

**Introductory meeting for preparation of the  
“Workshop on transferring some of Japanese experiences to be useful  
for advocacy activities among youth towards achieving 100 % of  
voluntary blood donation in Cambodia”.**

**4 March 2013, Sunway Hotel, Phnom Penh**

Organized by National Blood Transfusion Center (NBTC)/Ministry of Health (MoH) and  
Supported by Nagasaki University

7:30 – 8:30	Registration	
<b>Opening Session</b>		
8:30 – 9:00	<b>Opening Address:</b> <ul style="list-style-type: none"> <li>▪ Nagasaki University</li> <li>▪ NBTC</li> <li>▪ Ministry of Health</li> </ul>	Prof Shinjiro Nozaki  Dr Hok Kim Cheng, Director of NBTC HE Dr Yos Phanita, Deputy General Director for Health
9:00 – 9:20	<b>Coffee break &amp; Group photo</b>	
9:20 – 10:30 (propose 45' presentation and 25' Q & A)	<b>“Experience of Japan in achieving 100% VNRBD”</b>	Prof Yasushi Miyazaki, Nagasaki University
10:30 – 10:45 (propose 10' presentation and 5' Q & A)	<b>Current activities related to VNRBD</b>	Phnom Penh International University
10:45 – 11:00 (propose 10' presentation and 5' Q & A)	<b>Current activities related to VNRBD</b>	Panasastra University
11:00 – 11:15 (propose 10' presentation and 5' Q & A)	<b>Current activities related to VNRBD</b>	University of Health Sciences
11:15 – 11:30 (propose 10' presentation and 5' Q & A)	<b>Current activities related to VNRBD</b>	Royal University of Phnom Penh
11:30 – 11:45 (propose 10' presentation and 5' Q & A)	<b>Current activities related to VNRBD</b>	Technology Institute of Cambodia

11:45 – 12:00 (propose 10' presentation and 5' Q & A)	<b>Current activities related to VNRBD</b>	University of Human Resources
12:00 – 13:30	<b>Lunch break</b>	
13:30 – 14:00 (propose 20' presentation and 10' Q & A)	<b>“Current activities and 1000 liters of blood donations campaign” by Union 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 Ou Sok Leang, Public Relation Officer, NBTC
14:00 – 16:00 (propose 120' Q & A and recommendations)	<b>Plenary discussions</b>	Dr Hok Kim Cheng Prof Shinjiro Nozaki Prof Yasushi Miyazaki HE Dr Yos Phanita Dr Sek Mardy, WHO
16:00 – 16:15	<b>Coffee break</b>	
16:15 – 16:30	<b>Closing address:</b> <ul style="list-style-type: none"> <li>▪ NBTC</li> <li>▪ Nagasaki University</li> <li>▪ Ministry of Health</li> </ul>	Dr Hok Kim Cheng Prof Shinjiro Nozaki HE Dr Yos Phanita





"Opening address"

From left to right: Prof Shinjiro Nozaki (Nagasaki University); Prof Yasushi Miyazaki (Nagasaki University); HE Dr Yos Phanita (Deputy General Director for Health, MoH); Dr Hok Kim Cheng (Director of NBTC); Dr Ly Vanthy (Deputy Director of US-CDC)



Thirty-three participants from 6 selected universities in Phnom Penh, NBTC and Nagasaki University's research team attended the meeting.



Welcome speech by Dr Hok Kim Cheng, Director of NBTC



An opening remark by Prof Shinjiro Nozaki, Nagasaki University



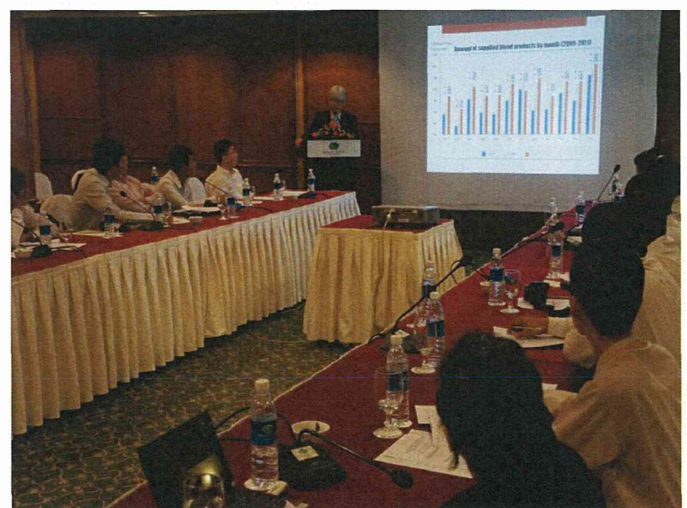
An opening remark by Prof Yasushi Miyazaki, Nagasaki University



