



会議での各国の発表スライド
 ークアラルンプールにおける国際会議—
 2016年11月23日、24日

カンボジア

How to sustain needed blood donation based on VNRBD




**By Mrs. Som Lina
Marketing Officer**



Current Status – Cambodia Blood Service



- Population : 15 million
- Daily blood needs : 200 units (150+50)
- Type of Donation (31% VNRBD, 69% FRD)
- 1 out of every 250 Cambodian donate blood
Only 0.33% of the population is donating blood

WHO recommends that 1% of the population should donate for a sustainable blood supply



Community and donor motivation

1. Increase voluntary blood donations and improve donor care
2. Promote blood donations and recruit blood donors through community groups.
3. Strengthen blood donor information management systems in the provinces


Who to target

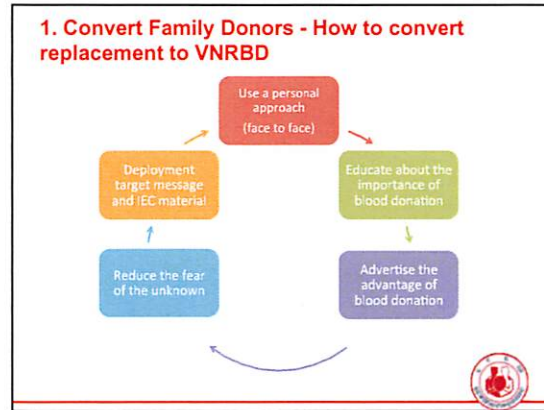
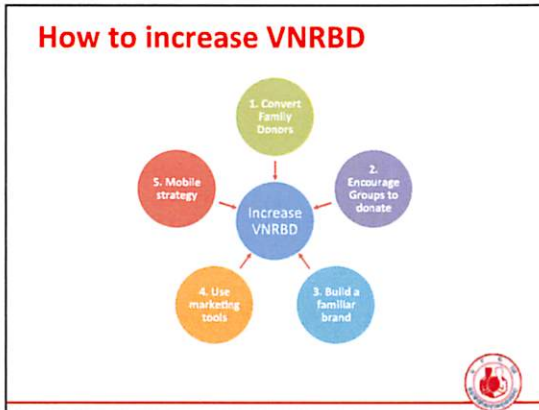
Donor target:

- New, voluntary blood donors
- Repeat donors (donor retention)
- Encourage replacement donors to become VNRBD

Target groups: (male and female)

- Youth (the future of Cambodia)
- General community (professional, private, family)





Converting family replacement donors is very important

Develop relationship with hospitals and nurses about how they can send a message to become a regular donor.
Posters of happy patients!
Take-home brochure that they might look at later

- ### 2. Encourage groups - Donor Recruitment Strategies
- Group approach being considered as most pragmatic and effective approach to recruit donors.
The groups may be:
- ❖ Educational Institutions (private and public)
 - ❖ Private Sector (commercial, industry ..etc)
 - ❖ Embassy
 - ❖ NGOs
 - ❖ Religious Association
 - ❖ Govt. Organisations
 - ❖ Youth Association

How we target

A behaviour change model is used to help create relevant messages for each donor group and to decide which marketing channel to use.

Encouraging Voluntary Donors

Model to support voluntary donor recruitment

Behaviour Change Stage	Donor Target	Marketing Objective	Message Objective	Marketing Channel	Target Audience
Pre-Conversion	Individuals	Learn, understand, appreciate need for blood	Education about the need for blood	VTV, Radio	General Population (18-60)
Conversion	Small Groups	Strengthen awareness and need for VNRBD	Education of the need for blood, importance, location, availability	VTV, Radio	General Population (18-60)
Active	Small, Medium & Large Groups	Encourage voluntary giving & encourage blood bank	Simple and a message in a language that is easy to understand	Face-to-face	Encouraging groups, the need for blood
Maintenance	Living Donors	Maintain and expand	Thank donors, remind of the need for blood	Donation centres, mobile blood collection points	Living voluntary donors

3. Building a familiar brand





4. Use Marketing Tools




Poster public Poster for RH Flyer for public Paper bag Medal




5. Mobile Strategy


- Plan the mobile
 - Approach the organisation management to seek their support for hosting a mobile donation. Provide the organisation management with education materials on the importance of VNRBD
 - Set the date with the organisation
- Conduct pre-mobile education session
 - Provide an education session to interested employees of the organisation about 1–2 weeks before the mobile, to educate the potential donors on the need for blood, and the blood donation process.
 - Ask the audience to consider donating on the day of the mobile. (option for donors to put their names on a sign up sheet, so donations can be scheduled evenly throughout the day).
 - Put up posters advertising the mobile (date, location, time)
 - Hand out flyers about the need for blood, healthy blood donors etc.
- Conduct the mobile
 - Provide a short education session to remind donors about the need for blood and that donating blood is safe
 - Thank donors in advance for donating or thinking about donating
 - Let donors know when they are eligible to donate blood again, and encourage them to come to the new NBTC to donate



Mobile Tools



Sign up sheet Process Backdrop Sign banner Commitment card



In collaboration with Union of Youth Federation of Cambodia (UYFC) in the Project:

“Youth contributes in Blood Donation Promotion toward 100% of VNRBD by 2020”





The Love Club
The Club of Blood Donor will establish in according to the country culture and context.



In collaboration with Cambodia Red Cross in the Project:

- University Blood Donation Campaign (model Nagasaki)
- 12 Districts Blood Drive in Phnom Penh (2 times per year)

In collaboration with local business partner in the Project:

- Fixed site blood donation at supermarket
- Weekend mobile drive to the location
- Mass blood donation campaign such as Valente's day, world blood donors, Pchum Ben day, Donate blood for birthday.





Retaining donors is very important to increase your VNRBD!




