

The Donor

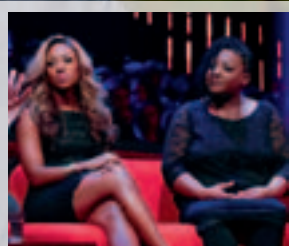
News and information
for blood donors

Summer 2013

**WANTED:
200,000
more donors**

DAMIEN MOLONY

**A blood addict
giving blood**



Organ Donation
**A message from
the heart**



Save a life
Give blood

NHS

Blood and Transplant

"I'd definitely take an organ if I needed one"

"The Organ Donor Register? Haven't got round to joining."

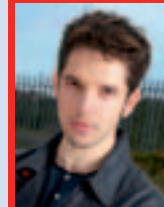


Would you take an organ if you needed one? Nearly everyone would. But only 31% of us have joined the Organ Donor Register. Three people who need a transplant die every day due to the shortage of organs.

If you believe in organ donation, prove it. 
Register now at organdonation.nhs.uk

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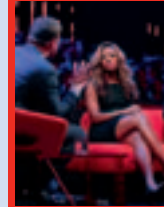
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Write and tell us
your news, views
and interesting
or unusual
donor stories.

Write to
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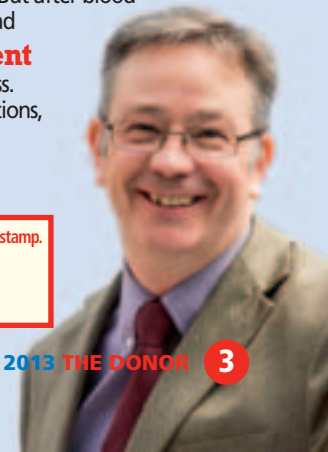
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Collecting blood and delivering it is a complicated business. James Hutton, regional manager for our transport operations, explains how it's done

**Plus our regular News, Letters, Q&A,
Ask The Doctor and Crossword**

The cost of producing and printing each copy of this magazine is less than half the price of a second class stamp.

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A blood addict giving blood!

Damien Molony is best known for his role as Hal, a vampire in the BBC 3 series *Being Human*. So it's a relief that this bloodsucker is actually a donor in real life!

Why and when did you start donating?

I am a relatively new blood donor as my first donation was at the end of summer 2012. When I was filming the first series of *Being Human* someone very close to me died. David had cancer and was losing a lot of blood. To keep him alive while he was receiving treatment, he needed two pints of blood a day. I was genuinely amazed that people who had never met David were keeping him alive with their donated blood. I spent

a lot of time with his family and when someone is that sick, every hour together is a bonus.

What would you like to say to those that do give blood?

Thank you! I hugely admire anyone who has given blood. I know it can seem scary at first and I don't like needles either, but it really couldn't be easier. I am very grateful to my followers on Twitter who have given blood or have started giving blood since I started tweeting about it. I made the obvious connection with playing a vampire in *Being*

Human, a blood addict giving blood. So now I have a deal with my followers: I will re-tweet everyone that has donated blood and tweets me a photo.

You obviously have a large fan base following *Being Human*; do you feel that people can relate to the character of Hal?

I'm really blown away by the response of so many people to Hal and that's down to Toby Whithouse and his brilliant team of writers, as much as it is to myself. It has been a fantastic part to play: a 519-year-old obsessive-compulsive vampire, who has to adapt to the real world (in Barry, Wales, of all places) after living in relative

isolation for the past 50 years... my eyes lit up!

Why do you think the series has been so successful?

What Toby has done so spectacularly is to take real human characteristics and discuss their relationship to society-at-large, in a very subtle way, through a supernatural lens. In that way, the 'addict' becomes the 'vampire', the 'pedant with serious anger issues' becomes the werewolf, the 'girl terrified of crowds and public places' becomes the 'ghost'. The premise of the show is the everyday lives of these people as they strive for inclusion in normal society, which is something I think everyone strives for at some stage in their lives.



In *Being Human*, and (right) with Anthony Sher in *Travelling Light* at the National Theatre

Tell us about your experience of giving blood.

I went with my girlfriend, who got a bit upset, but the staff were very comforting and kind. And they are brilliant at distracting you, calming you down, making you smile. And there are loads of free biscuits!

Have you heard any interesting stories when you have given blood?

No stories that I can remember, but I did spot a very famous actor who was giving blood the last time I was at the West End donor centre.



How do you like to relax?

My hobbies include sitting in the cinema with a coffee on a weekday morning, trying out new restaurants in the evenings and cooking for friends and watching rugby at the weekends.