HE Dr Yos Phanita, Deputy General Director for Health MoH, addressed an opening speech



Prof Miyazaki presented the Japanese experiences toward achieving 100% VNRBD







Questions were made by participants on the Japanese blood transfusion system



Prof Miyazaki answered the questions



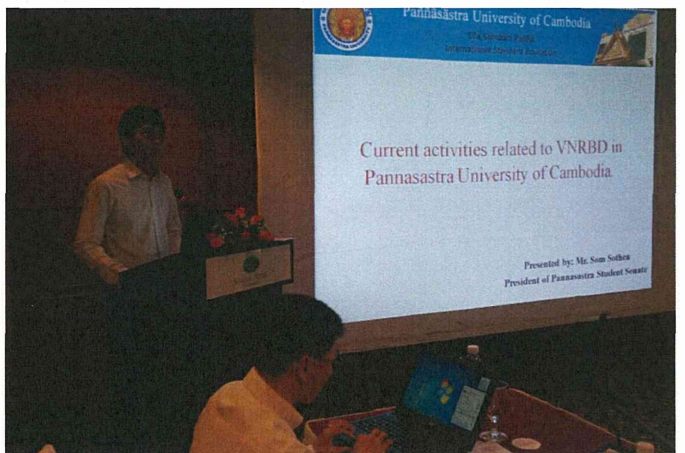
Prof Nozaki answered more in details to the questions



Dr Ky Ravikun, representative from Phnom Penh International University, presented current university's activities related to VNRBD

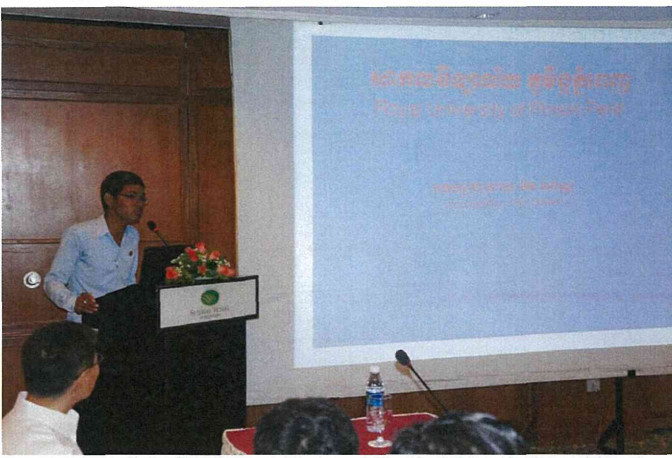


Dr Eang Rothmony, representative from University of Health Sciences, presented current university's activities related to VNRBD



Mr Som Sothea, representative from Pannasastra University, presented current university's activities related to VNRBD





Mr Phin Sovann, representative from Royal University of Phnom Penh, presented current university's activities related to VNRBD



Mr Ly Samol, representative from Technology Institutes of Cambodia, presented current university's activities related to VNRBD



Mr Moeun Vanndet, representative from University of Human Resources, presented current university's activities related to VNRBD



Mr Ou Sokleang, a public relation officer from NBTC presented "1000 liters of blood donation campaign" implemented by Union of Youth Federation of Kandal province



Prof Nozaki and Miyazaki asked questions to the presenters



Dr Eang Rothmony, representative from University of Health Sciences, shared his own experiences with the speakers in blood donor recruitment.



Mr Ou Sokleang, a public relation officer from NBTC, shared his own experiences with participants in working with the universities.



Dr Ly Vanthy gave comments and suggestion to the speakers





Dr Hok Kim Cheng explained the speakers about NBTC activities and supports for advocacy activities among youth in the universities.