DONOR RETENTION

- Send text message or emails or call donors to
 - **Thank** them for donating
 - **Remind** them when they are next eligible to donate again
- At time of collection provide them **post donation care** information and include the date when they are next eligible to donate
- Recognise **multiple** donations (eg with certificate, pin, Medal)
- Give a small token at the first donation, eg. a t-shirt
- Ensure every donor has a good and enjoyable experience when they donate - **FRIENDLY STAFF!**
- **Maintain a Donor Database**



Why does the blood service need social communication?

1. Consistent messaging
2. Reach a bigger audience

↓

Builds a stronger message and trust in the blood service

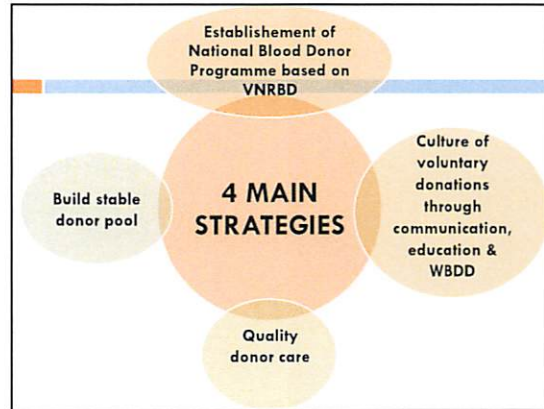


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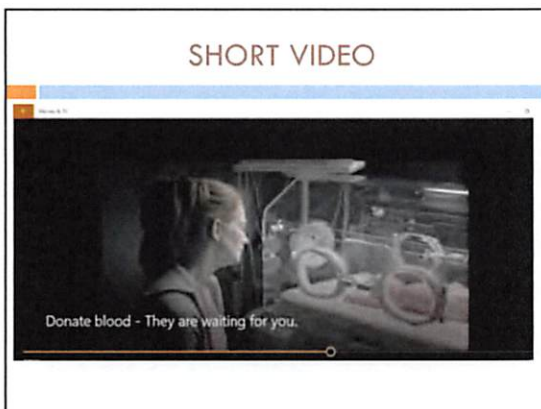
HOW TO SUSTAIN NEEDED BLOOD DONATIONS BASED ON VNRBD

DR SHAHNAZ IRWANI SABRI
TRANSFUSION MEDICINE SPECIALIST
DEPARTMENT OF TRANSFUSION MEDICINE
QUEEN ELIZABETH HOSPITAL

3RD ASIAN MEETING FOR SELF SUFFICIENCY OF BLOOD & BLOOD PRODUCTS BASED ON VNRBD



- ### 1. EDUCATION & COMMUNICATION
- To build a stable donor pool – recruit new donors, encourage regular & lapsed donors to pledge
 - Attractive & effective donor educational material is vital to attract adequate and constant numbers of voluntary donors
 - Public trust of our services
 - Posters, short video or even story sharing
 - Talks given to potential donors
 - Create culture – early education



COMMUNICATION - REMINDER

- SMS reminding blood donors that the next donation is due
- "Infoblast" – where through telephone network (especially requiring special/specific phenotyped blood from donors)
- Using LED display to inform donors of certain events or requiring blood
- Close collaboration with blood drive organizers – regular meeting, feedback form

STORY SHARING & COMMUNICATION – FB, Twitter & others

OPTIMIZATION OF DONOR MANAGEMENT

- Highest number of transfusion dependent thalassaemia patients in Malaysia
- Constantly needing high collections
- Monitor blood stock in 25 hospitals
 - real-time
 - sharing resources

SBHBLOODLINE

Sabah Whole State Blood Inventory

Find your nearest hospital for donation.

Blood Stock Level of QEZ

Call for Donation Appointment: XX-XXXX-XXXX
Or
Book a Donation Appointment On-line [HERE](#)

Schedule Online

Schedule Online

Mon Tue Wed Thu Fri Sat Sun

Whole Blood Donation

30min - Donation

10min - Blood Pressure, Cholesterol, Blood Sugar, Fasting Blood Sugar

2. The Worshippers

- Young generation worship their idols (artists, actors or sport persons)
- Engage these public figures as ambassadors or show that they support donations



INVOLVEMENT OF PUBLIC FIGURES IN DONATION DRIVES



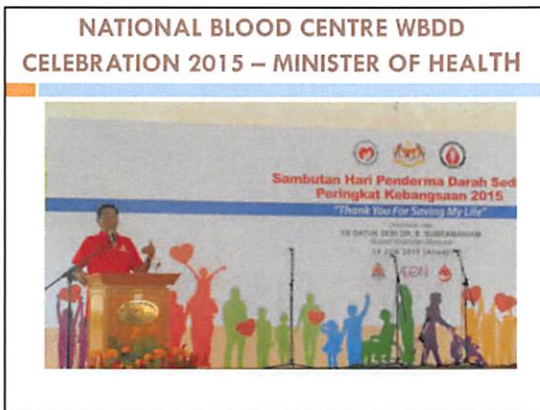
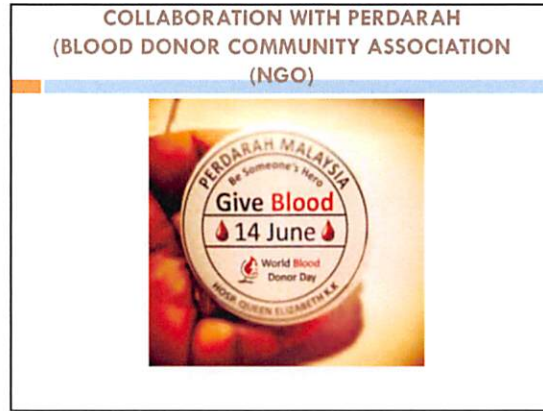
3. THE "NETWORKING" – CLUB 25



- WHO & International Federation of Red Cross and Red Crescent Societies (IFRCRCS), - promoted the wider application of the Pledge 25/Club 25
- Peer education and promotion programmes pioneered in Zimbabwe (help to promote)
- Targeting young people aged 18–25 pledge to give 20 donations of blood before the age of 25
- Lead healthy lifestyles to protect both themselves and the recipients from HIV and other infectious agents.

