



INNOVATIONS FOR INCREASING VOLUNTARY BLOOD DONATION

<b>Parveen Malhotra</b>	Department of Medical Gastroenterology, PGIMS, Rohtak, Haryana, India.
<b>Vani Malhotra</b>	Department of Medical Gastroenterology, PGIMS, Rohtak, Haryana, India.
<b>Senti</b>	Department of Medical Gastroenterology, PGIMS, Rohtak, Haryana, India.
<b>Jatin Kumar</b>	Department of Medical Gastroenterology, PGIMS, Rohtak, Haryana, India.
<b>Vaibhav Gupta</b>	Department of Medical Gastroenterology, PGIMS, Rohtak, Haryana, India.
<b>Vani Mahajan</b>	Department of Medical Gastroenterology, PGIMS, Rohtak, Haryana, India.

**ABSTRACT** The blood is a lifesaving component which cannot be produced but has to be donated by healthy donors. The mandatory screening is done in every donated unit of blood for transfusion-transmitted infectious diseases such as HIV, hepatitis B virus (HBV), hepatitis C virus (HCV) and syphilis. Blood donation is blessing not only for recipient but for also donors, many of whom are incidentally detected to be suffering from chronic diseases like Hepatitis B and C which cause significant morbidity and mortality. Despite knowing about the importance of blood donation, still a large section in society is averse for the same due to various kind of myths associated with it. Hence, there is strong need of developing new innovations for increasing awareness among general public for voluntary blood donation which has to be increased to hundred percent, as per National Viral Hepatitis Control Program (NVHCP).

**KEYWORDS :** Blood Donation, Innovations, Death Ceremony, Marriage, Martyrdom Day

**INTRODUCTION**

Blood is an efficient mean of transmitting infections like human immunodeficiency virus (HIV), hepatitis B virus (HBV), hepatitis C virus (HCV) and syphilis and these are preventable. The WHO recommends that all blood donations should be screened for above infections prior to use for ensuring safety of blood for recipients. This is the most efficient way of transmission of HIV and even a small transfusion of infected blood results in virtually 100% seroconversion [1]. In developing countries, the extent to which blood donations are screened against HIV is determined by the available resources and continuous efforts are being made to improve the coverage [2]. Screening of blood has to be done before transfusion to prevent from infection into recipient [3]. The various microbes - viruses, bacteria and protozoa have been reported to be transmitted by blood transfusion, viruses are most commonly transmitted by transfusion such as HIV, Hepatitis B, C, A, G, CMV and EBV. The safety assessment of the blood supply, the quality of screening procedures, and the risk of transfusion transmitted infectious diseases in any country can be estimated by review and analysis of the records of blood donors, screening procedures, and the prevalence of serological markers of infectious diseases [4]. It is the responsibility of the national blood program to provide an adequate supply of blood for all patients requiring transfusion and to ensure the quality of blood and blood products for clinical use. All products must be safe, clinically effective and of appropriate and consistent quality [4]. Blood donation is beneficial to donors also because it leads to incidental detection of Hepatitis B, C, HIV and Syphilis. These voluntary donors are healthy and thus came forward for blood donation but it became blessing for them, as it led to timely detection of these deadly and chronic infection. It leads to decrease in morbidity and mortality associated with these diseases. More innovative ideas are required for increasing awareness among society, so that they come forward for voluntary blood donations. For these two things are very important, firstly to break myths associated with blood donation and secondly to integrate blood donation with activities which are already being done by people at large.



Figure 1- Blood Donation on Birthday



Figure 2- Blood Donation organized by NGO



Figure 3- Blood Donation on Martyrdom



Figure 4- Starting of Academic session



Figure 5- Blood Donation at Temple



Figure 5- Birthday of Spiritual leaders

**DISCUSSION**

The target of National Viral Hepatitis Control Program (NVHCP) is hundred percent voluntary blood donation and our department is Model treatment centre for the same. Thus, it is continuously involved in various awareness programs regarding blood donation. As a protocol, all blood donations at PGIMS, Rohtak are screened for Hepatitis B, C, HIV, Syphilis and malaria. Our institute is an apex tertiary care institute as well as referral center and has trauma center also, thus there is a huge demand of blood transfusions i.e. 250-300/day. The storage capacity is for two thousand blood units. For catering such huge demand, it was felt to rope in Non-Governmental Organizations (NGO's) and with help of them new ideas were thought for increasing awareness among society for blood donation. We have already got benefit of increased blood donation camps by making people at large to understand about benefit of free screening for hepatitis B, C and HIV during blood donation. It led to a good response as more people came forward for voluntary blood donation. This step motivated us for more innovation for increasing blood donation, thus we roped in many NGO's actively working in our area who further infused idea of doing good social work among society by holding blood donation camps on various kind of function like birthday

functions, retirement day party, marriage function, at beginning of new academic session of schools & colleges, Martyrdom day, Death anniversary, on occasion of religious events at temples & Gurudwaras, birthday of spiritual leaders etc. The idea was to make people understand the benefit of bonding of social service by holding blood donation with events planned by them. The momentum picked up in short span of time in various section of society and frequently these blood donation camps were held on various events as elaborated before. It led to collection of around forty thousand blood donations in a year and there are certain NGO's who have independently arranged more than hundred blood donation camps. The motivation from Medical Gastroenterology Department along with NGO's proved to be vital as the donors were clearly made to understand about benefits of blood donation for both recipients as well as for them. Moreover, the feeling of doing social service by doing the pious work of arranging blood donation camps was made to imbibed in their heart.

### CONCLUSION

Blood donation is blessing not only for recipient but for also donors, many of whom are incidentally detected to be suffering from chronic diseases like Hepatitis B and C which cause significant morbidity and mortality. New innovative ideas are regularly required to achieve hundred percent voluntary donation in our country, as per guidelines of National Viral Hepatitis Control Program.

**Conflict Of Interest-** The authors declare that there was no conflict of interest.

**Funding-** The authors declare that no funds were taken from any source for conducting this study.

### REFERENCES

1. Blood safety and availability. Fact sheet. Available from: [http:// www.who.int/ media/centre/factsheets/ fs279/en/](http://www.who.int/media/centre/factsheets/fs279/en/)
2. WHO Global Database on Blood Safety, 2004-2005. Geneva. World Health Organization. 2008.
3. NACO - Modules for Medical Officers on HIV Care and Treatment (including ART) curriculum. Participants Guide. 2007.
4. WHO - Towards 100% Voluntary Blood Donation. A Global Framework for Action. 2010.