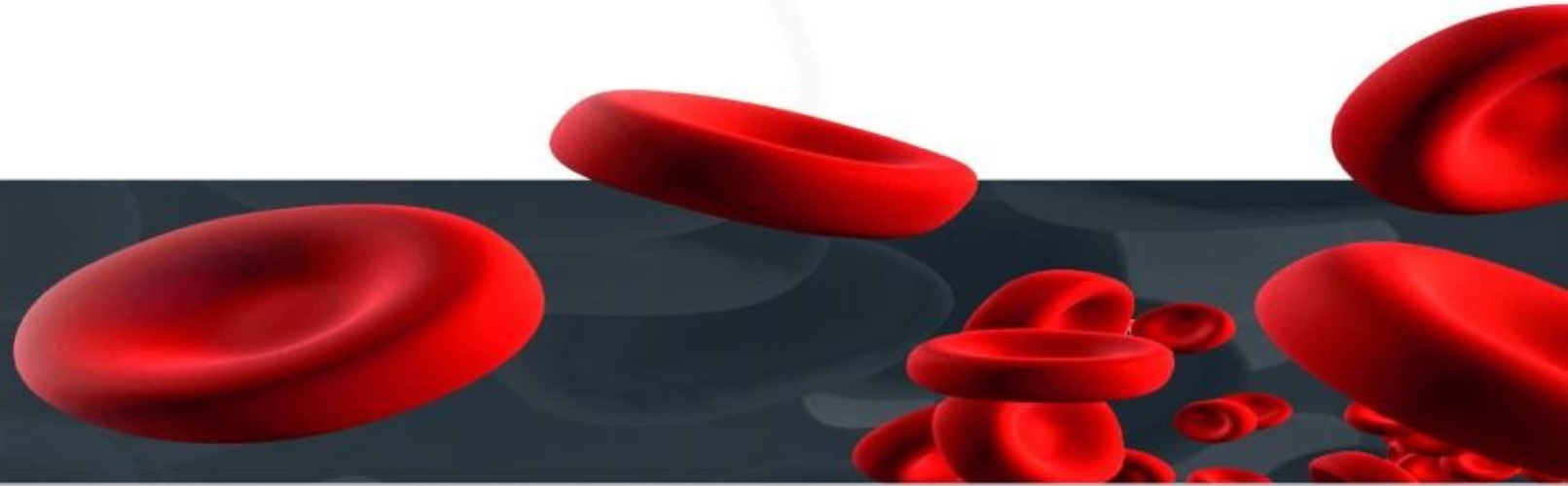


BUILDING A VOLUNTARY NON-REMUNERATED BLOOD DONOR DATABASE IN TÜRKİYE



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DISCLOSURE

I declare that I have no conflict of interest.