"Plenary Discussion"

From left to right: Prof Shinjiro Nozaki (Nagasaki University); Prof Yasushi Miyazaki (Nagasaki University); Dr Sek Mardy (Technical Officer-Blood Safety, WHO); Dr Hok Kim Cheng (Director of NBTC); Dr Ly Vanthy (Deputy Director of US-CDC)



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**SUMMARY**

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## **SUMMARY**

### **Opening Session**

The Chair began the introductory meeting began by expressing thanks to Nagasaki University for providing its support for the “Workshop on transferring some of Japanese experiences to be useful for advocacy among youth towards achieving 100% of voluntary blood donations in Cambodia.” He noted that today’s participants included civil servants from NBTC, Phnom Penh University, Pannasastra University, University of Health Sciences, Royal University of Phnom the Technology Institute of Cambodia, and the University of Human Resources. The meeting was also honored to have the HE Dr. Yos Phanita, Deputy Director General for Health of Cambodia at the meeting. From Nagasaki University, the Chair welcomed Prof. Yasushi Miyazaki and Prof. Shinjiro Nozaki.

### **Opening Remarks**

On behalf of NBTC, **Dr. Hok Kim Cheng** welcomed honored guests to the introductory meeting for the “Workshop on transferring some of Japanese experiences to be useful for advocacy among youth towards achieving 100% of voluntary blood donations in Cambodia.” He also expressed his welcome to representatives of the various universities of Cambodia. Cambodia is developing a strategic program from 2013 to 2017, which promotes and encourages people in the community to provide blood donations on a voluntary basis. NBTC is cooperating with all institutions and communities to promote and encourage participation in this blood donation campaign. In 2013 NBTC has set a target of 50% voluntary blood donations. In 2011 and 2012 the level stood at 30% and measures will be implemented to boost the ratio to 50% during the current year.

The project that is being supported by Nagasaki University is extremely timely, given the launch of the strategic program. It is to be hoped that by sharing experiences with Nagasaki University will act as a catalyst to activities in Cambodia and provide an opportunity to review together experiences in Japan to find out which activities would actually fit with the situation in Cambodia. The aim is to promote blood donations among university students and it is strongly hoped that all universities attending this introductory meeting will discuss possible measures.

Next, **Prof. Shinjiro Nozaki** delivered his opening remarks. He began by noting that he is currently working at the World Health Organization (WHO) in Geneva, although he would be participating in his capacity as a professor of Nagasaki University. He invited Prof. Yasushi Miyazaki to make his opening remarks.



**Prof. Yasushi Miyazaki** expressed his great honor to attend the meeting. He noted that in 2012 he had participated in a consultative forum held in Phnom Penh. He acknowledged the fact that six universities were participating in the meeting today, noting that it was very significant to have students also participating. He stressed the importance of Cambodia using the experiences of Japan in a way that was best suited to the country, and that this meeting would provide an excellent opportunity to review practices and experiences.

**HE Dr. Yos Phanita**, Deputy Director General for Health began by expressing his respect to Dr. Hok Kim Cheng of NBTC and representatives of Nagasaki University. He also welcomed representatives from the union of youth federations of Cambodia. Since June 15, 2011, when the prime minister of Cambodia made an appeal for blood donations, moves to donate blood have made progress, including actions taken by university students. He noted that such actions by students of the leading universities are very significant in boosting voluntary blood donations. Cambodia has 24 municipalities and each has structures that act as a backbone for students to mobilize activities for voluntary blood donation. Cambodia is walking on a long path towards achievement of 100% Voluntary, Non-Remunerated Blood Donation (VNRBD). However, in order to achieve this target, we have to approach it incrementally. The initial target for 2013 is to achieve VNRBD of 50%. In order to procure blood, NBTC is currently obliged to ask the families of sick patients to donate blood in order to replace supplies held at the NBTC blood bank. However, during emergencies it is difficult to maintain blood supplies in this manner. Some people are scared of giving blood and may prevail upon neighbors or friends to give blood on their behalf, which is then provided to their family member. When neighbors and friends are requested to give blood, this generally involves the exchange of money between the person requesting and the person actually donating the blood. It is an important challenge for Cambodia to promote VNRBD and overcome this cultural tendency. The WHO predicts that if 1% of a country's population provides VNRBD, then blood supplies can be sustained. The appeal made by the prime minister to students and other groups to join in the blood donation movement had a particular effect on boosting blood donations in the past and it is hoped that similar appeals and promotional activities will continue to have the same effect. With the support of Nagasaki University and the universities within Cambodia we hope to expand VNRBD with safe and complete blood production.

