

## World Blood Donor Day 2021



World Blood Donor Day 2021 was observed by Kerala State AIDS Control Society in association with various District medical officers, Blood banks, Voluntary organizations, and RRC units in different college across Kerala. This year the theme of WBDD was “Give Blood and Keep the World beating.”

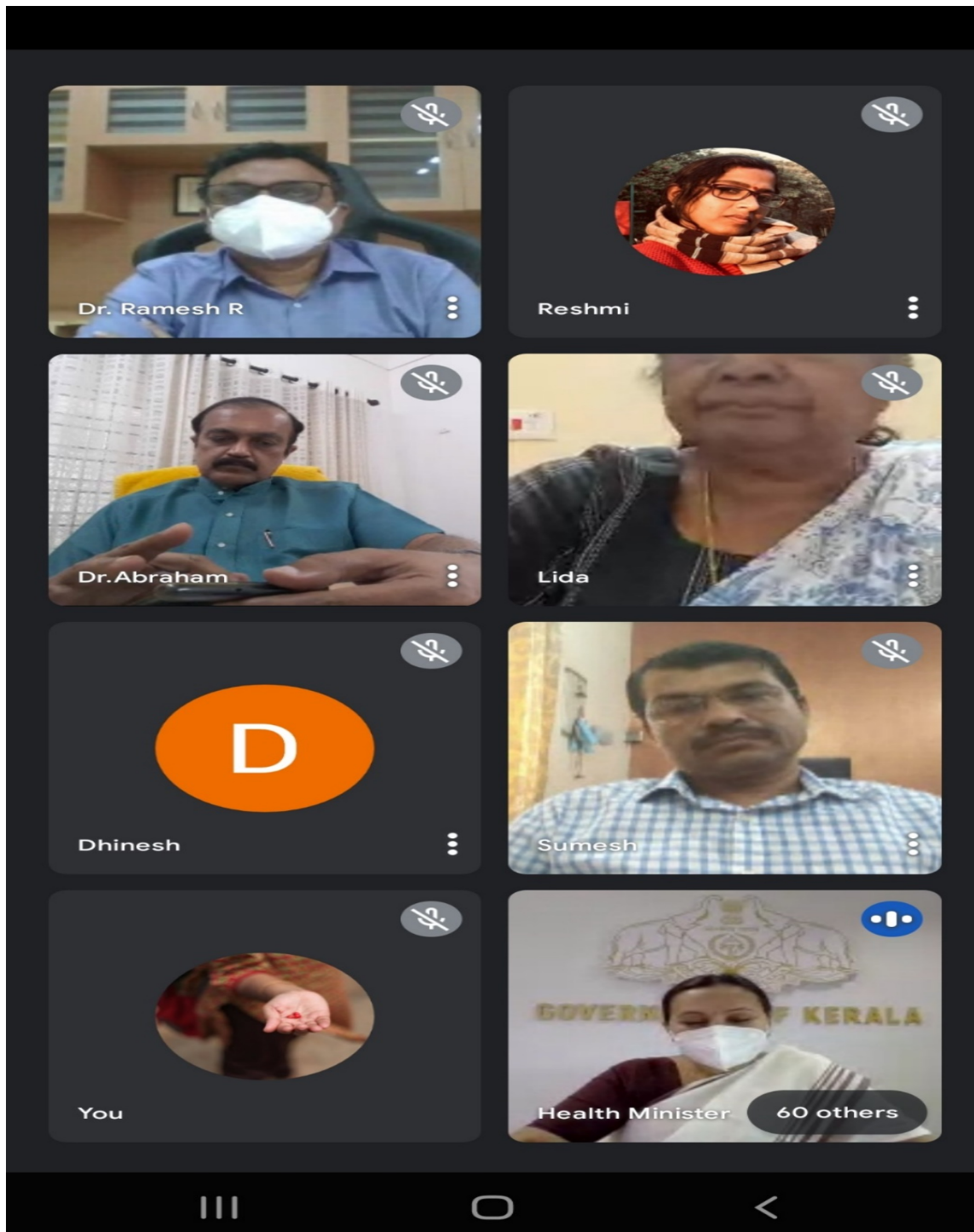
As the world is coping with the new normal and coming to terms with the second wave of Covid -19 and with the threat of future waves, the population has started to adapt to new ways where there are no large groups of people and hardly any getting together of people. Under the changed circumstances people all over the world have been forced to stay indoors and wear masks. While online means have replaced in person meeting, but there is nothing that would be a good substitute for blood and blood products.