So, will you be watching the

"I hugely admire anyone who has given blood. I know it can seem scary at first and I don't like needles either"

British and Irish Lions Tour?

The alarm will be set, the jersey is pressed and ready, and the coffee will be on. I can't wait for the Lions Series to start on June 1st. I think we have a great chance against Australia, particularly judging by the quality of Wales and England in the Six Nations, so it will be very interesting to see who makes it into coach Warren Gatland's squad.

Finally, have you got a message for other people who currently don't give blood?

Whether it goes to someone in an accident, whether it keeps someone receiving cancer treatment alive, giving blood is a real life-saver, and it couldn't be easier. Be brave, sign up, and save a life. ●

LIFE STORY

- 1984 - Born in Dublin
- 2008 - Moved to London to study at the London Drama Centre
- 2011 - Appeared in his first play, *'Tis Pity She's A Whore*, at the West Yorkshire Playhouse, directed by Jonathan Munby.
- 2012-13 - Played Hal in the BBC 3 drama series *Being Human*. Since then has performed at the National Theatre and the Royal Court Theatre. ●



UK transplant first

The UK's first hand transplant operation was successfully carried out by a surgical team at Leeds General Infirmary. Mark Cahill (pictured right), 51, became one of just 60 people around the world to have received a hand transplant.

We were asked to work with the transplant team to assess suitable recipients across the UK. This involved careful checking of an individual's health and the potential benefits to their quality of life, plus a psychological assessment to ensure potential recipients had carefully considered the implications of the procedure. ●



Boost for Tissue Services

Every day, our Tissue Services provide skin, tendons, bone and other tissues to 340 UK hospitals for emergency and routine operations. The service is now being strengthened by focusing on high quality care for donor families, reinvesting finances back into the NHS, accelerating new product development and making sure the service is the preferred supplier of tissue and bone for the whole NHS.

To promote the strategy, Tissue Services recently held an annual review day for staff and invited



tissue transplant patients and the family of a tissue donor to come along and share their stories. Simon Weston OBE (pictured above with Ava King who received a heart valve transplant), who was at the event, has reason to be grateful for tissue transplant techniques. He suffered 49 per cent burns during the Falklands War, but thanks to the skill of doctors and numerous grafts of his own skin, he survived.

He says, "Transplants really do give people the chance to live, not just exist. I would personally like to thank the staff in Tissue Services for the work they do – it really does make a difference." ●

Thank you for your tremendous support

Welcome to the summer 2013 issue of *The Donor* magazine. I hope you are all looking forward to summer finally starting and the prospect of some better weather.

In the run up to the festive season last year we set out a campaign to recruit 100,000 donors in 100 days – and many new donors responded to the call. In fact we managed to recruit almost 120,000 donors in that time and many of you have already come forward to donate, so a very big thank you from me on behalf of all the patients who will benefit from your gift.

With National Blood Week upon us once again we want to build on the success of last

year and prompt more people to give blood, especially those of you who have not donated for a while. With summer approaching and many people going away on holiday, it's important to make sure those of you who can donate at this time, remember to do so.

Why not book an appointment and donate now before you go on holiday? If you have missed an appointment due to holidays or changes in routine, then you can call the Donor Helpline on 0300 123 23 23 and make another appointment. Let's continue to save lives together.

Lynda Hamlyn
Chief Executive



Stem cell donor milestone

A 19-year-old blood donor studying to become a personal trainer has become the 2,200th person on the NHSBT British Bone Marrow Registry (BBMR) to donate stem cells. Henry Elliott (pictured below) travelled from his home in Melton Mowbray to London in December to donate stem cells for an unknown patient.

Says Henry, "I have been a blood donor for a couple of years now and it's great to know I helped people through giving blood whilst I was waiting to be a bone marrow donor. I decided to donate bone marrow

because it's the right thing to do. It was a great experience and I'm looking forward to the next time I'm called up."

For about 30 per cent of patients a matched donor can be found from within their family, but the other 70 per cent have to rely on a matched volunteer donor, identified through the BBMR. Stem cells are found in bone marrow and donors can be called either stem cell or bone marrow donors. ●



Church spreads donation word

Our partnership with faith groups is continuing with the launch of a new campaign aimed at encouraging Christians in the UK to incorporate blood and organ donation into their 'giving' culture and see donation as a personal gift.

Fleshandblood, a partnership campaign with creative agency KORE, marks

the first time we have worked with the Christian Church on a national initiative to promote blood and organ donation.

The two-year campaign will involve various denominations, organisations and festivals, and provide resources to equip individuals in their local churches to explore donation with their members and the wider community. ●

New donor loyalty scheme

You do an amazing thing when you give blood. Thanks to you, thousands of people are alive today who might otherwise have died. But how do we say thank you in a meaningful way? We decided to go around the country and ask donors what they do and don't like about our existing

awards system and how they would like their achievements to be recognised in the future.