4. APPRECIATION TO DONORS





- Some of the hospital Blood Banks have regular interval blood donation drives at certain fix areas in the hospitals or shopping centres/malls with banners/information clearly indicating what scheduled dates for the whole year

6. DONOR CARE

- Well trained staffs to handle and manage blood donors
- Competent and genuinely caring
- Communication before, during & after donation while assessing
- Ensure donors return

7. THE VISIT – “DONOR CARE”



8. TEAMWORK

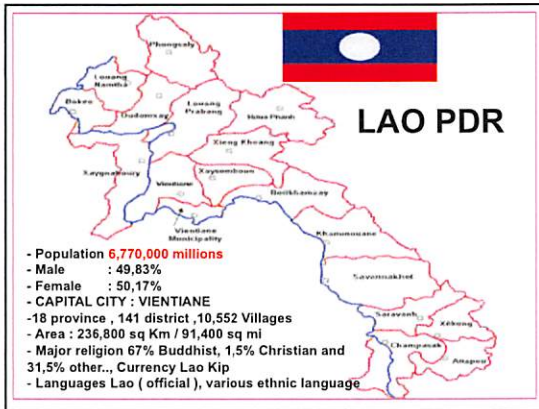
- Top to bottom vice versa
- Increase staffs motivation – ambassadors of MOH
- Positive image of MOH

ラオス

Country Progress Report
Lao Blood Services
Kuala Lumpur, Malaysia, 23-24 Nov 2016



Lao Red Cross
National Blood Transfusion Centre

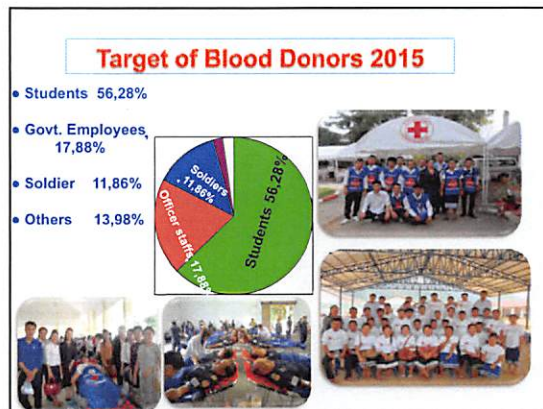
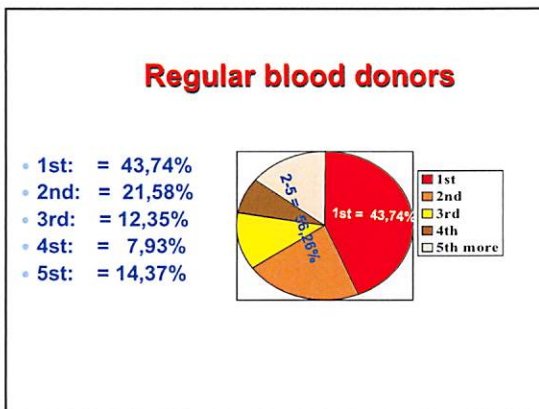
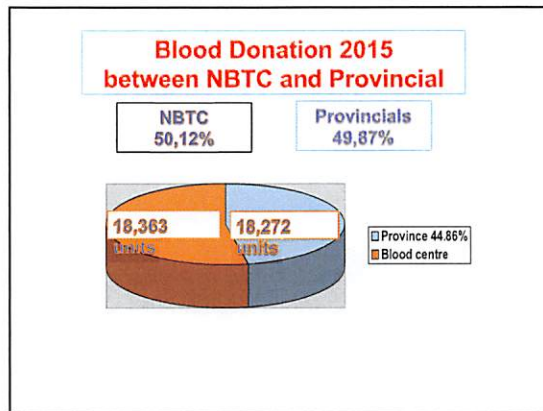


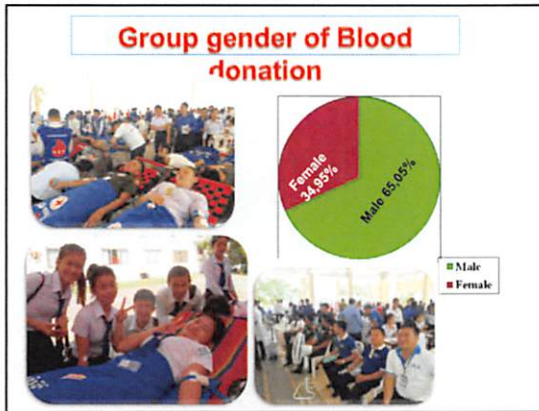
Introduction

- ❖ The Lao Red Cross National Blood Transfusion service has been eagerly carrying out its blood program since 1995 which play a leading role in providing save and adequate blood supply.
- ❖ It is fully responsible for blood donor recruitment / retention / collection / processing , testing and supply of blood and blood component to the hospitals.
- ❖ The blood program is implemented at 1 National Centre , 3 Regional Blood Centres (LP, SK, CP), 13 Provincial Blood Centers, and 17 Blood Storage Unit in District Hospitals and 6 military hospitals.

Number of Blood Collected in 5 Years

	2011	2012	2013	2014	2015
Voluntary	25,120	27,371	30,303	30,666	31,386
Replacement	1,963	1,666	4,072	4,353	5,249
Paid	0	0	0	0	0
Total	27,083	29,037	34,375	35,017	36,635
BDR* (compared with population)	0,45%	0,48%	0,57%	0,58%	0,86%





Action Plan Report 2015

Action Plan 2015	Achievements 2015
- Blood campaign by mobile. To Increase number of donation (35,200 units in 2015)	- 35,017 units Expected that we could reach target number
- Training of blood donor recruiters	- 119 donor recruiters had been trained in provincial levels (Supported by Singapore Red Cross)
- Train and improve activity of Youth Donor Club.	- 396 Youth had been trained, from 30 high schools and 3 university in Vientiane capital and some provinces
- Planning meeting with target groups.	- 26 annual meetings with target groups to set up plan and calendar of blood mobiles.