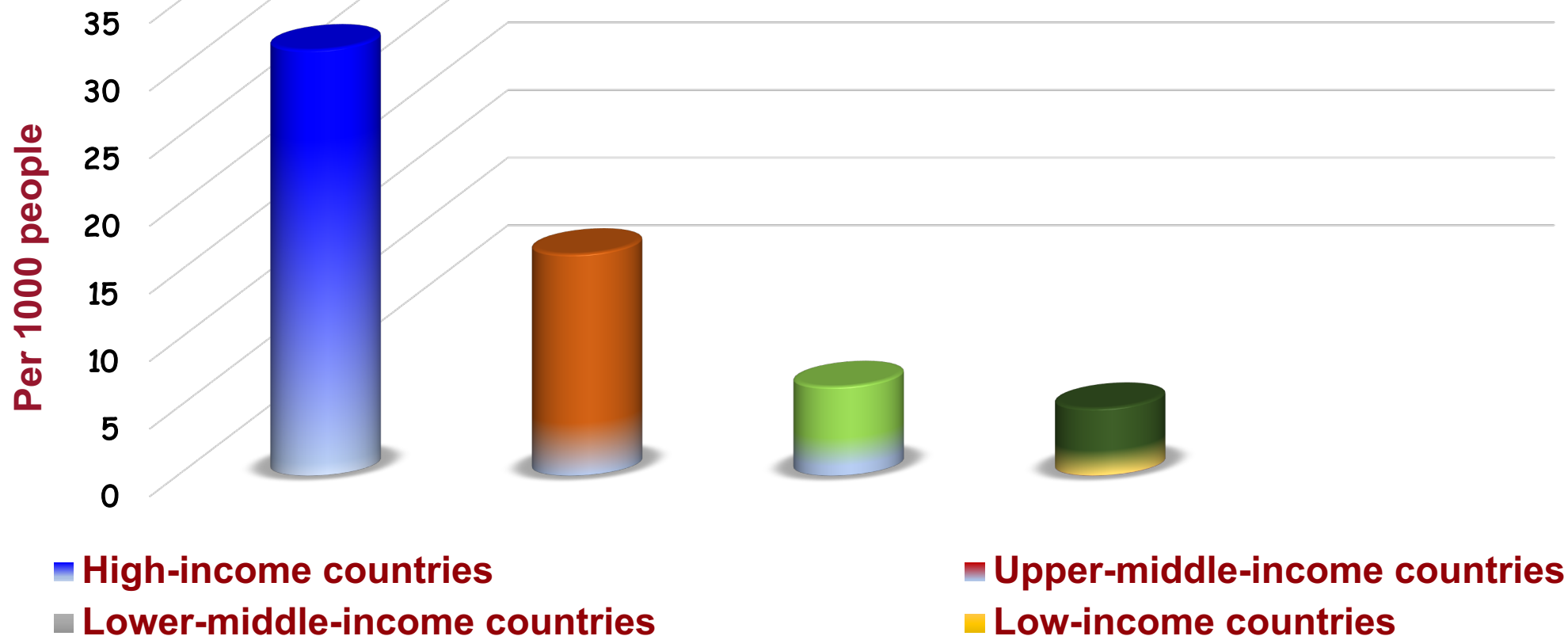


BACKGROUND

- Countries have to obtain their safe and adequate blood supplies through voluntary unpaid donors in accordance with World Health Assembly resolution 28.72.
- Encouragement and recruitment of voluntary non-remunerated blood donation is of vital importance.



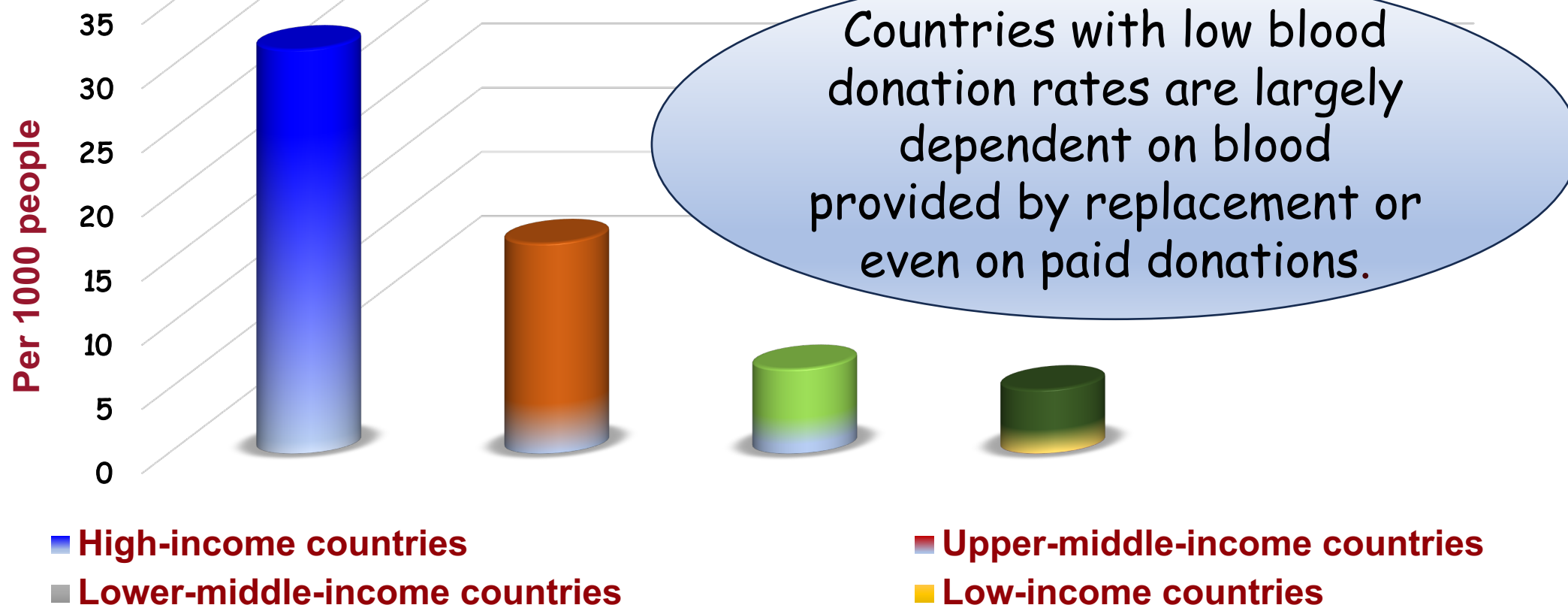
Blood donation rate among countries (2018)