The result is a new Loyalty Programme, due to be launched in Summer 2014. It's been designed by you, for you. Keep a look out over the coming months for more information. ●

Well done everyone!

In the last issue of *The Donor* we told you about our campaign to find 100,000 new donors in 100 days. Well,



thanks to you, we smashed that target on February 1st, two weeks before the Valentine's Day deadline.

When the 100 days were up, we had registered 119,907 new blood donors, a great result. This campaign has helped to tackle the drop in new young donors last summer. We rely on new blood donors to keep coming forward as we need 1,000 new registrations every day to replace those who can no longer donate.

To find out more about the success of this campaign go to pages 14-15. ●

The millionth miracle

One million patients around the world have benefited from a stem cell transplant since the first one was performed almost 60 years ago

The world's one millionth blood stem cell transplant (also called a peripheral blood stem cell or bone marrow transplant) last December is a milestone in its 56-year-long era of treating serious diseases. Patients with blood cancers like leukaemia and lymphoma as well as critical diseases such as sickle cell disease, spinal injuries and Parkinson's disease have all benefited from this treatment.

The millionth stem cell transplant was announced by the Worldwide Network for Blood and Marrow Transplantation (WMBT). We are a member organisation of WMBT, a non-profit scientific organisation promoting excellence in stem cell transplantation, stem cell donation

and cellular therapy.

"One million transplants is a milestone that may surprise many people, because blood stem cell transplants were viewed as a rare procedure until the last decade or so, but important discoveries—and the vital cooperation of many scientists and physicians around the world—have dramatically improved outcomes for patients who undergo stem cell transplantation," says WMBT president, Dietger Niederwieser.

First stem cell transplant

The first blood stem cell transplant was reported in 1957 by Dr. E. Donnall Thomas. He received the Nobel Prize in 1990 for pioneering the use of this innovative approach

to treatment of leukaemia and other life-threatening diseases.

By the late 1960s, as the understanding of matching patients with donors evolved, physicians were performing successful transplants, using blood-forming stem cells from sibling donors. The first were carried out in the United States, Holland and France.

In 1973, the first successful transplant between two unrelated people occurred in New York, when a young boy received a transplant from a donor identified as a match through a blood bank in Denmark. In 1988, the first successful cord blood transplant was performed in Paris using stem cells from the umbilical cord of a newborn baby.

Selfless donors

Since then, there has been a huge rise in all types of blood stem cell transplants, most of these from unrelated donors. The reason for this? The generosity of more than 20 million voluntary stem cell donors worldwide who selflessly donate when they are called on to save the life of a patient somewhere in the world. Today, unrelated transplants are often as successful as those that use family donors.

More than 70 malignant and non-malignant diseases are currently treated as a matter of course with blood stem cell transplantation. ●

Why stem cells are special

Stem cells have several unique properties that distinguish them from other cells:

- They are unspecialised
- They can multiply or self-renew, which means they can replenish themselves for long periods of time by dividing
- They can differentiate into specialised cells such as a nerve or heart cell. ●

