presentation and 10' Q & A)	<b>Current status of VNRBD in Cambodia:</b> <ul style="list-style-type: none"> <li>▪ Overall results (key indicators) of Blood donations from the past to present.</li> <li>▪ VNRBD in NBTC vs Provincial Blood Transfusion Centres (PBTCs).</li> </ul>	Dr Sek Mardy, Technical Officer for Blood Safety, WHO Cambodia
12:00 – 13:30	<b>Lunch break</b>	
13:30 – 13:50 (propose 15' presentation and 5' Q & A)	<b>“1000 liters of blood donations campaign” by United of Youth Federation of Kandal Province (UYFKP):</b> <ul style="list-style-type: none"> <li>▪ Background: campaign initiative.</li> <li>▪ Goals.</li> <li>▪ Activities and plans (How the campaign contributes to achieve 100% VNRBD).</li> </ul>	Mr Chhoeun Bunnarith, Director of Health Awareness Program of UYFKP
13:50 – 14:10 (propose 15' presentation and 5' Q & A)	<b>Mobilisation of VNRBD through ABC Cambodia Radio:</b> <ul style="list-style-type: none"> <li>▪ Goals of ABC Cambodia to contribute to achieving 100% VNRBD.</li> <li>▪ Activities and plans to reach ABC Cambodia's goal.</li> </ul>	Mr Tang Sokhy, ABC Cambodia Radio adviser
14:10 – 14:30 (propose 15' presentation and 5' Q & A)	<b>Establishing VNRBD role model among students:</b> <ul style="list-style-type: none"> <li>▪ Goals of Phnom Penh International University (PPIU) to contribute to achieving 100% VNRBD.</li> <li>▪ Activities and plans to reach PPIU's goal.</li> </ul>	Ms Tep Kolap, Rector of PPIU
14:30 – 15:15 (propose 30' presentation and 15' Q & A)	<b>Best practice of Calmette hospital in supporting National Blood Transfusion Services:</b> <ul style="list-style-type: none"> <li>▪ Blood use, blood demand planning.</li> <li>▪ Plan of conversion Family Replacement Donor to VNRBD to contribute to achieving 100% VNRBD.</li> </ul>	HE Dr Chhieng Ra, Director of Calmette Hospital

	<ul style="list-style-type: none"> <li>▪ Plan to build trust by improving communication of hospital staff to patient and NBTC staff .</li> </ul>	
15:15 – 15:30	<b>Coffee break</b>	
15:30 – 16:15 (propose 30' presentation and 15' Q & A)	<b>“Experience of Japan in achieving 100% VNRBD”</b>	Prof Yasushi Miyazaki & Dr Yun Fukuyoshi, Nagasaki University, Japan
16:15 – 17:00 (propose 30' presentation and 15' Q & A)	<b>Experience of Philippines towards achieving 100%VNRBD:</b> <ul style="list-style-type: none"> <li>▪ Brief of the National Blood Program in Philippines.</li> <li>▪ Current status and how to achieve 100% VNRBD.</li> <li>▪ How blood safety program sustains.</li> </ul>	Dr Christie Monina Nalupta, Director of Blood Services, Philippines Red Cross, Philippines.
<b>Day 2 – Thursday 6 December</b>		
8:30 – 8:45	<b>Recap day 1</b>	Dr Ly Vanthy, Deputy director of US CDC Cambodia Office
8:45 – 9:05 (propose 15' presentation and 5' Q & A)	<b>Public private partnership contributes to achieving 100% VNRBD:</b> <ul style="list-style-type: none"> <li>▪ Demonstration of their success in recruiting VNRBD.</li> <li>▪ Lesson learned and propose future plan.</li> </ul>	Okgna Lau Vann, Director of Vital Corporation Co.Ltd
9:05 – 9:50 (propose 30' presentation and 15' Q & A)	<b>Experience of Vietnam towards achieving 100% VNRBD:</b> <ul style="list-style-type: none"> <li>▪ Brief of the National Blood Program in Vietnam.</li> <li>▪ Current status and how to achieve 100% VNRBD.</li> <li>▪ How blood safety program sustains.</li> </ul>	Dr. Ngo Manh QUAN, Head of VNRBD promotion Department, National Institutes of Haematology and Blood Transfusion, Vietnam.
9:50 – 10:05	<b>Coffee break</b>	
10:05 – 10:50 (propose 30' presentation and 15' Q & A)	<b>Experience of Lao PDR towards achieving 100% VNRBD:</b> <ul style="list-style-type: none"> <li>▪ Brief of the National Blood Program in Lao PDR.</li> <li>▪ Current status and how to achieve 100% VNRBD.</li> <li>▪ How blood safety program sustains.</li> </ul>	Dr Chanthala Suksakhone, Deputy director of National Blood Transfusion Centre, Lao Red Cross, Lao PDR

10:50 – 11:20 (propose 20' presentation and 10' Q & A)	<b>“KAP survey and IEC”</b> <ul style="list-style-type: none"> <li>▪ Main findings.</li> <li>▪ Translate from findings to actions.</li> <li>▪ Available IEC.</li> </ul>	Ms Michelle Milette, Volunteer Communication Officer from Australian Red Cross (ARC).
11:20 – 11:45 (propose 15' presentation and 10' Q & A)	<b>“Planned supports for VNRBD program in Cambodia”</b>	Ms Emily Tonk, Program Manager – Technical International Humanitarian Blood Projects Australian Red Cross (ARC), Blood Service
11:45 – 12:00	Video show: “The way to reach 100% VNRBD in Cambodia”	
12:00 – 13:30	<b>Lunch break</b>	
13:30 – 14:00 (propose 20' presentation and 10' Q & A)	<b>Provide quality donor service and care:</b> <ul style="list-style-type: none"> <li>▪ Donor services.</li> <li>▪ Donor counseling.</li> <li>▪ Donor care.</li> </ul>	Dr Chhorn Samnang, Deputy director of NBTC
14:00 – 14:40 (propose 30' presentation and 10' Q & A)	<b>“Strategic plan year 1 activities in the community and donor motivation”</b>	Dr Hok Kim Cheng, Director of NBTC
14:40 – 15:40 (propose 60' Q & A and recommendations)	<b>Plenary discussions and recommendations:</b> “ How to translate the knowledge, lesson learned from the National Consultative Forum into action in order to contribute to achieving 100% VNRBD by 2020”	Dr Hok Kim Cheng, NBTC Dr Neelam Dhingra, WHO Dr Anthony Marfin, US CDC Ms Alyson Pearce, ARC
15:40 – 16:00	<b>Coffee break</b>	
16:00 – 17:00	<b>Closing address:</b> <ul style="list-style-type: none"> <li>▪ NBTC</li> <li>▪ WHO</li> <li>▪ US Ambassador</li> <li>▪ Minister of Health</li> </ul>	Dr Hok Kim Cheng Dr Neelam Dhingra Mr William E. Todd HE Dr Mam Bun Heng