The need for blood products is still as important as ever, and since the world has moved indoors the demand for blood might have dipped only marginally lower. With elective surgeries and other procedures being postponed considering lockdowns, conducting donations have also become harder. But that is where individual and voluntary donors step in.

During the hard pandemic year, various organizations from various corners of life have stepped up to donate blood and have helped to keep adequate stock of blood and blood components. So, we take this opportunity to thank the selfless donors who donated the elixir of life for someone in need.

The State level WBDD observance was inaugurated by Smt. Veena George Hon. Minister for Health and Family Welfare, Women and Child development, in a virtual inauguration of the weeklong activities, Minister mentioned the importance of voluntary and non-remunerated blood donation as an act of extreme devotion and sacrifice to donate and save the life of those in need. Honorable minister also commended 10 Superheroes who had donated blood voluntarily. She personally congratulated each one of them and thanked them for their timely and selfless action. The meeting was attended by Dr Ramesh

who was also the Director of Health Services and the Project Director of KSACS. The staff also joined in the virtual meet.



The Blood Transfusion services division of KSACS along with State Police department organized a Blood donation camp where the state Director General of Police donated blood and inaugurated the donation camp at the Police camp at Thiruvananthapuram.



Sri. Loknath Behra IPS- after donating blood at Special Armed Police camp at Thiruvananthapuram.

As part of the observance of WBDD was made possible because of the involvement of all the stakeholders Some of the creatives that were received are showcased below





KSACS also conducted a campaign on social media called “Be like” It was conducted to motivate youngsters to donate blood and be a superhero. Because those who donate blood voluntarily are superheroes.





In association with this, the Goodwill Ambassadors for KSACS, Sri. Manju Warriar and Sri Neeraj Madhav recorded video messages and extended their support to the campaign to promote blood donation and to help popularize the idea of donation before vaccination. Awareness spots were released in TV news channels, All India Radio, FM Radios and Community Radios. VBD theme based newspaper advertisements were given in newspapers all over Kerala.

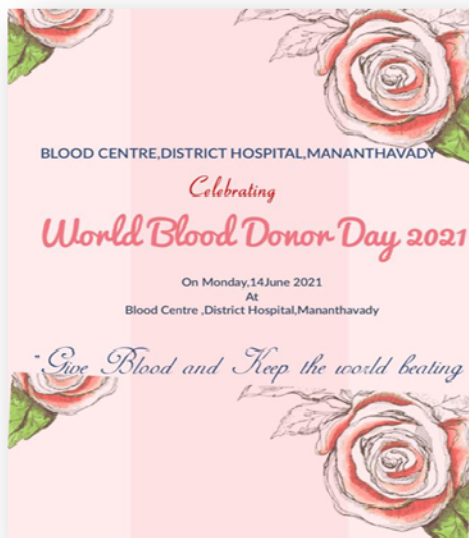
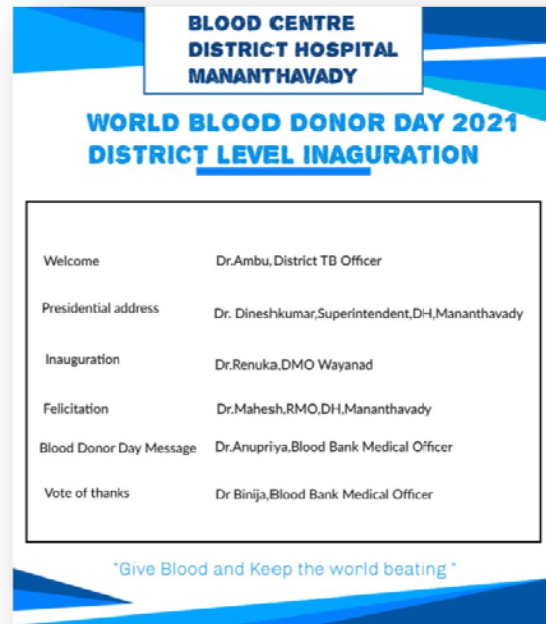
Awareness videos were created where the prerequisites for blood donation and Who is a healthy donor were explained in detail. Animated characters of our brand ambassadors were used for this purpose.