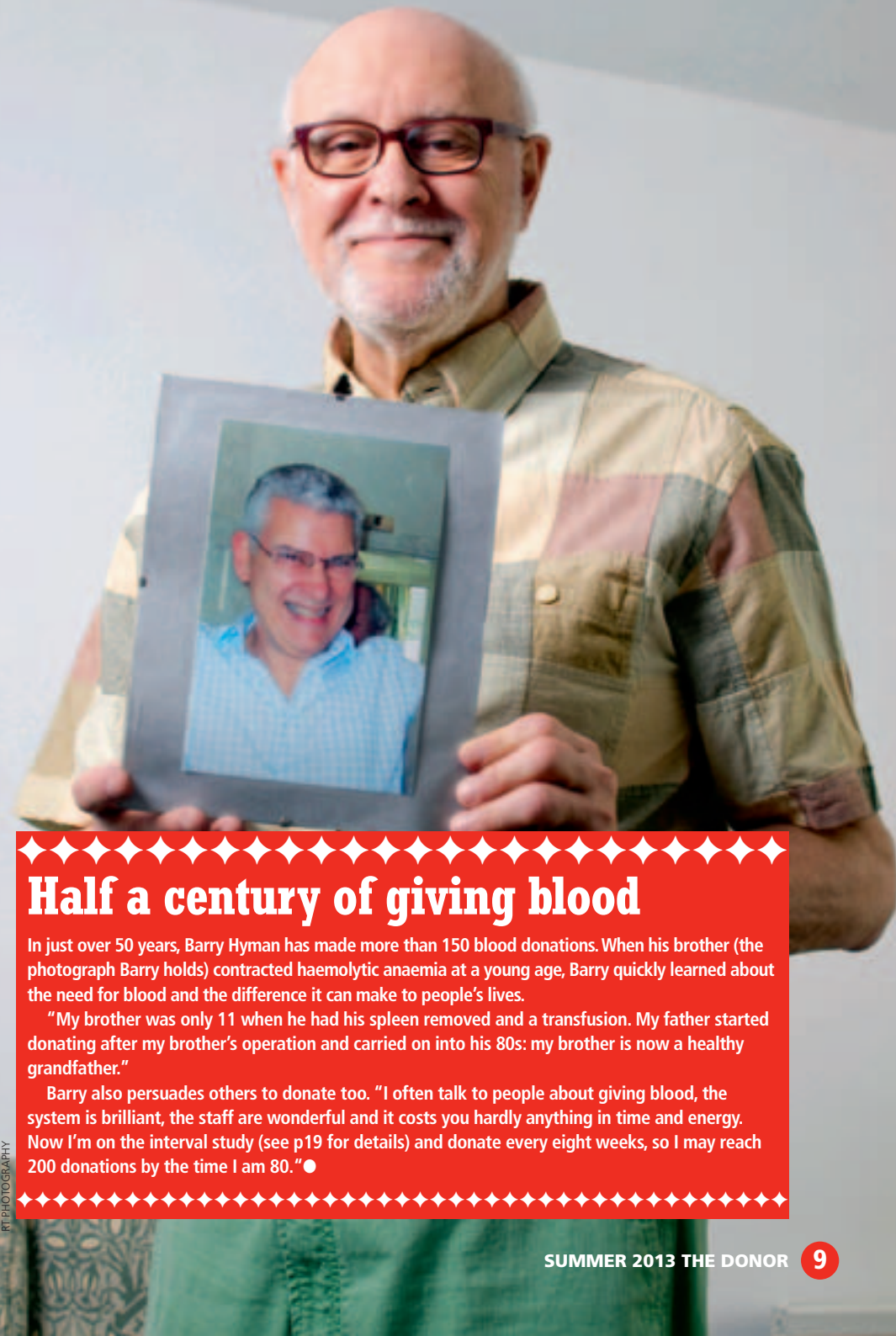


A stylised view of a stem cell

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TWITTER <http://twitter.com/GiveBloodNHS> <http://twitter.com/NHSBT>



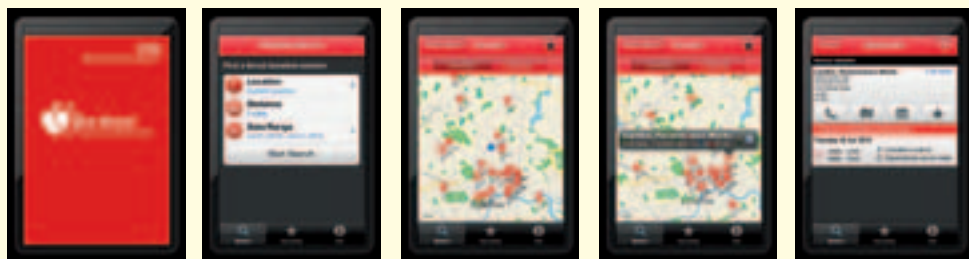
Half a century of giving blood

In just over 50 years, Barry Hyman has made more than 150 blood donations. When his brother (the photograph Barry holds) contracted haemolytic anaemia at a young age, Barry quickly learned about the need for blood and the difference it can make to people's lives.

"My brother was only 11 when he had his spleen removed and a transfusion. My father started donating after my brother's operation and carried on into his 80s: my brother is now a healthy grandfather."

Barry also persuades others to donate too. "I often talk to people about giving blood, the system is brilliant, the staff are wonderful and it costs you hardly anything in time and energy. Now I'm on the interval study (see p19 for details) and donate every eight weeks, so I may reach 200 donations by the time I am 80." ●

RT PHOTOGRAPHY



Do-it-yourself online

Our online blood donor session system is going self-service in July. This means you'll be able to not only find and book a session time that suits you, but amend it easily and quickly wherever you are and without having to wait for confirmation.

We have spoken to many of our donors and know that most of you want a service that you can access

We know you are busy people so we have made our booking service even easier

online at work, on your mobile and at home. The success of the session searcher mobile application has resulted in more than 100,000 downloads since its launch, proving that making online services 'smarter' results in better access for everyone.