## **Presentation 1**

### **Experience of Japan in achieving 100% VNRBD**

Prof. Yasushi Miyazaki began by noting that before 1964 in Japan, almost 100% of products

were made from remunerated blood. There was a clear increase in blood demand from 1964 grew rapidly, in line with the increase in the number of major operations. This helped people to understand the importance of blood transfusion in medical treatment. Because of the rapid increase in blood demand, 87 blood banks were in operation and thus a blood donation infrastructure was developed. However, as blood donations were on a remunerated basis, some people sold their blood for a living. During that period the U.S. Ambassador, E. Reischauer was attacked in Tokyo and had major surgery with a blood transfusion. Later it was found that he was infected by serum hepatitis virus through the blood transfusion he received. The shocking news was covered by major media. Triggered by the Reischauer incident, people became aware of issues of blood safety.

In the early 1960s the hepatitis infection rate at blood transfusion was 51%. There was also an issue of "Yellowish blood" as too frequent blood extraction caused deficiency of red blood cells among people who were making a living from selling their blood. There was also a black market in blood donation for remuneration. In 1964 there was a national movement against "yellowish blood," led by media and students. At the same time, the Government made a new law to establish a system to secure blood from donation as an official policy. In addition, the Japanese Red Cross Society built centers across Japan for donation of blood. From 1965 to 1968 there was a hybrid system in place, whereby people could deposit blood (for the use of themselves or their families), or make blood donations for social causes. From 1965 to 1967 the proportion of deposited blood increased from 13.9% to 28.6%. Also, the proportion of donated blood (non-remunerated) increased from 19.6% to 68.7% in the same period.

In 1968 the distribution of blood products, made from remunerated blood, was finally halted. An active outreach infrastructure was introduced, including mobile blood donation buses and the implementation of blood donation campaigns at schools. In 1974, the blood deposit system was banned, thus achieving 100% VNRBD in the space of only ten years. The depositing system was not mandatory for all people. It was part of a hybrid system, and even if the person who required a blood transfusion had not made a deposit it was still possible for that person to have a transfusion. From 1975 onwards there were various campaigns, including the "Twenties blood donation campaign," under which the Red Cross Society promoted blood donation among twenty-year olds, suggesting that it was part of being adult to donate blood. In addition, from 1975 onwards HBsAg tests were started and the biochemical test results were reported to donors. There was also significant upgrading of blood donation facilities.

One of the achievements of the blood donation program in Japan has also been to drastically



reduce the infection rate by hepatitis at blood transfusion. The biggest drop was seen after a move was made from remunerated blood donations to VNRBD donations and further dropped after the introduction of a variety of tests, including for HBsAg, HCV, etc.

The amount of supplied blood products continues to rise and one of the questions is how to get financial support. In Japan, blood products are treated as a “medical drug.” For example, 400ml of blood in Japan costs 17,000 yen. The Japanese Red Cross Society (JRCS) earns money through selling blood products, with income of 159.6 billion yen in 2010. The price of blood products in Japan is determined by the government.

The JRCS is the only organization that is allowed to collect donated blood in Japan. RBC, platelet and frozen plasma products are supplied by JRCS in Japan. Various outreach campaigns are implemented by the JRCS, promoting donation from specific blood types where necessary. For example, at Nagasaki University, the JRCS comes to the campus at least twice a year to recruit new students as donors. Various campaigns, including famous young Japanese people, are also employed to raise the profile of blood donation, as well as comic characters for blood donation. Blood donation centers are also very well equipped and welcoming to donors.

In terms of Japan’s experience, a combination of a national movement, law and policy and infrastructure were therefore important. However, there are still problems to be faced in Japan. Japan is the fastest aging country in the world and more people will need blood, while there are less people to donate it. It is expected that by 2027 there will be a shortfall of 1 million donors. The amount of blood collected annually is equivalent to the number of donors multiplied by the times of donation per donor. What is of the greatest importance in Japan is repeat donors. Repeaters accounts for a major portion of blood collected. 21.4% of repeaters, account for 65.5% of all the blood collected in Japan. Increasing the number of repeaters can therefore be seen to be very important. JRCS is engaged in activities to manage repeaters. Donors are encouraged to register with the JRCS online club and occasionally text messages are sent to previous donors when certain types of blood are needed in their area. This kind of management effectively stimulates repeat donations.

