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VOLUNTARY BLOOD DONATION

Towards safe and healthy living

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Saving lives, changing minds.

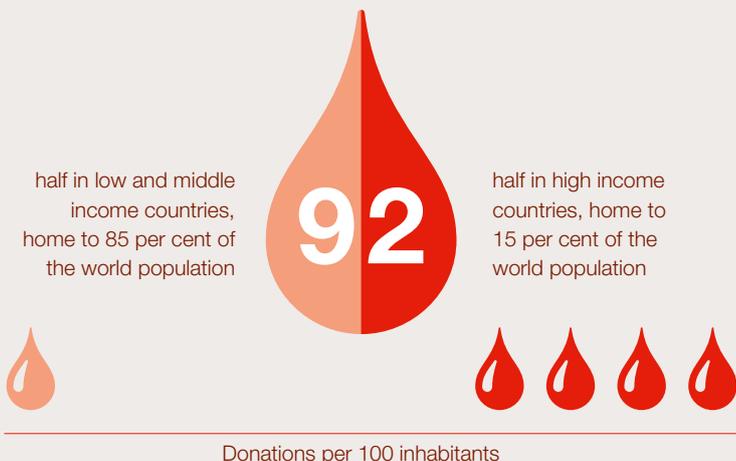
 International Federation
of Red Cross and Red Crescent Societies

Voluntary non-remunerated blood donation

Addressing health inequities and strengthening resilience

ISSUE

92 million donations world wide



Source: Blood safety and availability, Fact Sheet, 2012, WHO

In Africa, approximately **70 per cent** of all blood transfusions are given to **children** with severe anaemia due to malaria, the leading cause of death among children under the age of 5.

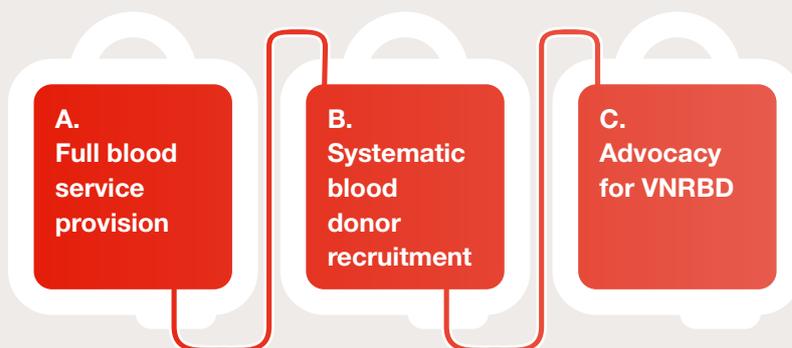


HOW WE HELP

National Society engagement in VNRBD programmes.



The IFRC plays an important role in promoting safe and sustainable blood programmes.



- Governance
 - Advocacy for appropriate use
 - Product distribution
 - Laboratory testing
 - Component preparation
 - Collection services/donor care
 - Donor recruitment
 - Promotional campaigns
 - Education and awareness
 - Involvement in World Blood Donation Day
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IMPACT

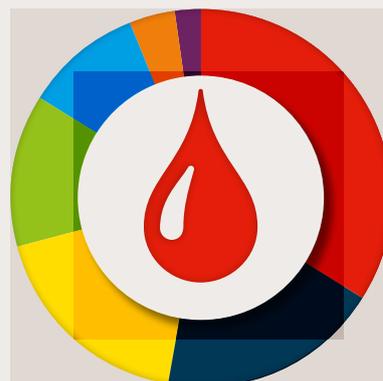
Where does the blood donation go?

40 million blood donations from Red Cross Red Crescent donors.
65 countries have 100 per cent VNRBD programmes.

- 34%** Cancer and blood diseases
- 19%** Other causes of anaemia
- 18%** Surgical patients including open heart surgery and burns
- 13%** Other medical problems including heart, stomach and kidney disease
- 10%** Orthopaedic patients including fractures and joint replacements
- 4%** Obstetrics, including pregnant women, new mothers and young children
- 2%** Trauma including road accidents

While the percentages will vary from country to country this diagram (from Australia's Red Cross Blood Service) illustrates how blood is used to save life.

Source: Bloodhound Study (Australian Red Cross Blood Service and Monash Institute of Health Services Research) 2007





ISSUE

About 92 million blood donations are collected worldwide each year. Almost half of these are collected in high-income countries, home to 15 per cent of the world's population. Although the number of countries collecting all their blood supplies from voluntary unpaid donors increased by more than 50 per cent between 2002 and 2008, equitable access to safe blood still does not exist for many of those who need it. There are chronic shortages of safe blood and blood products in many countries, so blood transfusion is not available for many of the world's most vulnerable populations.

A system of regular and voluntary non-remunerated blood donation (VNRBD) is critical for high-quality blood service delivery. Promoting equity, access, quality and safety of blood and blood components is indispensable to achieve the Millennium Development Goals.