World Health Organization. Global status report on blood safety and availability 2021. World Health Organization; 2022 Jun 30.

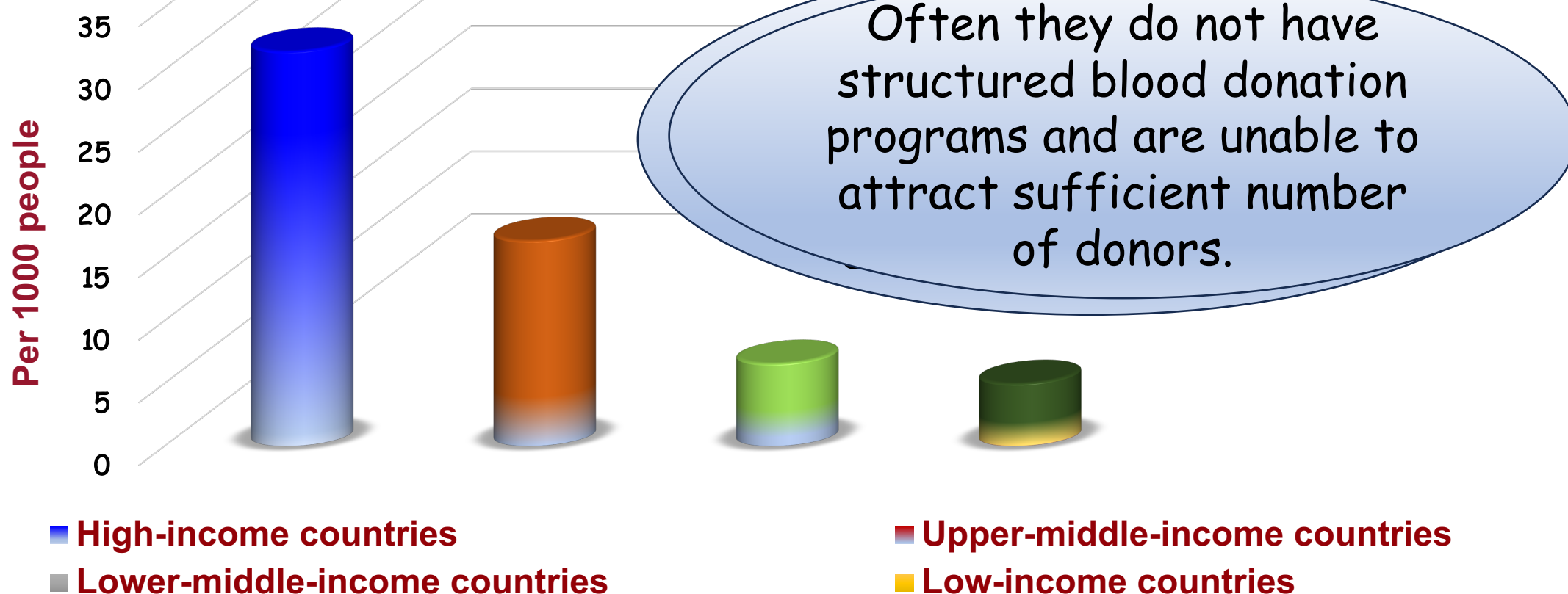
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Blood donation rate among countries (2018)



World Health Organization. Global status report on blood safety and availability 2021. World Health Organization; 2022 Jun 30.