Action Plan 2015	Achievements (2015) (2)
- Training on blood donation information to mass media staff (DJ, VJ.....)	- Give some information about blood donation to DJ, VJ, Radio ... - Support mass media on dissemination VNRBD
- National TOT workshop to training of trainer (NBTC and Provincial blood networks)	- Conducted National TOT workshop(28-30 Ag 2015) - All provincial network participated. (Supported by SRC)

Action Plan 2015	Achievements (2015) (3)
- Initiative establish walking blood bank to increase number of blood supply and emergency case out side area.	- Selected 5 district from southern and north provinces (Ta Oy, Dukjung, Champasak, Hongsa and Muangkhuva) - Regis who's voluntary blood donors by address, telephone number and ABO blood typing. (Supported by GRC)
- Improvement database system	- Setting up blood donor system. - Regular blood donor recall during the 3-4 mouths.
- Development of SOPs	- Blood collection/ Donorselection - Blood testing - Blood storage and supply (Supported by JRCS)

KRA (Key Result Areas)	Target	Achievement
	Annual whole blood collection	35.200 units
% VNRB Donors	100%	90%
New Donors	54%	43,74%
Youth Donors (17-25 yrs old)	85%	74,92%
Repeat Donors	43%	56,26%
Family/Replacement Donors	3%	10%

- ### Donor Recruitment & Retention Activities
- Annual planning to setting up plan and calendar for blood donor recruitment in central and provincial level
 - Meeting with key focal points to plan activity before conducting mobile blood donation.
 - Continue to establish and train YDC in Central and provincial level.
 - Carry out blood campaigns on Red Cross Day, WBDD, Lao National Days.
 - Continue training staff on blood donor services :
 - + Welcoming
 - + Selecting
 - + Collecting
 - + Donor Care
 - + Setting feed back through face book to survey of satisfaction ... etc

Issues and Challenges


- Increasing demand of blood supply due to increase in population and development in the cities (e.g. industrial & traffic accidents, diseases...)
- Health products (reagents and consumables...) and other supporting materials should be provided sufficiently and timely.
- Every Blood units must be systematically screened
- Blood products need to prepared in quality manner
- Infrastructure and resource mobilizations due to social economic challenges.

Future plan

- Improving the health status of Lao population by providing sustainable access to safe + adequate blood supply;
- Meeting the WHO recommendation of at least 1% of total population donation per year; and 100% VNRBD.
- Systematic testing of collected blood units;
- Improving an integrated and standardized blood services database network;
- Implementing quality management of blood services at all levels;
- Developing blood strategy 2016-2025.

- Strengthening provincial blood centres to provide safe and sufficient blood supply in their catchment area;
- Creating additional blood storage units at district level.
- Promoting blood donation via social media (Facebook)
- Initiative establish walking blood bank to increase number of blood supply and emergency case out side area.

フィリピン



ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016
 Dr. Christie Monina M. Nalupta
 Director, Blood Services
 Philippine Red Cross

Share LIFE Give BLOOD

Always FIRST, Always READY, Always THERE



The Philippines


- Archipelago
- 7,107 islands
- Total land area: 300,000 km²
- The islands are divided into three groups: Luzon, Visayas, and Mindanao
- Total population: 103 million
- 81 provinces/17 administrative regions



ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016

RA 7719 "National Blood Services Act of 1994"

"An act promoting voluntary blood donation, providing for an adequate supply of safe blood, regulating blood banks and providing penalties for violation thereof."



Regulatory Advocacy Professional Development

ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016

RA 7719 "National Blood Services Act of 1994"

RA 7719 (National Blood Services Act of 1994)

- a) To promote VNRBD;
- b) To lay down the legal principle that blood > not a sale of a commodity;
- c) To provide for adequate, safe, affordable and equitable distribution of supply of blood and blood products;
- d) To mandate the DOH : National Blood Transfusion Service Network;
 - IRR: A.O. 9, s. 1995 (Program & Regulation)

• RA 7719 IS FOR AMENDMENT




Regulatory Advocacy Professional Development

ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016

**The Department of Health
National Voluntary Blood Services Program
(DOH-NVBSP)**

Vision
Safe Blood for All

Mission
A nationally coordinated and efficient networking of BSF based on voluntary blood donation that will ensure safe, adequate, timely and accessible blood supply and the rational use of blood in the Philippines through advocacy, professional education and research.




ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016

Philippine Blood Program History

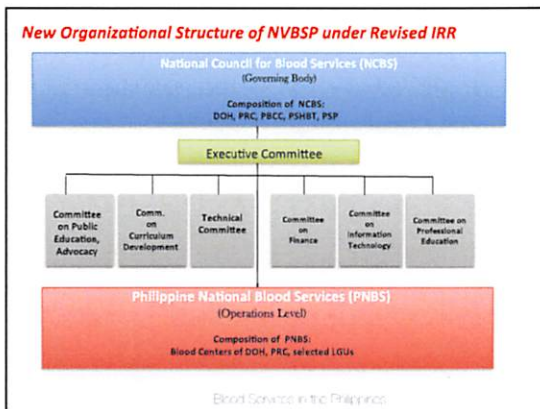
- ▶ In the 1980's – commercial blood banks were operating
- ▶ In the 1980's: 30% VNRBD/ 70% Paid-donation

▶ DOH Memorandum 2006 – 0138 or the Implementation of Closure of Commercial Blood Banks (CBB) pursuant to the Supreme Court ruling last August 31, 2006.

– MOA between DOH and PRC both will equally supply the gap due to the closure of CBB.




ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016




**The Department of Health
National Voluntary Blood Services Program
(DOH-NVBSP)**

Different DOH Administrative Orders and Circulars on Voluntary Blood Donation Program

- ▶ AO 2008-0008: Revised Rules & Regulations Governing the Regulation of Blood Service Facilities
- ▶ AO 2010-0001: Policies & Guidelines for the Philippine National Blood Services & Blood Services Networks
- ▶ Dept. Circular 2010-0013: Operational Guidelines for Blood Services Networks
- ▶ AO 2010-0002: Policies & Guidelines pertinent to the establishment & Operation of Local Blood Councils



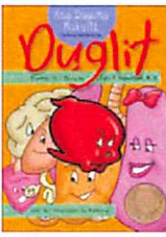
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The Department of Health National Voluntary Blood Services Program (DOH-NVBSP)


Advocacy and Promotion of VNRBD

DOH and Department of Education Memorandum of Agreement



- Integrate voluntary blood donation in the curriculum of primary and secondary school students
- MOA signed in July 2012
- Children's Comic book and Video materials:
 - "DUGLIT, The Pesky Red blood Cells"
- 2016- launch of new learning materials

ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016



Mapping of Blood Service Facilities in the Philippines

	Blood Centers	Blood Collecting Unit and Blood Station	Blood Banks	
DOH	6			6
PRC	26	60		86
LGU	3	23		26
Government and Private Hospitals			489	489
TOTAL	35	83		607

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ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016



Philippine Blood Coordinating Council

PRIMARY:

- Professional Education
- Technical Advice to Policy makers and legislature, National and local government
- Consultancy assistance to government agencies, hospitals, private sector and NGOs.



SECONDARY:

- Training on VNRBD
- Seminar on Rational Blood Use
- Blood Bank Operations
- Total Quality Management System
- Public information and education
- Networking and Coordination
- Research

28th Annual Convention

ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016




Philippine Red Cross Blood Services (PRC BS)

To become the leading provider of safe and quality blood in the Philippines. **VISION**

MISSION

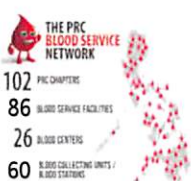
To save lives by providing universal access to safe blood in a **Focused, Fast, Friendly, Flexible, Forward-looking** manner through an all year round program managing the recruitment, collection, testing, processing and distribution of blood sourced from volunteers and thus inculcate a culture of social responsibility of all Filipinos.

ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016



Status Review:

- Expansion of blood services
 - Newly established Blood Center in 2015
 - PRC Tower Mandaluyong
 - Newly established BCU/BS in 2016
 - PRC Abra
 - PRC Compostela Valley
 - PRC Urdaneta
 - PRC Mandauae
 - PRC Lapu-Lapu
 - PRC Batangas upgraded to Blood Center in 2016
 - For set-up in 2016: BCU/BS in the following sites
 - Dasmariñas, Cavite
 - Dllongan, Romblon
 - San Carlos, Pangasinan
 - Albay, Legaspi
 - Daily Blood Inventory Monitoring at NHQ Operation Center



102 PRC CHAPTERS

86 BLOOD SERVICE FACILITIES

26 BLOOD CENTERS

60 BLOOD COLLECTING UNITS / BLOOD STATIONS

10 APPEALERS CENTERS

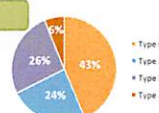
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PRC Blood Picture 2015

Blood Collection

211,383 Whole Blood
169,025 Components
1,877 (donors)

382,285 units



- Type O+
- Type A+
- Type B+
- Type AB+

Blood Donors

200,029

New Donors: 43% Regular 57% Youth 62%

73% 27%

Blood Usage at NBC Manila

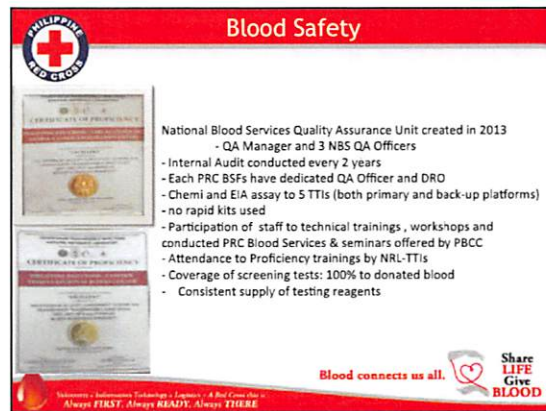
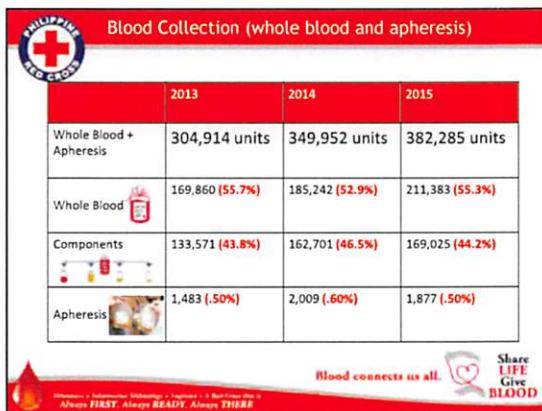
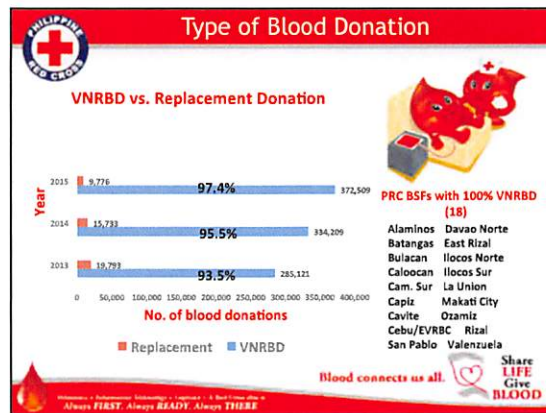
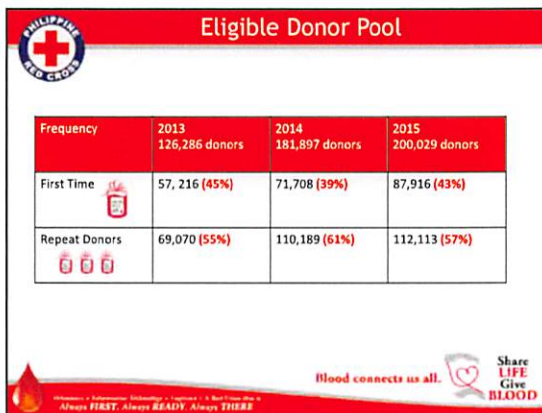
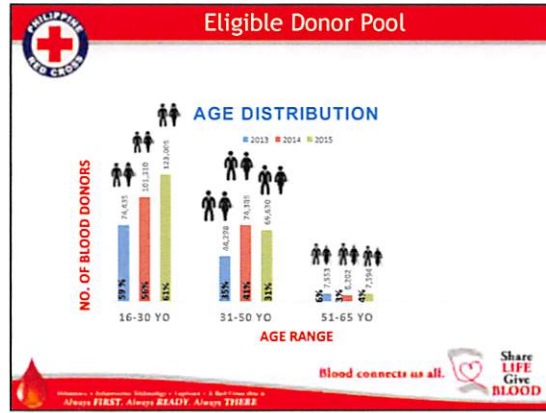
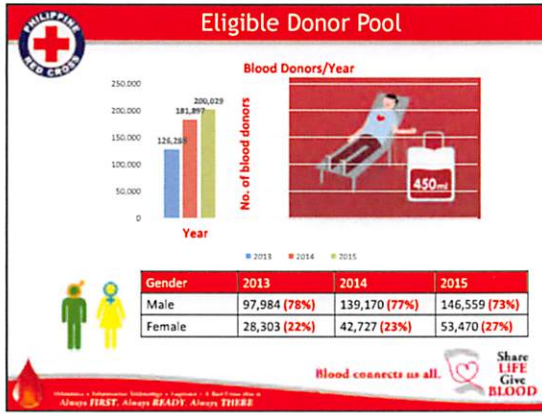
8.99% 21.4% 19.7% 21.16% 21.19% 3.0%