HOW WE HELP

The International Federation of Red Cross and Red Crescent Societies (IFRC) is uniquely placed to improve the safety and accessibility of blood supply. We have the largest humanitarian network of volunteers in the world and, therefore, considerable experience in keeping, motivating and supporting our volunteers. This knowledge is equally relevant for the retention of blood donors: we support global health security by promoting VNRBD and advocating for the safe provision of blood products and services.

At the global level

The IFRC has always been at the forefront of promoting VNRBD, at both advocacy and capacity-building levels. The long experience of National Red Cross and Red Crescent Societies in supplying blood and blood products meant that our voice was heard when we advocated for recognition of VNRBD on the global health agenda. In 1975, the World Health Assembly urged its member states to promote national voluntary and non-remunerated blood services. Another key milestone in our advocacy work, and that of three other founding partners, was the establishment in 2004 of World Blood Donor Day, a day that continues to be an occasion for reiterating the importance of VNRBD worldwide.



“The global community shares one common life-source... blood. Our IFRC principles can help to ensure the world over that donated blood goes to the patients who need it, regardless of race, creed or ability to pay.”

Jungkeun Yu,
President,
The Republic of Korea
National Red Cross,
World Blood Donor Day 2012

In 2001, the IFRC established the Global Advisory Panel on Corporate Governance and Risk Management for Red Cross and Red Crescent Societies. This panel of experts is now available for countries requesting technical expertise in all aspects of risk management, as spelled out in the IFRC's Blood Policy, which was adopted in 2011. In addition, the Global Framework for Action: Towards 100 per cent Voluntary Blood Donation, jointly developed with the World Health Organization, provides guidance and support to countries seeking to establish effective VNRBD programmes.

At the national and community levels

In many countries, National Red Cross and Red Crescent Societies, as auxiliaries to their governments, play an important role in promoting safe and sustainable blood programmes. National Society engagement in blood programmes in some cases means responsibility for blood collection and supply. About one-quarter of National Societies are responsible for blood service delivery in their national blood programmes, while around 63 per cent are engaged in systematic blood donor recruitment activities or advocacy for and promotion of VNRBD.

Club 25 is one of many successful initiatives that National Societies support. Through this initiative, young donors provide blood to save lives and encourage other young people to do the same (see case study).

IMPACT

In 2012, 65 countries, including some with limited resources, have a blood supply based entirely on voluntary and non-remunerated blood donations. These donations have an impact on almost every aspect of modern medicine.

With 40 million donations of blood given annually worldwide, the reach of Red Cross Red Crescent blood donors cannot be quantified. However, it is happening every minute of each day, 365 days a year, saving lives day in, day out with the gift of blood.

The viability of a country's blood service, however, rests with its government and its commitment to safer blood starts with enforcing a national blood policy based on the principle of 100 per cent voluntary blood donation.

Red Cross Red Crescent in numbers

13 million

Active volunteers worldwide

6 billion

Economic value (in US dollars) of
volunteer services to the global
economy

150 million

People reached through National
Society programmes annually

187

Member National Societies
worldwide

40 million

Blood donations from Red Cross Red
Crescent donors annually

65

Countries have 100 per cent VNRBD
programmes

10

Patients can benefit from a single
blood donation thanks to modern
techniques in blood component
therapy



Case study

Youth clubs save lives

International Club 25 is a global network of young people committed to saving lives by regularly donating blood. Through Club 25, youth are encouraged to attend a blood centre, learn about healthy lifestyles and give blood regularly. Members can make new friends around the world, promote life-saving and life-changing practices and, most of all, have fun while saving lives.

Club 25 is Africa's gift to the world. The 'club' concept was a huge success at first. But as young people search for new connections with their peers, the 'international' dimension has now supplanted the 'club' aspect. However, Club 25 has attracted worldwide interest, with the idea adopted in more than 60 countries with possibly hundreds of thousands of members.

Club 25, supported by the IFRC, the Swiss Humanitarian Foundation and the World Health Organization, is witnessing a steady growth within and beyond National Societies. It is creating a global movement of socially responsible young people who will help increase voluntary blood donation and community health development.

Similar donor youth programmes form part of many National Societies' blood donor recruitment strategies. Examples include Club Red in Australia and the Singapore Red Cross Youth Donor Club. The Singapore initiative was started in 2006 and focuses on four main areas: 'Youth Give', an outreach programme; 'Youth Meet', an annual training camp; 'Youth Talk', an educational programme; and 'Youth Play', a platform for members to bond and develop themselves.

Like International Club 25, these initiatives are proving to be effective models in terms of public health care. Young donors help both to secure a safe and adequate blood supply and to create a global culture of healthy lifestyles among their peers.

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THE FUNDAMENTAL PRINCIPLES OF THE INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT

Humanity The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.