Better interaction

New developments to our software mean that you will soon be able to find a session and save a real-time appointment booking. The new system is optimised for use on tablets and mobiles, making communication and interaction as simple as possible.

You will first need to register as a blood donor online. You will then be able to update your personal information and contact details so that you can easily stay in control of your very own donor profile. By updating your own information instantly, we hope we can provide a better,

"The success of the session searcher mobile application has resulted in more than 100,000 downloads since it's launch"

quicker and more up to date service to you, our loyal donors. We have listened to feedback and will be improving our mobile apps to provide real-time booking, support for Windows Mobile and a more personalised mobile service. ●

Going mobile

This self-service system means you can:

- Register as a donor
- Make real-time donor session bookings
- Change session bookings
- Update personal/contact details
- Receive automated confirmations of bookings
- View your personal session history. ●

From July you will have access to a wider range of services through your computer, mobile or tablet

Help for dry eye patients

Dry eyes are uncomfortable but sufferers are finding relief from a treatment that uses their own blood to make artificial tears

Dry eye syndrome (DES) affects around three per cent of people in the UK. It happens when the tear glands can't form or maintain a normal tear film on the surface of the eye. This film acts as a lubricant, enabling us to blink and close our eyes comfortably. It also keeps the cells on the surface of the eye healthy - these are essential to repairing and maintaining the cornea.

DES can result from damage to the tear glands or neurological problems that affect the eyelids. It tends to affect people over the age of 60, but it can affect younger people. It is also more common in women than men.

Special treatment

Most people affected by DES can manage the condition by using simple eye drops available from the chemist. In more serious cases, surgery may be needed. For a small number of patients though neither of these options works adequately. These patients can suffer from severe pain, recurring eye infections and reduced quality of vision which affects their quality of life.

We have been working with ophthalmologists for many years to provide a special treatment for



to give blood. If they are, they will go along to a blood donor centre where their blood is collected into a special type of blood pack.

This is then taken to a blood centre, where it is separated into red blood cells and serum. The serum is then diluted with saline and transferred into sterile glass dropper bottles, ready to be frozen.

these patients. We can prepare artificial tears from their own blood, which is effective because blood contains many of the same substances found in normal tears.

Giving blood

Unfortunately not all patients with DES are suitable for artificial tears. Patients must be healthy enough

These little bottles are issued to the patient to store in their own freezer at home. Each day, they thaw out one bottle and apply the eye drops as required.

The number of patients using these artificial tears is growing rapidly. By the end of 2012 there were more than 200 patients receiving this treatment. ●

Prevention

If you suffer from dry eyes, you may be able to ease or prevent the symptoms by:

- keeping your eyes and eyelids clean and protecting them from the environment
- using your computer or laptop correctly to avoid eye strain
- using a humidifier to moisten the air
- avoiding air conditioning or sitting directly in front of a fire
- eating a healthy diet that includes flaxseed oil and omega-3 fats

[ref: www.nhs.uk]

If your symptoms persist, you should contact your GP for further advice. ●

Proud to finally be a donor

Three years ago, Simon and Jane Goodfellow, both 39, were part of the 96 per cent of the eligible population who don't donate blood. They had never made a blood donation and the thought of needles sent a shiver down Simon's spine. But, in October 2010, a visit to their doctor changed everything.

The Goodfellow's twins, Kyle and Lydia, had just started school, but it soon became clear that Kyle wasn't well. He began to get dizzy and tired and complained he did not want to go to school. At first the family thought Kyle had a virus, or was even being bullied, but eventually they took him to the doctor. To Simon and Jane's horror, the diagnosis was Acute Lymphoblastic Leukaemia (ALL).

"The doctor was absolutely amazing and knew what it was straight away. It was very difficult to get our heads around it. ALL has an 85-90 per cent cure rate but we were worried about the 10-15 per cent where there is nothing they can do," says Simon.

Rare disease

ALL is very rare and survival rates are improving, but the disease still killed about 60 children under 15 in 2010. Up to one in four suffer a relapse and there are often harsh side effects from the powerful chemotherapy treatment.

The first 12 months were hardest. "Jane was off work

When their little boy needed blood to help him survive leukaemia, parents Simon and Jane realised they had to stop making excuses and start donating blood themselves



Jane and Simon with twins Lydia and Kyle

for a lot of that time. Kyle is very determined and never upset but he had to endure 12 months of chemotherapy and steroids," says Simon.

During treatment, Kyle needed

four units of whole blood and two platelet transfusions. Simon will never forget their impact.

"He went from being very, very poorly, non-responsive and out of it completely to coming back to

life. His face changes literally as the blood or platelets are going in, from a grey almost ghostly face to pink."