Social media hashtags were created to help propagate the idea of voluntary blood donations and to motivate youth to take part in the weeklong activities associated with WBDD.

In association with Nehru Yuvakendra webinars and talks and donor motivation talk was held on a virtual mode to clear common doubts regarding blood donation and to increase in house blood donations at blood banks.

At District level, regular donors who had donated maximum number of times were felicitated and were presented with mementoes.





# ലോക രക്തദാതാ ദിനാചരണം

2021 ജൂൺ 14 വൈകിട്ട് 7 മണിക്ക്

ഹയർ സെക്കന്ററി എൻ.എസ്.എസ് വള്ളങ്ങിയർമാർക്കുള്ള ജില്ലാതല വെബ്നാർ

**ഉദ്ഘാടനം:**

**ഡോ. രാജൻ കെ. ജാകബ്**  
ജില്ലാ ഹെഡ് കോർഡിനേറ്റർ (ആരോഗ്യം)

**അവധി:**

**ഡോ. ആനീത.ടി.പി**  
ജില്ലാ ഫുൾടൈം കൺസൾട്ടന്റ് ഡോക്ടർ കാന്റോൺമെന്റ്

**വിഷയാവതരണം:**

**ഡോ. ശരണ്യ പൂമുകോത്തമൻ**  
പത്തൊമ്പതാം ടാറ്റ കോർഡിനേറ്റർ ആരോഗ്യം കാന്റോൺമെന്റ്

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ജില്ലാ ഹെഡ് കോർഡിനേറ്റർ (ആരോഗ്യം) ഡോ. രാജൻ കെ. ജാകബ്, കാന്റോൺമെന്റ് ഫുൾടൈം കൺസൾട്ടന്റ് ഡോക്ടർ ആനീത.ടി.പി, പത്തൊമ്പതാം ടാറ്റ കോർഡിനേറ്റർ ആരോഗ്യം ഡോ. ശരണ്യ പൂമുകോത്തമൻ

