

June 2016, Special Issue on World Blood Donor Day

Special Points:

International Campaign :
"Blood Donation from
WBDD to NBDD"



Blood donation in funny
popular animation



Iranian heroine with 168
times blood donation



WBDD ceremony in Teh-
ran Blood Transfusion
Center



National blood donation
campaign of Wushu
players



International campaign and photo contest on "Blood Donation from World Blood Donor Day to National Blood Donation Day"

To raise the awareness of the community and enhance their engagement with blood donation, Iranian Blood Transfusion Organization (IBTO) is running an international campaign and photo contest named "Blood Donation from World Blood Donor Day (WBDD) to National Blood Donation Day (NBDD)".

The interested applicants are requested to capture any moment while donating blood during the mentioned period and upload it through our website:

<http://new.ibto.ir/index.jsp?siteid=56&fkeyid=&siteid=1&pageid=1087>

The received photo which is framed in this year poster has to be shared in social networking sites such as Instagram by the applicants.

The competition will end on the Iranian National Blood Donation Day that coincides with the 43rd anniversary of IBTO's establishment. Contestants are requested to email their photos with their personal information and contact details to pr@ibto.ir. 43 photos with the most "like" will be awarded by an exquisite book.

The voting period:

10 am, Tuesday, 14 June, 2016

11.59 pm, Saturday, 30 July, 2016

Blood donation depicted in popular "Dirin Dirin" animations



In commemoration of WBDD and ordered by IBTO, five animations have been made about blood donation in the series of artworks called "Dirin Dirin". The series of "Dirin Dirin" are popular short animations in the genre of comedy addressing the social, economic and health challenges in a funny way.

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WBDD Ceremony in Tehran Blood Transfusion Center

World Blood Donor Day was celebrated in all over Iran. In Tehran, a ceremony was held by Tehran Blood Transfusion Center with contribution of over 400 participants. In the celebration, blood donors including blood donors with more than 100 times, female and young blood donors were appreciated.



"Annually, 108 million blood units are collected in the world and the share of Iran is more than 2 millions." Said Dr. Pourfathollah, IBTO Managing Director in his welcoming remarks. "With the global trend of aging population, the need for blood has become more vital than ever which highlights the prominent role of youth in blood donation." He added. Iran with having almost 500,000 regular blood donors has the highest rate (52%) of regular blood donors in the region.

WBDD celebrated in famous TV show



In honor of WBDD, one episode of Iranian famous TV Show called "Khandevane" was aired on TV highlighting the importance of blood donation. Khandevane is an Iranian popular telecast directed by Rambod Javan. Khandevaneh is a combination of Khande (laughter) and Hendevaneh (watermelon). The program was appointed as the most favorite TV show in the last national opinion poll.

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Iranian heroine with 168 times blood donation



Mandana with 168 blood donations has become a role model among Iranian female blood donors and tries to persuade other women to donate blood regularly

Mandana Hajariyan is a regular blood donor who has donated 168 times. The 56-year old painter, hiker and firefighter has the highest record of blood donations among Iranian females. Mandana is one of the rare Iranian regular blood donors who has managed to overcome the barrier of wrong beliefs and stereotypes about blood donation which are common among Iranian women.

She was born in a family where the altruistic behavior of blood donation was an encouraged practice. When she was 15, she was asked by her father to help a school janitor in need of blood after a miscarriage and she donated for the first time. Now, Mandana has become a role model among Iranian female blood donors and tries to persuade other women to donate blood regularly.



Totally more than 2 million blood units are collected in Iran annually; however the share of women is less than 6%. Lack of knowledge and wrong beliefs about blood donation, fear of needle and iron deficiency are the most important reasons preventing Iranian women to donate.

During the past few years, reducing the gap between the number of male and female blood donor is on the agenda of Iranian Blood Transfusion Organization (IBTO). Raising the awareness of Iranian women, Iron supplementation therapy and conducting wider researches at national level to find other barriers of blood donation among women are some initiatives adopted by IBTO to address this challenge.

Student Meeting in Karaj to commemorate WBDD



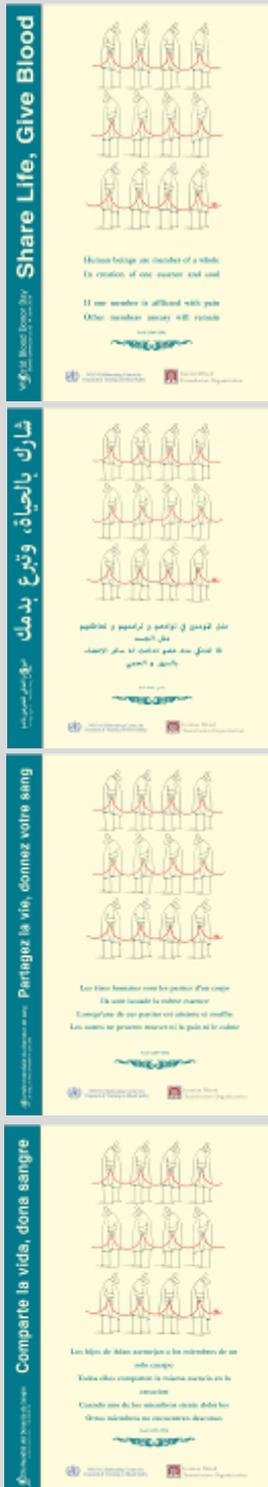
Karaj Blood Transfusion Center in collaboration with the Institute for the Intellectual Development of Children and Young Adults launched a meeting in one of the parks of the Karaj (The capital of Alborz province) with the participation of 150 students.

During the event, students have participated in group activities such as drawing, kite and craft making with the theme of blood donation. The gathering was well received and the students were given the symbolic blood donor hero cards.



WBDD Poster in different languages

Abū-Muhammad Muslih al-Dīn bin Abdallāh Shīrāzi also known as Saadi was a 13th-century Persian poet. He is not only famous in Persian-speaking countries, but has been quoted in western sources as well. We have been inspired by one of his famous poems in our this year poster:



Motorcycle tour to 23 provinces of Iran by one of the disabled motorcyclist in commemoration of WBDD.



National mountain climbing to the seven highest peaks of Iran with the partnership of Iranian Mountaineering Federation during WBDD week.



IBTO in cooperation Iranian Wushu Federation held a national blood donation campaign among Wushu players on WBDD. Also, the initiative was announced internationally through both organization seeking the contribution of other wushu players around the globe to this campaign.