Kyle is now taking steroids as part of the maintenance phase of his treatment. He's back at school and, with the help of his sister Lydia, has been able to catch up with the work he missed.

Close bond

Says Simon, "Lydia has been brilliant really. She was a shy little girl but she has had to be her own person. Now, she is more confident. She has done well at school and helped Kyle to keep up with her. They have got a bond. They are almost literally attached at the hip!"

Kyle's treatment is scheduled to finish in March 2014 as long as there are no setbacks. However, he is still very weak and needs to be monitored constantly.

"The most likely thing to happen is that he gets an infection. A common cold is potentially life-threatening to Kyle," says Simon.



The Goodfellow family know the benefits of being a donor and a recipient

No more excuses

Before Kyle's illness, Simon and Jane had a list of excuses for why they had never given blood: fear of needles, fainting, rejection and the assumed hassle of registering to become a donor. But a year after Kyle's treatment began, Simon and Jane decided to put their excuses to one side.

Says Simon, "It's been one of

those things that I have always wanted to do but I had nothing that inspired me. It took Kyle's diagnosis to spur me and Jane on."

Simon did faint after his first donation and still has a fear of needles but he gave two whole blood donations then quickly moved on to donating platelets at our Stoke donor centre. Jane went to a nearby mobile session and has already made four donations.

The couple have also started to encourage their friends on social networks and their colleagues at work to donate.

Says Simon, "To others I'd say don't let anything get in the way. Don't use basic excuses like time, as you can make time. Whatever we have going on in our lives we go and do it. There's nothing to worry about, it's not painful."

"Thank you to everyone who contributed to Kyle's early treatment needs. We feel like we have wasted years of blood and I wish it didn't have to take something like this to start giving." ●

What is Acute Lymphoblastic Leukaemia?

One third of all childhood cancers are leukaemia, with approximately 400 new cases in the UK each year. About 300 of these are Acute Lymphoblastic Leukaemia (ALL).

Leukaemia is a cancer of the white blood cells. In a child with ALL, the bone marrow makes too many immature lymphocytes (a type of white blood cell). These immature cells fill up the bone marrow and stop it making healthy blood cells. Children with ALL have a high risk of infection and may also develop anaemia and bruising.

The exact cause of ALL is unknown. Chemotherapy is the main treatment for ALL alongside a combination of steroids. The aim is to destroy the leukaemia cells and enable the bone marrow to work normally again. The treatment is given in several phases starting with intensive treatment, then a period of maintaining the remission and preventing the spread of leukaemia cells into the brain and spinal cord, and finally the maintenance treatment which continues for up to three years. ●

WANTED: 200,000 more donors

In National Blood Week this year we focused on recruiting more young blood donors and welcoming back lapsed donors

In National Blood Week we kept up the momentum of 2012 when we successfully coped with the challenges of the Queen's Diamond Jubilee and the Olympic and Paralympic Games. The theme this year, "Know Blood, Give Blood", was all about encouraging new and returning donors to step forward and give blood. We know there has been a 23 per cent drop in active donors over the last decade. We want more people, especially young people, to come forward and also to welcome back those who want to return to donating.

The NHS needs 200,000 new registered blood donors every year to keep donor levels stable and research shows that a lack of knowledge about the process could be holding people back from giving blood. So this year's National Blood Week (June 10th–16th)

aimed to open up every aspect of blood donation, the facts, the figures, and the did-you-knows.

Challenge

Registered donors often go many months between donations. For example, of people who have given blood, 72 per cent last donated more than two years ago. Meanwhile nine per cent of people say they don't have time to give blood. You can see the challenge we face, but we are confident we can change donors' behaviour, especially if our active donors help us to spread the word.

We've been encouraged by the huge success of our '100,000 new donors in 100 days' campaign. We were concerned at falling numbers of young donors and set ourselves a target to find 100,000 new donors in 100 days, focusing on 17-

"We need to recruit new donors, in particular young ones, to ensure a healthy donor base and blood supply for the future"

24-year-olds.

The campaign launched on November 7th. We teamed up with the cast of *Hollyoaks* and Red or Dead designer Wayne Hemingway, who produced limited edition t-shirts with the slogans "Blood Brother" or "Blood Sister". There was national and local media coverage plus plenty of social media activity, including a Twitter competition #100k100days with specially designed t-shirts as prizes.

Celebrity support

We had celebrity endorsements from Amanda Holden and Jack



Whitehall on Twitter whilst videos were posted online from McFly's Tom Fletcher and *Britain's Got Talent* finalists, boy band Reconnected.