## **Q&A**

**Dr. Yos Phanita** noted that the Reischauer incident in Japan had a significant impact on awareness relating to blood donation. Blood is not only for emergencies, but also for regular everyday medical care. The Reischauer incident impressed upon the Japanese public the need to

ensure safe blood supplies. It also showed the importance of VNRDB. Dr. Phanita also noted the importance of repeaters in the blood donation system. He noted that the more repeaters there are in a society is a sign of the trust of the people in the system and also the dynamic efforts of the blood collection organization to promote donation and repeaters.

**Prof. Miyazaki** agreed with Dr. Phanita's opinion that in order to sustain blood donation it is essential to promote repeaters. He noted that following the Great East Japan Earthquake in Japan in 2011 there were a huge number of first-time donors in Japan, and blood was donated in a short space of time.

**A participant from Phnom Penh International University** noted the blood price that is set by the government in Japan, and that blood is classed as a "medical drug." She asked how the government reached this stage.

**Prof. Miyazaki** responded that in Japan, originally Japan was not free. When people received a transfusion they were obliged to pay. The medical insurance system in Japan also developed and was also completed at around almost the same time as the blood donation and collection system. If the medical insurance system had not been developed at the same time it might have been difficult to achieve 100% VNRBD.

**Prof. Nozaki** noted that in December the Technical Advisory Group of the WHO decided to recommend that blood products should be included in the essential drugs list. Many countries are currently requesting that blood products be produced under GMP (good manufacturing processes). Traditionally in Japan, when blood products are received by hospitals, payment must be made. It was fortunate that by the time the blood donation system was completed in 1974, the universal medical health system was already in place. Civil society participation in the medical system is extremely important. The youth movement in blood donation promotion was critical in achieving 100% VNRBD.

**Dr. Eang Rotmony** of the University of Health Sciences asked a question concerning seasonal differences in blood donation volume. He also asked about the safety of blood donation and building confidence about blood donation safety, particularly among the young.

**Prof. Miyazaki** responded that there is a dip in blood supply in January and February and also in the summer months. He noted that major operations are not planned for the end of December or beginning of January for this reason, in order to allow blood supplies to be concentrated for



emergency use. In terms of the safety of blood donation, strict measures are in place to ensure safety. First-time donors are required to fill out a medical questionnaire and are also given a basic medical by a doctor. A small sample of blood is then taken to ascertain the safety of the blood and the safety for the donor to actually donate blood. After collection donors are requested to stay 20 minutes in the center to ensure that they are alright.

**Prof. Nozaki** added that in order to given confidence in blood collection, medical doctors engage in a consultation with donors and are open to questions from donors who may be concerned.

**A participant from US CDC Cambodia** asked for a little more clarification about the movement to promote 100% VNRBD and how the three pillars of national movement, infrastructure and law and policy.

**Prof. Miyazaki** responded that the JRCS is working in association with the Japanese government, as the JRCS is the only organization that is permitted to collect and supply blood products. The combination of law and policy and infrastructure are therefore closely related to the work of the JRCS. The government, however, has very strong regulatory powers. In 2005 a new law was passed that stipulates that the government has the final responsibility for supplying safe blood products. With regard to the coordination of the national movement with the other pillars of law and policy and infrastructure, it is the case that civil society stresses the safety of blood products, which keeps donation levels at a steady rate. What is of great importance is to mobilize young people and nurture common sense about blood donation and its safety, as well as its critical importance in medical care.

**Prof. Nozaki** added that there are three major players, national government, local government and local communities. In 1964 the Japanese government declared that remunerate blood donations would be halted and worked in collaboration with local government and civil societies to implement the VNRBD promotion policy. Back in 1964 it was the case that Japan was still an emerging economy and therefore it was necessary for the three players to work together.

**A participant from NBTC** noted that on the one hand the Japanese government passed a law banning remunerated blood donations, yet on the other hand the JRCS is paid for the blood it collects. He asked about this difference.

**Prof. Miyazaki** noted that the JRCS was designated by the government as the sole collector of blood and supplier of blood products in Japan. The JRCS is well-regarded in Japan and has a strong base in all regions.

**Dr. Phanita** noted that the issue of VNRBD and the charge for the blood service may sound like a contradiction, but in the case of Japan they have social and political aspects that are different from other countries. In order to collect sufficient blood it is essential to achieve VNRBD, given the other costs of screening, storing, separating and processing blood supplies. Blood supplies do not just involve collection, but encompass an entire manufacturing, screening and management process that must be conducted under strict controls.