# ലോക രക്തദാതാ ദിനാചരണം 2021

രക്തം ദാനം ചെയ്തു ലോകത്തിന്റെ സംരക്ഷണം നിലനിർത്തൂ

**WORLD BLOOD DONOR'S DAY 2021**

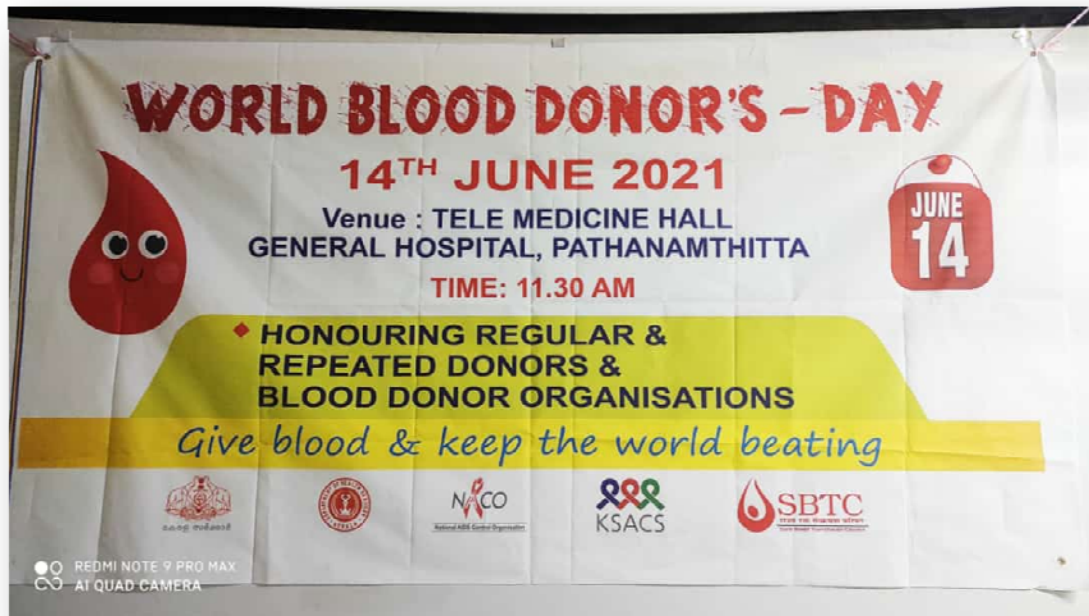
Zoom വെബ്നാർ

രക്തദാനം : അറിഞ്ഞേണ്ടതെല്ലാം

<b>തീയതി</b> 14.06.2021	<b>സമയം</b> ഉച്ചക്ക് 2.00 PM
<b>സാക്ഷി</b> ഡോ. രാജൻ കെ. ജാകബ് ജില്ലാ ഫുൾടൈം കൺസൾട്ടന്റ് ഡോക്ടർ (ജില്ലാ ഫുൾടൈം കൺസൾട്ടന്റ് ഡോക്ടർ)	<b>അധ്യക്ഷൻ</b> ഡോ. എ. ഷീമുഖദാസ് ജില്ലാ ഡയറ്റേഷ്യൻ ഓഫീസർ (ആരോഗ്യം, കാന്റോൺമെന്റ്)
<b>ഉദ്ഘാടനം</b> ഡോ. കെ. സജിനി ജില്ലാ ഹെഡ് കോർഡിനേറ്റർ (ആരോഗ്യം) (ജില്ലാ ഹെഡ് കോർഡിനേറ്റർ ഡോക്ടർ)	<b>ആശംസ</b> നൗഷാദ് മുസ്ലി KSACS ജില്ലാ മാനേജിംഗ് ഓഫീസർ, മലപ്പുറം
<b>കൂമ്പ്</b> ഡോ. പ്രവീണ് കെ. കെ. ജില്ലാ ഹെഡ് കോർഡിനേറ്റർ (ജില്ലാ ഹെഡ് കോർഡിനേറ്റർ ഡോക്ടർ)	<b>നന്ദി</b> പി. രാജു ജില്ലാ ഹെഡ് കോർഡിനേറ്റർ (ജില്ലാ ഹെഡ് കോർഡിനേറ്റർ ഡോക്ടർ)

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RRC units in different colleges held informative webinars about the need for blood donation and the ways to donate blood safely. Some RRC Units also held poster making competition regarding the importance of the day : The poster below is from Jubilee Mission medical college and was made by Niranjana Davis.



# Give Blood And Keep The World Beating

## Benefits of Blood Donation:

- STIMULATES BLOOD CELL PRODUCTION
- BLOOD DONATION HELPS TO REDUCE RISK OF HEART ATTACK AND CANCER
- DONATION OF BLOOD, BURNS CALORIES & HELPS IN WEIGHT LOSS
- BLOOD DONATION HELPS TO MAINTAIN HEALTHY LIVER
- PREVENTS HEMOCHROMATOSIS AND HELPS TO MAINTAIN IRON LEVEL
- BY DONATING BLOOD YOU CAN SAVE SOMEONE'S LIFE
- IT HELPS YOU TO COMPLETE YOUR SOCIAL RESPONSIBILITIES

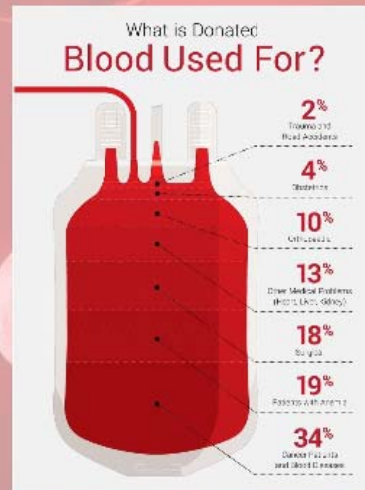


## DID YOU KNOW ?

One blood donation could save up to three lives

It's not just blood

IT'S LIQUID LIFE



" You don't have to have a medical degree to save a life, just a fair degree of humanity."

**GIVE BLOOD. SAVE LIFE.**



