

country, focusing particularly on university students. This is because it is only young people who can motivate and inspire other people from the same age group. PUC will continue its efforts towards the achievement of 100% VNRBD.

Q&A

Prof. Nozaki asked whether there were any plans for events or campaigns during 2013.

Mr. Som Sothea of PUC responded that various events were being organized that were designed to attract blood donations.

A participant thanked Mr. Som Sothea for his presentation, noting that PUC has a strong leadership that is working to support the blood donation program. He asked about PUC's commitment for the future and targets for blood donations, as well as solutions for various challenges. He suggested that universities seek to learn from each other and the presentations in the meeting about the methods of collaboration, promotion and commitment to VNRBD.

A participant stressed the importance of having a clearly stipulated agenda. It is also important to coordinate with other universities to ensure that blood donation days are held on different dates.

Prof. Nozaki introduced an idea from the Johns Hopkins University in the United States, known as education entertainment. This is a way of creating engagement in an issue through entertainment, while also providing education at the same time. In the case of Cambodia, if students like music or comedy, it would be useful to hold events related to such interests and then expand the event into blood donation activities. Even with very little funds it is possible to energize networks and promote campaigns.

Presentation by Royal University of Phnom Penh

Royal University of Phnom Penh (RUPP) started activities to promote blood donation in 2009, with the support of the rector and also the Red Cross Society Club of the university. RUPP is seeking to increase the number of donors as much as possible. The target is to achieve donation from 600 students in 2014. This will be achieved through awareness-raising activities targeted at students. The class monitor is given responsibility for promoting blood donation activities in each class. On February 14 a blood donation program was implemented in collaboration with a

radio station. Some students left without donating blood and when asked why they had not donated blood, their response was that they were not being remunerated for it. Following this response, these students were provided with some information concerning the importance of blood donation and subsequently a few of these students returned to donate blood.

From September RUPP will conduct blood donation activities once again. The strategy is to seek to motivate the students to join the blood donation program, including the holding of a workshop on blood donation. Class monitors are requested to explain to their fellow students about the importance of blood donation. RUPP also uploads and distributes information on social media, including Facebook. This information includes notifications from the university's Red Cross Society Club.

Q&A

A participant asked a question about the RUPP strategy to motivate students to participate in VNRBD campaigns. She asked about specific methods that are employed to motivate students.

The representative of RUPP responded that a number of strategies are in place. Firstly, efforts are made to create networks, including work by class monitors to increase the number of blood donors and encourage repeaters. In addition, letters of appreciation are issued to students who make blood donations.

A participant asked a question about the dissemination of information about the importance of blood donation.

The representative of RUPP responded that in the workshop that is held, experts from NBTC are invited to speak about the importance of blood donation.

A participant asked a question about how often the Red Cross-related gathering takes place at the university.

The representative of RUPP responded that the Red Cross Society Club events are held twice a year and discuss various subjects, including the importance of wearing crash helmets, as well as blood donation.

A participant asked about the degree of participation that is achieved in the events that are held

during the course of the academic year.

The representative of RUPP responded that the members of the Red Cross Club are contacted prior to events and requested to attend. The participation rate has been very good, standing at around 70-80% of members who are contacted and requested to attend.

Presentation by Technology Institute of Cambodia

At the Technology Institute of Cambodia (TIC) efforts are being implemented to promote blood donation and achieve 100% VNRBD, and the rate of blood donations has increased from 2011 to 2012. In response to requests made by the NBTC, TIC is working actively to support blood donation efforts within the university. There are a total of 3,780 students at TIC, encompassing the technical and engineering faculties, spread over seven areas of specialty. In each specialty area TIC has created a “family of expertise,” which is a network among current students and alumni. The presentations that have been made here will be extremely useful for further reference at TIC.

Q&A

A participant noted the importance of engagement with students in order to boost blood donation.

Presentation by Human Resources University

Mr. Moeun Vandett explained that Human Resources University (HRU) was founded in 1998. In terms of the goals of HRU to contribute to VNRBD, HRU seeks to motivate students to donate blood as much as possible, using various social media resources. HRU is also engaged in cooperation with the NBTC. Although blood donation activities only began at the university in 2011, efforts are currently being developed.

In terms of activities, efforts are made to mobilize students and bring them together. By bringing them together we can attempt to address their concerns about blood donation, such as about health effects, or dealing with opposition from parents. HRU informs the students about the benefits of blood donation, noting that it shows kindness to society as a means of saving lives, it has no effect on health, and that it is a positive contribution to society. The Vice Rector gives a presentation to students about the advantages of blood donation.