**Another participant** stated that patients in Japan only pay a percentage of treatment costs, with the national health insurance paying the remainder. Therefore, there is no particular feeling of burden on the part of patients. This is one of the differences between Japan and Cambodia.

**Prof. Nozaki** noted that most of the people in Japan are not familiar with the fact that they are paying for blood products. In Japan 30% of medical care is covered by the patient him or herself, and blood products are a part of that. However, in order to produce blood products sufficient funding is essential and this is a fact that it is important that the public understand and appreciate. Currently, in Cambodia, the government is paying all the cost for blood products, from collection, processing and production.

**Prof. Miyazaki** noted that all national insurance systems are controlled by the government and the personal burden of medical care is 30% of treatment costs. However, there is an upper limit on monthly payments by the patient.

**A participant** asked the difference between each year between 1964 and 1973 and how the number of blood donors was increased from year to year.

**Prof. Miyazaki** noted that activities to increase the number of donors were implemented by the JRCS, including TV and radio campaigns that use famous actors, comedians and other celebrities. It was very important that sustained efforts were implemented to increase donor numbers. This was because more and more blood was being used as medical care developed and advanced. The same can also be said in current times, as medical trends show that an increased blood supply is required. The JRCS is therefore continuing its efforts to promote blood donation and increase the number of donors and repeaters.

**A participant** asked about the blood deposit system and the VNRBD system.

**Prof. Miyazaki** responded that VNRBD is a donation system and once a person donates their blood it is not known who will use it, as it will be used as part of the entire blood product supply system. The previous blood deposit system was not subject to strict regulation, but it was a system for people to donate their own blood in advance or in return for any blood products which that person may require. However, the blood deposit system did not have any degree of strict regulation and this was one of the reasons why it declined quickly.

#### **Presentation by Phnom Penh International University**

PPIU is a private university that was established in 2006 by sub-decree No. 11, dated October 24, 2006. The university building is situated in the heart of Phnom Penh and offers bachelor, master and PhD degrees in ten areas of specialty. There are currently around 6,000 students at the university, with a total of 350 teaching staff and 67 clerical staff. Alumni students number approximately 3,875 persons and these persons can also be a resource for blood donations.

In terms of PPIU's contribution to blood donation, following the appeal for blood donation by Prime Minister Hun Sen of Cambodia, the university engaged in efforts to encourage students about the importance of blood donation. On October 25, 2011 a total of 156 students donated blood at the university and on September 21, 2012 a total of 162 students donated blood. Each student who makes a donation is issued with a letter of appreciation for their VNRBD. This is intended to serve as an encouragement for future participation.

PPIU is continuing its activities to promote further VNRBD. The target for VNRBD by PPIU students in 2013 is 400 students, an increase of 60% over 2012. The date that has been set for the blood donation day in 2013 is September 20. From 2014 it is planned that blood donation day will be held on two occasions, once in February and once in September. Work to promote VNRBD includes outreach to alumni students. Collaborative work is also underway with NBTC.

In the Action Plan for 2013, there is a plan to invite medical specialists from the Ministry of Health and NBTC to make presentations and raise awareness about VNRBD. It is important to provide these scientific and specialist presentations to students in order to ensure that they have sufficient information to make a decision about blood donation and its safety. There are some



issues about blood donation in that parents may object to their children (Students at PPIU) donating blood. It is therefore important for national institutions and social networks to spread information more widely about the importance of blood donation. PPIU is determined to continue its activities with the support of NBTC and the Ministry of Health and will continue its information and promotional campaigns.

## **Q&A**

**A participant from the University of Health Sciences (UHS-C)** asked whether the target for 2013 of 400 donations was for each time (Feb and Sep) or for the entire year. He also praised the idea of reaching out to alumni and asked how this was done.

**The representative of PPIU** responded that the blood donation day for 2013 is set for September 20, and the target is to gain 400 donations on that date. Although targets for 2014 have not been set, the plan is to implement blood donation day on two occasions. With regard to alumni, it is difficult to contact former students, but an alumni network using e-mail has been created, which is used to contact alumni. Before graduation alumni are sent a mail asking them to participate in the graduation ceremony and also in blood donation day.