To our delight we reached the target two weeks early, but we kept on with the push and by the end of the 100th day, February 14th 2013, 119,907 new donors had been registered. But there is still more to be done.

Thank you!

A big thank you to everyone - those who signed up, who spread the word, our staff, the celebrities who got involved and the general public for their support.

NHSBT's Jon Latham says, "We're delighted with our successful campaign work over the last year and we wanted this year's National Blood Week to keep the momentum going and be bigger and better than ever.

"We need to recruit new donors, in particular young ones, to ensure a healthy donor base and blood

Last year's campaign (clockwise from far left): The cast of *Hollyoaks*; McFly's Tom Fletcher; Birmingham Students (back left to right) Jordan Smith, Philippa Williamson and James Baldry with recipient Abdul Alim (front); Results for the '100,000 donors in 100 days' campaign; Loughborough College students with recipient Jonny Brackstone (left).

supply for the future.

"There are also lots of donors who do not donate regularly or have donated a few times and then stopped and we'd love to welcome these people back to regularly donate."

During National Blood Week we ran recruitment events across

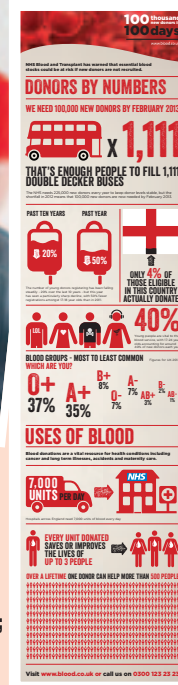
England and North Wales and worked hard to secure media coverage and to get people talking about blood donation on Facebook and Twitter. We also teamed up with Paramount Pictures to 'Help Save Humanity', when the much anticipated film, *World War Z*, hit cinemas on June 21. ●

Giving the gift that costs nothing

In November last year we decided to capitalise on the Christmas spirit and urged people to 'Give the Gift That Costs Nothing, Give Blood'. The result was just over 2,000 new donors signed up.

Then in March we launched 'Step Up, Sign Up, Share', a special activity week to recruit new young donors. There were events at colleges and other venues across the country, and more than 2,400 donors signed up. We encouraged our new donors to share their experience through their Facebook and Twitter accounts.

- Facebook: www.facebook.com/NHSBlood
www.facebook.com/organdonationuk
- Twitter: <http://twitter.com/GiveBloodNHS>
<http://twitter.com/NHSBT>. ●



A message from the heart

Last autumn, a young man called Will Pope was at the centre of an *ITV Tonight* documentary focusing on the shortage of donated hearts for transplant. Viewers saw how Will's failing heart had drastically changed his life and how urgently he needed a transplant to survive.

Will's story triggered a huge response from viewers, and ITV, encouraged by Will's family, decided

"Viewers saw him recovering from a transplant in Harefield Hospital after he received the heart he so desperately needed"

to run a high-profile and inspirational campaign to raise awareness of organ donation and encourage people to sign up to the NHS Organ Donor Register (ODR).

From the Heart

'From the Heart' aired in February, and Will appeared once again in a *Tonight* documentary. But this time viewers saw him recovering from a transplant in Harefield Hospital after he received the heart he so desperately needed.

Will's parents Rosie and Philip see such campaigns and programmes as vitally important in changing public attitudes towards organ donation.

Every day, an average of three people die because a donated organ cannot be found for them. In February ITV ran a campaign, 'From the Heart', to draw attention to the plight of patients on the waiting list and to encourage people to sign up to the Organ Donor Register. We go behind the scenes



"It was tough for Will being in the first *Tonight* Programme," they say.

"We, and ITV, had expected it to follow the journey of Will's transplant, to raise awareness of the need for more organ donors. In the end the story was very different, following Will waiting for a heart, and his

physical deterioration - the harsh reality for so many. Will was lucky and was recovering when the second programme was filmed.

"The public response has been amazing with so many signing up (to the Organ Donor Register) and we are so grateful to everyone



Right: Alexandra Burke and her mum Melissa talk with Dermot O'Leary



involved, especially the media and the people who made it happen. And most of all to the donor and their family to whom we will forever be indebted. We hope that the campaign got people talking and that eventually it will become normal to be a donor."

More support

Daybreak, *This Morning*, *Loose Women*, regional news and national

news programmes all supported the 'From the Heart' campaign. There was also an hour-long documentary and an entertainment show.

Donor families, transplant recipients and individuals waiting for an organ transplant shared their stories and encouraged people to join the ODR. Hospitals around the UK opened their doors to TV cameras to demystify organ donation and show just how important organ transplants

are. Viewers also saw for themselves the sadness faced by those families left behind when a loved one dies before an organ becomes available and how much pride donor families feel in saying yes to organ donation.