Blood donation rate among countries (2018)



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Development of a regulatory framework

- National legislation with specific implementation,
- National policy,
- National strategy and action plan,
- Recruitment and retention program,
- Promotional and educational activities,
- Financial support,
- Adequate donor database

BLOOD SUPPLY IN TÜRKİYE



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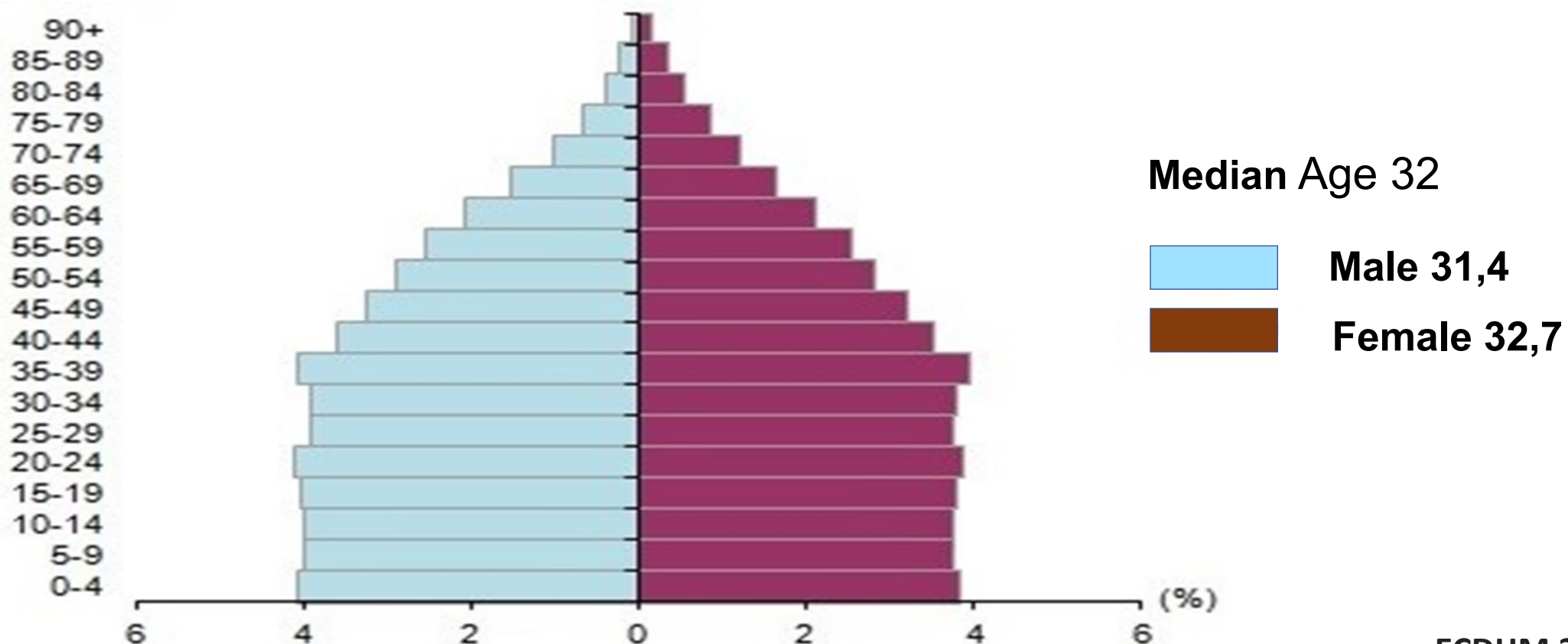


General information

Surface	: 783,562 km ²
Population	: 85 million
Birth rate	: 15,3 births/1,000
Death rate	: 5,2 deaths/1,000
Number of donors	: $\approx$ 3 million

