

World Blood Donor Day “Celebrating the gift of blood” 14 JUNE 2010

Announcing World Blood Donor Day, 14 June 2010

The focus of World Blood Donor Day 2010 will be on Young Donors - with the slogan: “New blood for the world”.

The need for blood is increasing in all parts of the world. Young people can make an important contribution by donating blood and by recruiting other young people to become donors.

Initiatives such as young ambassadors’ programmes, Club 25, media campaigns directed towards young audiences and other youth-oriented activities will help bring “new blood to the world”. Many activities are planned around the world to focus on the role of young people in ensuring a safe blood supply.

World Blood Donor Day takes place on 14 June each year. The aim is to raise global awareness of the need for safe blood and blood products for transfusion and of the critical contribution voluntary, unpaid blood donors make to national health systems.

World Blood Donor Day is also an opportunity to celebrate those who already donate blood, in response to the worldwide increase in demand for voluntary non-remunerated blood and plasma donations. Today, 57 countries have achieved 100 per cent voluntary blood donation, up from 39 in 2002.

Since 2004, World Blood Donor Day has been jointly sponsored by four core agencies: The World Health Organization (WHO), the International Federation of Red Cross and Red Crescent Societies (IFRC), the International Federation of Blood Donor Organizations (IFBDO) and the International Society of Blood Transfusion (ISBT). During 2009-10, IFBDO will be acting as the coordinating agency on behalf of the four core agencies to coordinate communication with any external agencies.

Each year, these core agencies identify a host country for a global event that provides a focus for an international media campaign. The event is also designed to support national level blood transfusion services, blood donor organizations and other nongovernmental organizations in strengthening and expanding their voluntary blood donor programmes and to reinforce national and local campaigns.

The 2010 global event will take place in **Barcelona**, Spain. It will be hosted by the Spanish and Catalan Health Care Authorities, the Spanish and Catalan donor associations and the Spanish Red Cross.

The scale and volume of World Blood Donor Day events increases every year. Support from government leaders and celebrities, along with media campaigns and community-based activities, results in a celebration of the selfless individuals who donate their blood and plasma to save the lives and improve the health of people whom they will never meet.

Further details about plans for World Blood Donor Day 2010 will be provided over the coming months, but we take this opportunity to remind you that all the latest information is available on the joint website of the core agencies (www.wbdd.org). Here you will also find a new Campaign

Kit and the World Blood Donor Day brochure which can be downloaded and used freely by anyone who wants to promote voluntary, non-remunerated blood donation. Governmental activities will be presented on a separate WHO webpage (www.who.int/worldblooddonoraday). You are invited to contribute by sharing your ideas, resource materials and plans for activities at national and local levels through these websites.

Your involvement and support will help to ensure a wide impact for World Blood Donor Day 2010 and bring the world closer to 100 per cent voluntary non-remunerated blood donation. We wish you a successful celebration.



<http://www.who.int/bloodsafety>



International Federation
of Red Cross and Red Crescent Societies

<http://www.ifrc.org/what/health/blood>



International Federation of
Blood Donor Organizations

<http://www.fiods.org>



International Society
of Blood Transfusion

<http://www.isbt-web.org>