After receiving explanations, students then register to donate blood. The Vice Rector once again takes a leading role, by donating blood himself. As a result of the most recent blood donation day, a total of 391 packs of blood were donated. It was interesting that there is a degree of peer pressure involved among students. If one student or a group of students decides to give blood, then it motivates others to also give blood.

Q&A

A participant asked why the blood donation program was not implemented in 2012. The response from **Mr. Moeun Vanndett** was that it was due to capacity issues.

A participant asked what the target is for future blood donation events. **Mr. Moeun Vanndett** responded that there is a plan to achieve donation of 450-550 packs of blood at the next event.

A participant made a comment with regard to the blood donation program. He noted that it would be important to have a fixed date for the program and thorough coordination among all universities to promote participation.

A participant asked whether it would be possible for NBTC to engage in greater participation and coordination of the timings of blood donation events. It was noted that NBTC would seek to engage in further cooperation with universities, however there are issues relating to resources and scheduling that would need to be addressed. If possible, it was noted, it would be important to avoid blood donation events at night, but implementing events at the weekend could be a useful way to boost the number of donations.

Prof. Nozaki thanked all the universities for their presentations, noting that Nagasaki University would seek to work in collaboration with all these universities in the future.

Presentation by Union of Youth Federation of Kandal Province (UYFKP)

“Current activities and 1,000 liters of blood donations campaign”

Mr. Ou Sok Leang, Public Relations Officer, NBTC, explained about the 1,000 liters of blood donation campaign, noting that it was an attempt to eliminate remunerated blood donations, jointly implemented by NBTC and Kandal Province and other actors. In order for information about the campaign to be distributed, leaflets and video clips were produced. Support was

sought from provincial leaders, in cooperation with the UYFKP. There were two stages to the campaign. The first stage involved 1,195 persons donating and 418 liters of blood was collected. Efforts were also made to boost the number of repeaters and strengthen the functions of blood banks in Kandal Province. Stage two was implemented and resulted in the collection of further packs of blood from various areas and offices.

Q&A

A participant asked about the blood bank program and the details of its operation.

Dr. Hok Kim Cheng responded that he had worked closely with the UYFKP in the past and the living blood bank program seeks to make participants comfortable and confident in donating blood. A card is issued to blood donors, which helps to facilitate the blood donation process. The UYFKP then makes an appeal to relatives to make further donations. The living blood bank program used the “1,000 liters of blood donations campaign” as a means of further increasing blood donations.

COFFEE BREAK

Plenary Discussion

A participant asked why only six universities had been invited to the introductory meeting.

Prof. Nozaki explained that in the 1960s in Japan the key players in developing the VNRBD system in Japan were young people. It is now the case that the 1960s generation are getting old, but are still continuing to donate blood, which has helped to ensure sustainable and stable supplies of blood products in Japan. It was against this backdrop in Japan that a suggestion was made to the Cambodian government to focus on universities as a means of expanding participating in VNRBD.

A participant noted that the introductory meeting was part of a pilot project being implemented in cooperation with Nagasaki University, and therefore initially six universities have been selected to participate. Once the project rolls out, it will be expanded to include universities across the nation.

A participant asked a question about Prof. Miyazaki’s presentation, noting that by 2027 it is anticipated that there will be a shortfall of approximately one million donors. He asked what measures will be implemented in Japan to overcome this shortfall.

Prof. Miyazaki responded that although he did not know what the government is planning, in his opinion it would be important to promote donations from young people and boost the number of repeaters. There is also research being implemented in Japan to create red blood cells from iPS cells. What is of greatest importance is to ensure the safety of donors. The JRCS has very strict rules concerning blood donors, which makes people feel reassured. Although Japan will become an aging society over the next two decades, it is hoped that the issue of blood donation shortfall can be overcome.

A participant referred to Prof. Miyazaki’s presentation and noted that in Japan outreach activities are also made to children, letting them know about the importance of donating blood. There are no awareness-raising activities being implemented in Cambodia that target children and nurture blood donors of the future. He asked about measures in Japan to teach children about blood donation.

Prof. Miyazaki responded that it is extremely important to provide education to children about health and medical-related issues. If children are provided with such education, by the time they reach university age they are more likely to be willing to donate blood. However, grassroots education activities cover an extremely wide area and are beyond the scope of this project. It is something that requires consideration, however.