Age and gender distribution of population

Age Group



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Legal framework



- New law on blood and blood products
(Law No: 5624, OJ No: 26510, 02.05.2007)
- Implementing regulation on blood and blood products
(December 2008)
- Circular on mandatory blood supply (2009/37)
- Regulation on the Development and Evaluation of
Quality in Health (OJ No: 29399, 27.06.2015)

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National Guides

- Standards for blood services
- Quality management in blood services
- Preparation, use and quality assurance of blood and blood components
- Hemovigilance
- Standards for certification on blood banking and transfusion medicine

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Blood establishments in Türkiye

	PUBLIC	OTHER
Regional blood centers of Turkish Red Cross (TRC)*	-	18
Testing laboratory	-	4
Blood collection center	-	68
Temporary regional blood center	13	-
Transfusion center	1136	-

** Under national legislation, TRC is obliged to supply the blood need of the country.*

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Donor recruitment activities of TRC

- An international movement, **Club-25 Project** was adopted in 2006 and named as **“Target-25”** (Hedef-25)
 - ✓ to mobilize young people of up to 25 years by raising awareness to donate,
 - ✓ to recruit intended voluntary regular donors and transfer this attitude to the next generation.



Scope of Target-25;

- Training of young people,
- Donation campaigns for universities,
- Design of promotional projects and advertisements



Scope of Target-25;

- 100 voluntary students from approximately 70 universities, have participated in workshops.
- These participants organized;
 - ✓ At least two donation campaigns in their universities to support donor recruitment activities,
 - ✓ Interactive trainings on their university campus to generate awareness for donation.

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Scope of Target-25;

- 10 students who organized the top ten most successful campaigns are rewarded during the regular yearly Target-25 workshop meeting.
- The biggest support to reach the target number of donations is rewarded with the **Target-25 Cup**.
- The Target-25 Cup ceremony is turned into tradition.



Institutional blood donation collaborations

- In 2006, a protocol was signed between the TRC and the Ministry of National Education regarding the implementation of recruitment activities and training on VNRBD.
- Training on VNRBD is provided to teachers, students' parents and other employees working in Provincial and District National Education Directorates and affiliated units across the country.



Institutional blood donation collaborations

- Protocols were signed with 176 organizations to carry out blood donation campaigns and awareness activities.
- Activities are being planned and carried out with these institutions to recruit volunteer blood donors.



Social Promotions

- June 14 World Blood Donor Day **Medal Delivery Ceremony.**
- **One Blood One Sapling Afforestation Project**
Between the Ministry of Forestry, Water Affairs and the TRC.
- **“Turkish Blood Donation League Project”**
“Let’s Be a Fan of Benevolence, Sportsmanlike Conduct, Friendship, Blood Donation”



"We Love Kindness" project

- In 2023, a blood supply project specific to thalassemia patients in the Adana region has been launched,
- The current number of thalassemia patients in the region and their need of blood were analyzed.
- A loyal blood donor pool was created for patients with thalassemia,
- Teams are established to contact regular donors, provide information and encourage them to donate blood in this regard.



"We Love Kindness" project

- Each thalassemia patient is matched with a fixed group of blood donors for all transfusions,
- They will receive blood only from their assigned donor group.
- This will reduce the risk of alloimmunization.



TRC mobile blood donation application

- Creating/updating profile
- Donation information
- Nearest blood donation point
- Online blood donation appointment
- Directions to the blood collection team with an appointment
- Creating a blood group card
- Questionnaire
- Contact form
- Notification

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TRC mobile blood donation application

- Creating/updating profile
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- 39.776 application
- 9.676 online appointments



Donor recruitment activities at governance level

An EU funded Project on **"Technical Assistance for Recruitment of Future Blood Donors"** to supply the safest blood and to ensure national self-sufficiency was conducted between 2014 and 2016.

Ministry of Health (MoH)

Ministry of Education (MoE)

Turkish Red Crescent (TRC)

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Recruitment of future blood donors

Knowledge of primary and secondary school students regarding blood donation was increased in 500 pilot schools.



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Recruitment of future blood donors

Blood Donatin Clups were established in pilot schools.



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Recruitment of future blood donors

Materials about the importance of blood donation were developed and distributed to students and teachers.