206,645 PATIENTS SERVED (2015)

16,712 INPATIENT PATIENTS SERVED (2015)

PRC Tower Blood Center

ASEAN Meeting for Self-sufficiency based on Voluntary Non-remunerated Donation (VNRBD) 2016



Blood Safety

-Participation of PRC NBC to the 2016 NRL Australia EQUAS Multimer Blood Screening Serology Program; to assess the integrity of the entire testing process against international blood bank quality standards
20/20 panel samples – CORRECT INTERPRETATION

Ultimate driver: Need for safe blood through infectious diseases screening
EXCELLENCE
 - On process: ISO 9001:2015

Multimer Blood Screening Serology (MBS4320)

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Prevalence of TTI markers

Blood Testing			
	2013	2014	2015
Total number of donations tested	304,914	349,952	382,285
HBV	1.3%	1.1%	1.5%
HCV*	.6%	.5%	.2%
HIV *	.02% (85)	.04% (158)	.03% ** (116)
Malaria	.3%	.1%	.1%
Syphilis	1.2%	1.0%	.4%
Discarded donations	3,42% 10,428 units	2.74% 9,588 units	2.23% 8,524 units

* Confirmed positive

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Digital Marketing Initiatives

Website and Social Media sites

- Educate and recruit users (VNRBD)
- Hub to support monthly campaigns
- Infographics, AVP, FB live

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Social Media Monitoring Results

Where does donated blood go?

Facts about Blood Donation

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Digital Marketing Initiatives

Thank You Campaign thru AVP

- Purpose: **Emotional engagement** and instilling a **regular-donation mindset**
- Convey to donors the appreciation from beneficiaries
- remind them of their next donation date
- Featuring different beneficiaries with a mix of circumstances, demographics

PRC served **709,094** patients in 2015

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Social Media Monitoring Results

Blood connects us all. Share LIFE Give BLOOD

Always FIRST, Always READY, Always THERE

Marketing Initiatives

- Website and Social Media sites
 - Educate and recruit users (VNRBD)
 - Hub to support blood donation campaigns

Facebook live



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Social Media Monitoring Results



Blood connects us all. Share LIFE Give BLOOD

Always FIRST, Always READY, Always THERE

Social Media Monitoring Results



Blood connects us all. Share LIFE Give BLOOD

Always FIRST, Always READY, Always THERE

Marketing Initiatives

- Website and Social Media sites
 - Educate and recruit users (VNRBD)
 - Hub to support yearly campaigns (Infographics)

Twitter



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Donor Recruitment Marketing Initiatives

Partnership with the Media and Celebrities



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Donor Recruitment Marketing Initiatives

Partnership with the Media
Red Cross Radio Programs



Blood connects us all. Share LIFE Give BLOOD

Always FIRST, Always READY, Always THERE

Marketing Initiatives

Thank You Ad Campaign in major newspaper

- Purpose: Emotional engagement and instilling a regular-donation mindset
- Convey to donors the appreciation and remind them of their next donation date

PHILIPPINE RED CROSS

PHILIPPINE DAILY INQUIRER

Thank You Blood Heroes!

340,994 units collected
200,845 units transfused
14,713 units discarded

102 hospitals
83 LGUs
26 provinces
57 cities/municipalities
10 districts

Blood connects us all.

Share LIFE Give BLOOD

Always FIRST. Always READY. Always THERE.

Marketing Initiatives

Retention Programme:
Recognition, certificates, plaques and giveaways

- Purpose: Donor appreciation + instilling a regular-donation mindset + alignment with donor lifestyle

Blood connects us all.

Share LIFE Give BLOOD

Always FIRST. Always READY. Always THERE.

Philippine Blood Collection 2015

Blood Facilities	National Blood Requirement	# of blood facilities	# of blood units collected			% VNRBD		
			2013	2014	2015	2013	2014	2015
DOH, Private Hospitals and LGUs	1 million	521	349,952	388,929	508,631	51	55	60
PRC		86	304,914	349,952	382,285	93.5	95.5	97.4
TOTAL		607	654,866	738,881	890,916	72.3	75	78.7

Population is P 100 M

Blood connects us all.

Share LIFE Give BLOOD

Always FIRST. Always READY. Always THERE.