**A participant** praised the plan for 2013 and 2014. He asked about the number of repeat donors and suggested that it may be a good idea to include percentage targets for repeaters in the future.

**The representative of PPIU** responded that strategies would be sought to improve the repeater rate.

**A participant from NBTC** noted that blood donation day at PPIU is held around the same time each year and this is a good idea for promoting awareness. He noted the importance of providing information to potential donors and setting dates for blood donation days that are easy for students to attend.

**The representative of PPIU** responded that the best time for implementing blood donations on blood donation day is early in the morning or in the late afternoon, as these are the times when most students are present.

### **Presentation by University of Health Sciences (UHS-C)**

UHS-C is composed of four institutions: the technical school for medical care (TSMC), the faculty of medicine (FM), the faculty of pharmacy (FP) and the faculty of dentistry (FD). It was founded in 1956. The university offers bachelor and master degrees and has a total of 7,291 students enrolled, with a total of 420 staff members. Alumni from 1980-2012 include 1,220 pharmacists, 3,908 medical doctors, 760 specialist medical doctors, 650 dentists, and 9,725 associated bachelors from TSMC.

In terms of the social activities of UHS-C youth, the students are engaged in efforts to contribute to health community training, as well as charity and fund-raising activities. Blood donation promotion is also an important part of efforts. In 2012 a total of 222 blood donations were received from a total of 270 participants at blood donation day. This number included not only students, but also staff members. The number of donations has continued to increase year by year, from 127 in 2009, to 161 in 2011 and 222 in 2012. However, some issues still remain outstanding, including insufficient commitment, limited information access and limited cooperation between youth and the information center.

Constraints in blood donation include a lack of efficient information distribution about blood donation, a lack of awareness about blood donation safety, lack of awareness about the importance of blood donation, and a lack of confidence in the way blood products will be used and distributed. In order to deal with these constraints, UHS-C is working to increase the effective cooperation and information distribution through a well-structured working group. In addition, efforts are being made to build confidence among youth and create role models of "blood donors as heroes." Another important issue is to raise awareness about the safety of blood donation and its critical importance for the medical system. The issue of safety is one that is also being dealt with in the classroom and in seminars that stress the safety of the system and its role in saving lives. These seminars are being implemented with the support of NBTC. UHS-C always seeks to listen to the opinions of students and give advice about blood donation.

With the full support from the Ministry of Health, leaders of UHS-C, together with strong support from the students and UHS-C student association, hope to implement blood collection twice each year (at the start of the academic year and the end of the semester) and further increase the number of blood donors. It is important to continue activities as a means of boosting blood supplies in Cambodia and UHS-C will continue to work in collaboration with the NBTC on this issue.

## **Q&A**

**The Chair** praised the activities of UHS-C in promoting blood donation. He requested that Nagasaki University continues to provide support to UHS-C in the area of blood donation and other disciplines.

**Prof. Nozaki** noted that in the experience of Nagasaki University, various approaches are being made towards students to promote blood donation. For example, a famous singer was invited to the university at the same time as the blood donation event, as a means of promoting attendance and boosting donation. Other examples include inviting a comedian, performance group or jazz group, or using visuals such as a manga comic for promotional purposes. Ideas such as these could be used to promote blood donation, in addition to lectures and seminars.

**A participant** noted that in order to attract the public to make blood donations, efforts must be made to promote the humanitarian aspects of blood donation, namely that blood donation saves lives. He noted that NBTC promotes blood donation events via the radio, including for blood donation and replacement donations.

**Prof. Miyazaki** noted that advertisement to the public is very important, particularly to young people. All resources for publicity therefore need to be mobilized, with all stakeholders working together to promote blood donation and attract young people.

## **LUNCH**

### **Presentation by Pannasastra University of Cambodia**

**Mr. Som Sothea** explained that Pannasastra University of Cambodia (PUC) has cooperated with the NBTC since 2010. Previously a total of 35.88% of 170 students volunteered to donate blood after efforts by the NBTC to promote blood donations among PUC students. The NBTC worked to reassure students and let them know about the safety of blood donation.

Pannasastra University Student Senate (PASS) is a student association. The PASS works to represent all PUC students and works closely with them to share information through the PASS web and promote blood donation through this network. PASS would like to propose that NBTC create Youth Voluntary Teams, which will get involved in blood donation activities around the