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Recruitment of future blood donors

Family members of the students were motivated for VNRBD



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Recruitment of future blood donors



Trainings, based on the responsibilities regarding blood donation, were provided to 688 staff of TRC, MoH and MoE.



Recruitment of future blood donors

4399 school principals and 3218 hospital blood transfusion center employees in 81 provinces were informed on the importance of VNRB donation and project activities.





Recruitment of future blood donors

Blood collection teams of TRC were trained on communication techniques and blood donor recruitment.





Recruitment of future blood donors

Four animated cartoons raising awareness on VNRB donation were prepared and distributed.



Deli Dumrul-
Crazy Dumrul



Pamuk Prenses-Snow
White and 7 Dwarfs



Kel Oğlan-Bald Boy

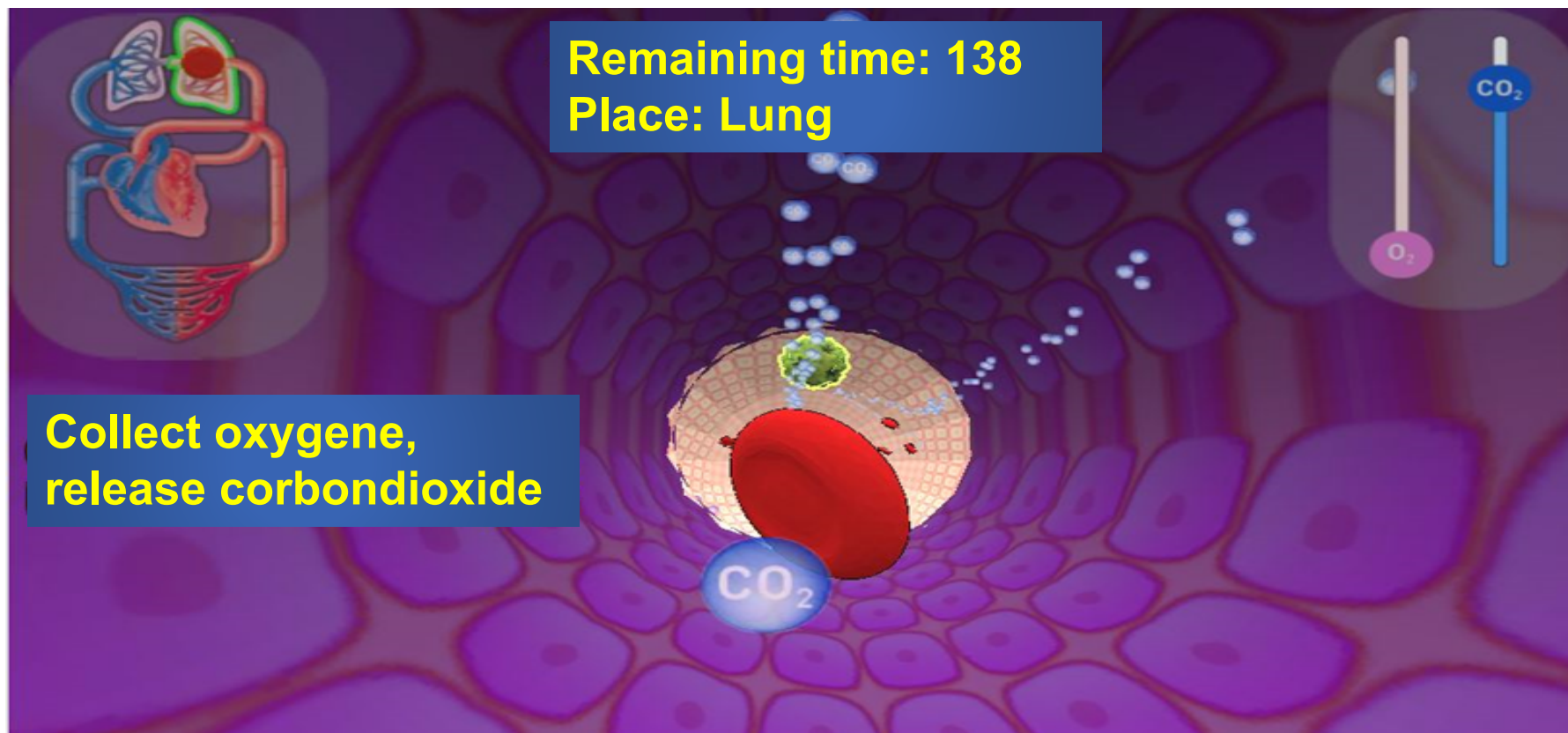


Alaaddinın Sihirli Lambası-
Aladdin's Magical lamp



Recruitment of future blood donors

Three different computer games targeting different age groups were developed and distributed in pilot schools.