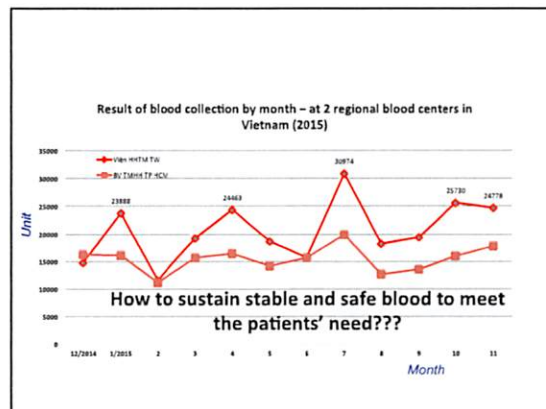
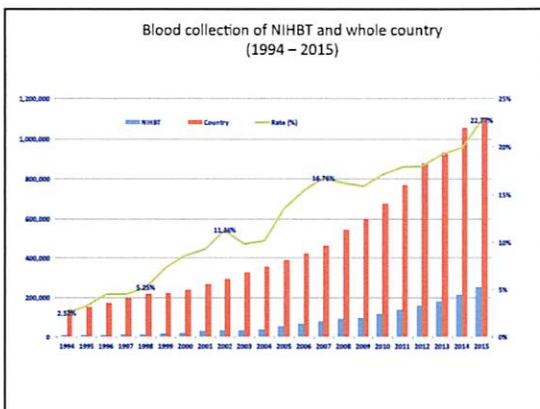
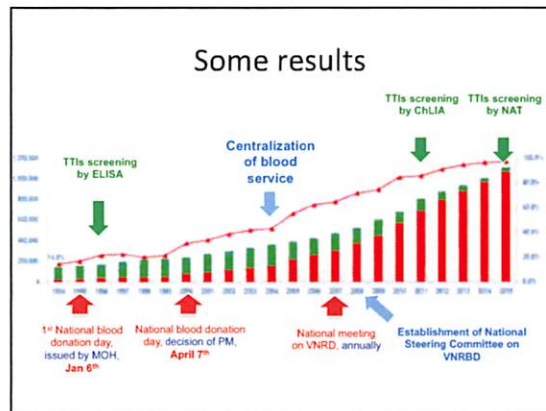
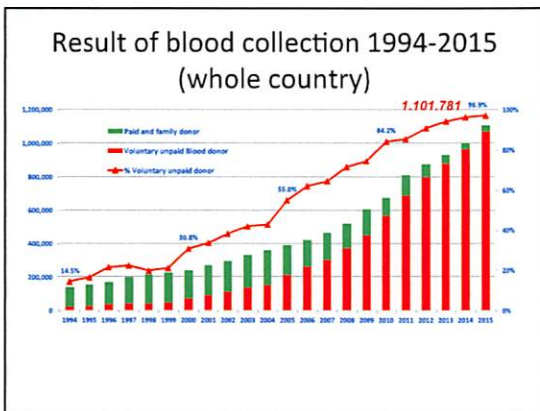
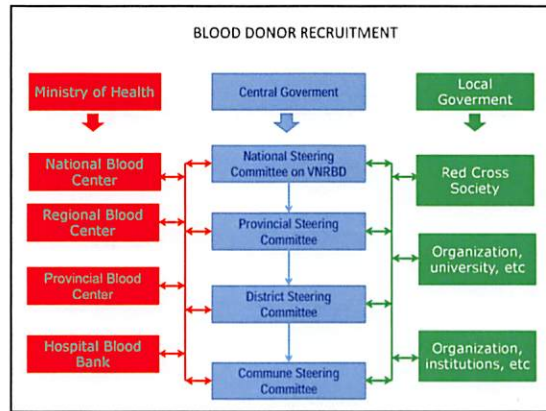
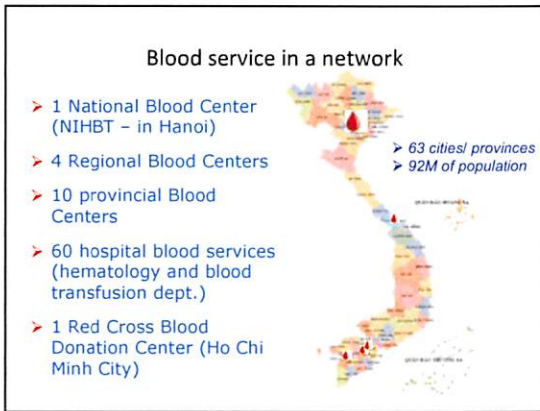
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Sustaining needed blood donations based on VNRBD

Ngo Manh QUAN, MD., PhD.
National Institute of Hematology and Blood Transfusion (NIHBT),
Ha Noi, Viet Nam

Kuala Lumpur, 平成29年 1月 23日

General information about blood service in Vietnam



WHAT ARE WE DOING???

SOME ACTIVITIES TO SUSTAIN VOLUNTARY UNPAID BLOOD DONORS

1. Donor Service and Care
 - ❖ Gift, certificate and transportation allowance for donors
 - ❖ Drink and food during and after donation

SOME ACTIVITIES TO SUSTAIN VOLUNTARY UNPAID BLOOD DONORS

1. Donor Service and Care
 - ❖ SMS after donation
 - ❖ SMS, email on birthday and special occasions

SOME ACTIVITIES TO SUSTAIN VOLUNTARY UNPAID BLOOD DONORS

1. Donor Service and Care
2. Communication
 - ❖ Media and Press relations
 - ❖ Press release
 - ❖ Meeting
 - ❖ Training

SOME ACTIVITIES TO SUSTAIN VOLUNTARY UNPAID BLOOD DONORS

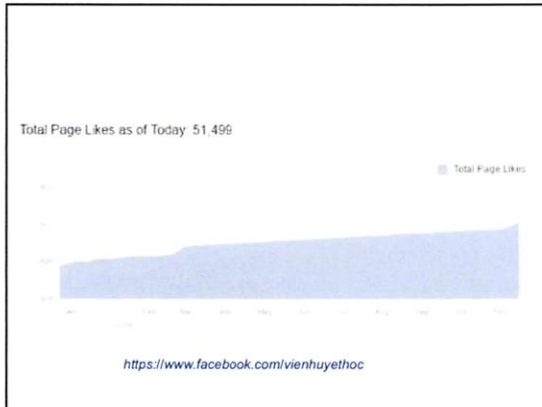
1. Donor Service and Care
2. Communication
3. Social Media
 - ❖ Facebook
 - ❖ Youtube