Prof. Nozaki added that there are concerns about a shortfall of donors in Japan in the future and through outreach activities efforts are being made to nurture future donors from a young age.

A participant strongly agreed with the idea of education and information access, as this is an area in which Cambodia is very weak.

Dr. Cheng noted that it would be important to think about short-term and long-term strategy in Cambodia, including outreach to young children in primary schools.

Prof. Nozaki noted that schools present a very effective infrastructure to approach the public. By sharing information with school children, they bring back that information to their homes and share it with the wider community. The World Bank has referred to such measures as a

“social vaccine.”

A participant asked a question to the NBTC about strategies and policies in order to spread information to the public, including youth and people in rural areas.

Dr. Cheng responded that the NBTC is currently beginning to introduce its 2013-2017 strategic plan, with the support of the US CDC, Australian Red Cross and WHO. Under this plan various materials for education in the community will be developed. With regard to education, we rely on the target population for cooperation in education. In fact, it is necessary for people from all walks of life to understand and appreciate the need for blood donation. To continue to implement the plan through the course of four years it will be necessary to implement a review each year.

Until now, NBTC has had cooperative arrangements with various media outlets. NBTC needs to have sufficient resources to engage in publicity and outreach, which requires input from the Ministry of Communications and also from television stations.

A student from UHS asked a question to NBTC about public education. He noted that education requires some degree of time in order for the people to understand fully and also to feel comfortable with blood donation. Educational materials and learning aids are therefore essential.

Dr. Cheng responded that the WHO has suggested that if 1 person in 100 donates blood then blood supplies will be stable and therefore it is important to continue to provide education to people and broaden awareness.

The Chair noted that Cambodia is seeking to achieve 100% VNRBD by 2020. It will be essential for all stakeholders to work together towards that goal. He thanked Nagasaki University for providing information about its experiences in the introductory meeting. In terms of future activities he noted the importance of ensuring that the blood donation days of universities do not overlap. During the presentations at the meeting it has been noted that universities implement blood donation days at similar times of the year, but in the future it will be important for universities to engage in mutual contact to ensure that the blood donation days do not overlap. Secondly, in the meeting it was learned that each university has its own structures for promoting blood donation, but one common factor is the system of class monitors. It will be important to consider existing structures and seek to use them to their maximum

extent. Thirdly, with regard to the organizing of events, the Royal University of Phnom Penh reported that it holds parallel events for blood donation days as part of efforts to increase blood donors. It is important to maximize events and ensure they reach their full potential. Fourthly, at PPIU, it was noted that contact lists are in use to share information among groups of students and alumni, which is an effective means of disseminating notifications. Fifthly, UHS reported that it had identified issues to be overcome. Efforts to identify issues are important and it is important to work together with the NBTC to overcome them. Sixthly, there is a gradually increasing trend in the number of packs of blood donated at each university and it is important to maintain this upward trend and promote repeaters. The NBTC will continue to work with Nagasaki University with regard to the three pillars of national movement, law and policy and infrastructure. Civil society and the private sector are also important players and it is important to ensure that they are included in initiatives. Cambodia can learn various things from the experiences of Japan, including about policy and regulation. If policy can be adopted on the national level, it can then be spread by local governments, institutions and universities.

Dr. Mardy noted that with the support and experience of Nagasaki University there is a good base from which to go forward in terms of blood donation promotion. From now on the WHO will work closely with everyone on this small pilot project and another meeting will be held later in the year. Now is the time for action and all universities need to work together to promote blood donations.

Prof. Miyazaki noted that during the interactions at the introductory meeting he had felt the power of young people to advance towards the future, and stated his conviction that efforts will be fruitful in promoting health issues.

Dr. Cheng expressed his sincere thanks to Prof. Miyazaki and Prof. Nozaki and Nagasaki University for coming from Japan to attend the introductory meeting. On behalf of NBTC and MoH he highly evaluated the meeting and the issues that had been discussed. He noted that after the meeting workshops would continue to be implemented, with the next one scheduled for approximately May or June. Each university is requested to engage in efforts to formulate its own plan for blood donation promotion and educational activities. It is to be hoped that the relationship with Nagasaki University can be further developed. The strategic plan 2013-2017 is already in operation and it is hoped that the pilot project with Nagasaki University can be incorporated into the strategic plan.

Prof. Nozaki thanked Dr. Cheng for his comments and closed the introductory meeting.