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Recruitment of future blood donors

Public awareness on blood donation through media and billboards was created.





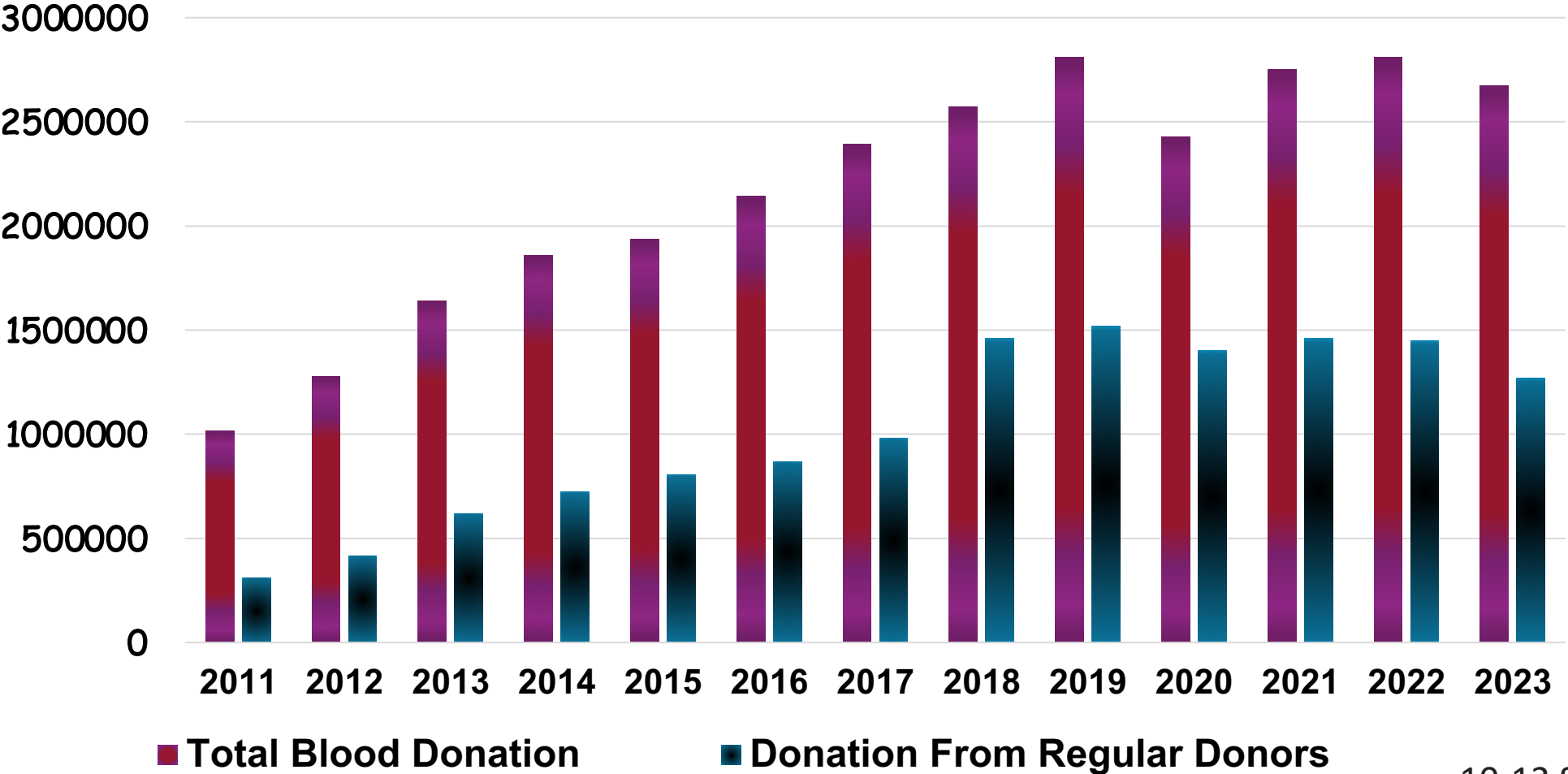
Recruitment of future blood donors

During the campaigns, 28.310 units of blood were received with the contributions of blood donation club members in pilot schools.