Active accounts on the top social network in each country compared to population

Country	2015 (%)	2015 (Millions)
Vietnam	33%	1.1
France	47%	2.8
USA	58%	1.7
Thailand	69%	3.8
Average	29%	2.4

2015 (March): 31.3 million are facebook users



SOME ACTIVITIES TO SUSTAIN



CONCLUSION



1. Chronic shortage of safe blood, particularly in new year holiday and summer
2. Variety of effort and activities
3. Expanding donor resources
4. Focusing on retaining blood donors

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How to sustain needed blood donations based on VNRBD Thailand Experience

Pawinee Kupatawintu
Assistant Director
National Blood Centre, Thai Red Cross Society




Blood Services in Thailand

- Area: 513,115 km²
- Population: 65,729,098


Blood Services:

- 1 National Blood Center (NBC)
- 12 Regional Blood Centers (RBC)
- + 1 collection unit cover all main area in country
- 160 Blood Services Branches
- Hospital Blood Banks

Perform blood donation and supply blood for all hospitals in their area

WHO : Toward 100% voluntary blood donation, A Global framework for action to 2020



- Create an enabling environment for 100% voluntary non-remunerated blood donation
- Foster a culture of voluntary blood donation
- Build and maintain a safe, sustainable voluntary donor base
- Provide quality donor service and care






Policy, Standards and regulation

Incorporate 100% voluntary blood donation in the national blood policy

- 2010: National blood policy 3rd edition

Implement quality system

- 2011: Hand book of Donor Selection Guideline 5th edition
- 2011: Physician hand book on the Appropriate use of Blood and Blood Components
- 2015: Standards for Blood Banks and Transfusion Services 4rd edition
- 2015: Guideline on Hemovigilance

Provide a suitable infrastructure, facilities and equipment

Blood donation units

- 1 National Blood Centre (NBC), blood services branches and hospitals
- 11 collection facilities at Regional Blood Centre (RBC) + 1 collection unit
- 1 pending collection facility (Lopburee Regional Blood Centre)










Centralized Database

Establish a national donor database and information management system

- Hematos IIG
- Single middleware
- Donation drive management program

Promote Voluntary Blood Donation

Yearly campaign

- Give Blood for Mom

Monthly campaign

- Monthly or long holidays

Important days

- Princess's birthday
- World Blood Donor Day








Princess Maha Chakri Sirindhorn award medals to donors who reached 36th and 108th donation



Maintain a Safe & Sustainable Voluntary Donor

- Donor recruitment training courses
- Recruit new young donor
 - Youth Club
 - Club 25
- Retain blood donor
 - Rh negative Club
 - Donor SMS








Donor Care & Services


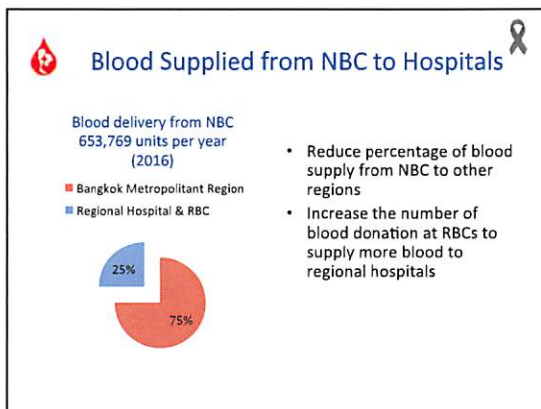
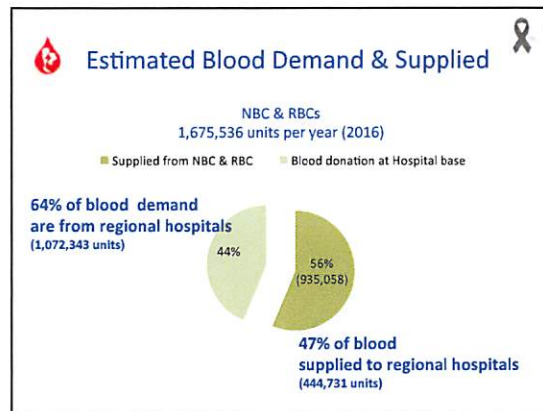
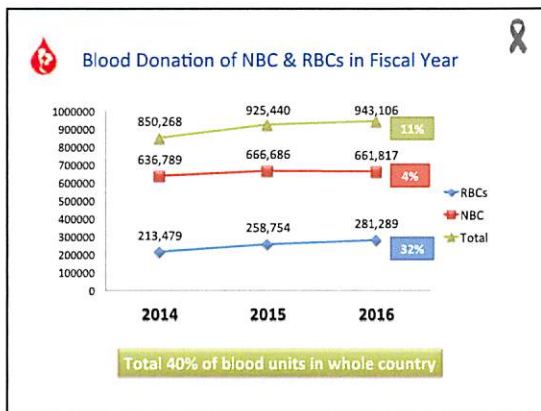
- Donation drive
 - 8 mobile units per day
 - Rh Negative Blood Service Car
- 3 Fix stations at shopping mall
- Appointment for plasmapheresis donation
- Yearly blood chemistry checkup
- Iron deficiency anemia clinic


Blood donation in Thailand

Area	Number of donations	% of population
Whole country	2,274,788	3.5
Bangkok Metropolitan Region	775,117	13.6
Other regions	1,499,671	2.5

@2015

Future Plan in Blood Supplied Management

- Increase blood donation at Regional Blood Centers
- Getting actual needed volume of blood
- Implement patient blood management program