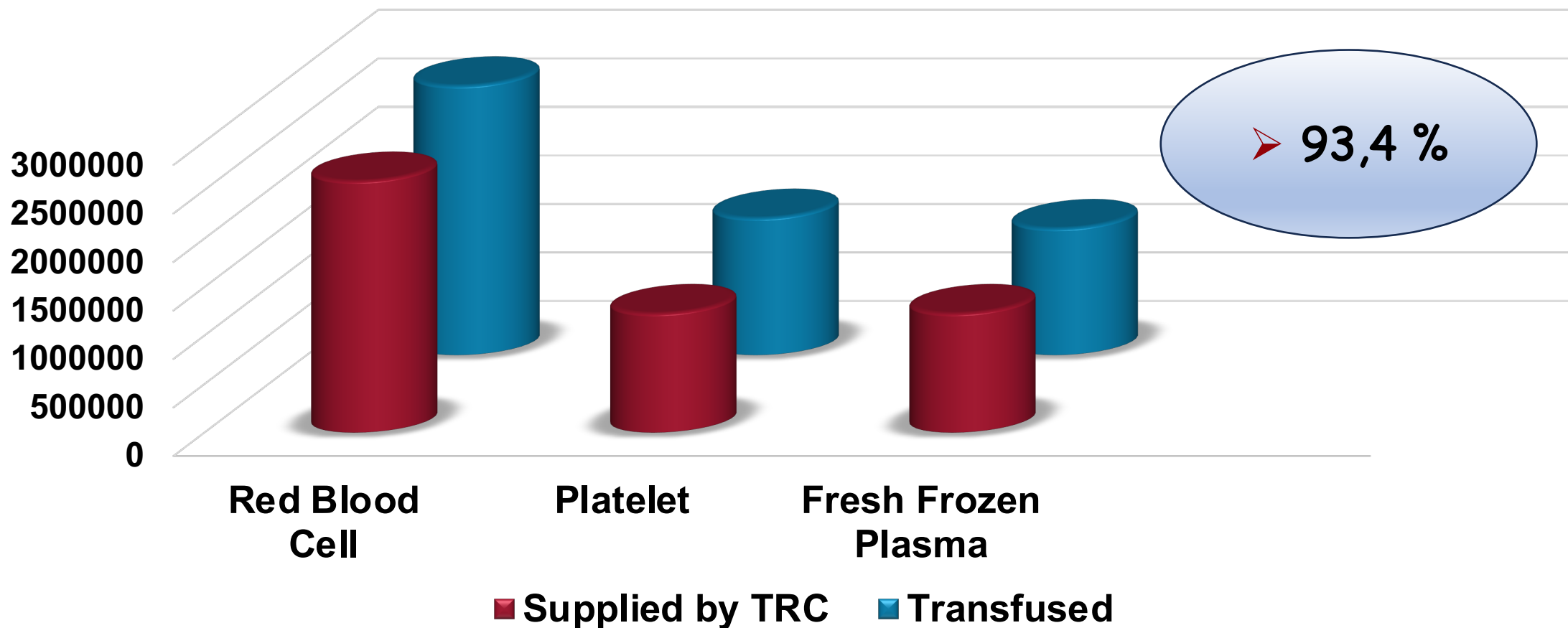
VNRBD to Turkish Red Crescent over the years



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Annual need supplied by TRC in 2023





In conclusion

- Donor recruitment and retention is not an easy task to undergo,
- Development and implementation of national and local strategies for donor recruitment and retention is essential,
- Active involvement of governmental and nongovernmental institutions, organisations and societies in donor education, recruitment and retention programmes is essential.



THANK YOU FOR YOUR ATTENTION....