Donor family's story

Diane Cole and her husband Roger spoke movingly about donating their daughter Charlotte's organs after she died in a riding accident. Diane says, "The ITV campaign meant an awful lot to our family. We had amazing feedback and lots of people told us they had signed up to the Organ Donor Register after hearing our family's story. We felt happy watching the piece on the TV and remembering what Charlotte has done for the people who received her organs."

'From the Heart' was also given the celebrity treatment with Dermot O'Leary fronting an entertainment show focusing on organ donation. *X Factor* winner Alexandra Burke and her mum Melissa talked about

Watch out for National Transplant Week

This year's National Transplant Week runs from Monday July 8th to Sunday July 14th. During the week we and many other organisations that support organ donation and transplantation will be asking people to join the NHS Organ Donor Register and to pass on the message to their loved ones that they want to be a donor.

You might see a famous person or two having a conversation about organ donation. There will also be plenty of fantastic films to view, made by people across the UK for our 'Organ Donation Through a Lens' film competition.

To find out more and to download campaign materials to display in your workplace visit: www.transplantweek.co.uk

► Melissa's continuing wait for a kidney transplant.

Celebrity support

Celebrities also tweeted their backing for the campaign and the popular

"We need people to talk about organ donation, commit to it, and tell those around them that they want to donate"

hand/heart gesture became a sign of support. Meanwhile viewers took to twitter in their thousands using the hashtag #fromtheheart.



Left: Heart transplant recipient Will Pope.

Above: ITV's From the Heart presenter Dermot O'Leary

register but had forgotten or simply wished to update their details and preferences.

The response to 'From the Heart' was unprecedented. Over 146,000 people across the UK went online to register their wishes to become an organ donor. This figure translated to 61,900 new registrants, as many of those responding were already on the

Sally Johnson, director of organ donation and transplantation, says, "We're very grateful to ITV for running such a high profile campaign

on organ donation and to everyone who shared their story. We need to see a revolution in the way people think about organ donation as consent rates still lag behind much of Europe. We need people to talk about organ donation, commit to it, and tell those around them that they want to donate.

"Then if they later die in circumstances where they could be a donor, there will be less of a chance that their organs will go to waste.

"If we are going to save more lives and stop three people dying every day in need of an organ transplant, we want people to join the Organ Donor Register and to tell their loved ones their wishes and to be proud at the thought of potentially becoming an organ donor."

To join the Organ Donor Register visit www.organdonation.nhs.uk or call 0300 123 23 23. ●

Involving everyone in organ donation

In the past 12 months, more than 3,100 lives have been transformed by deceased donors. This is thanks to the NHS hitting the target of a 50 per cent increase in deceased organ donation set by the Organ Donation Taskforce in 2008.

But there is more to do. Black and South Asian people are three times more likely to need an organ transplant than the rest of the population. Yet only a small number of deceased organ donors come from these communities each year. This matters because it is easier to find tissue matches if donor and recipient share similar ethnic backgrounds.

To increase support for organ donation, since February we have been running a series of faith events for black and South Asian communities in London and Greater London. Venues have included Sikh gurdwaras, temples, mosques and black churches, with events staged around key religious festivals.

A summit also took place in May, bringing together representatives from several faiths. They discussed organ donation within their communities and what they can do to generate more support. The events resulted in hundreds signing up to the Organ Donor Register. ●



Donors help in important new study

The INTERVAL study is a groundbreaking project, involving 50,000 donors, to find out the optimum frequencies for blood donation

Tailored blood donating could become a reality as cutting-edge research is currently underway to see if the length of time between donations can be personalised.

The current length of time people are advised to leave between donating blood is 12 weeks for men and 16 weeks for women. But every donor is different and some may be able to give blood more or less frequently.

Taking into account aspects such as age, weight and inherited factors, the INTERVAL study is looking at up to 50,000 blood donors across the country to see if blood donating can benefit from a more personalised approach.

Thousands of donors recruited

Already 30,000 donors have been



recruited for the study, enrolled at or near our 25 donor centres.

It will be a few years before results start to emerge but the study, which is the first of its kind in the world and being run in conjunction with the Universities of Cambridge and Oxford, has the potential to shape the future of blood donation both here and abroad.

An interval between blood donations minimises the risk of

donors becoming iron deficient. However, there is currently no conclusive evidence on how frequently different donors should donate. The INTERVAL study will address this by comparing iron levels in donors who have donated more or less frequently.

Different frequencies

Donors taking part in the research are asked to give blood at different frequencies, with some men donating as regularly as every eight weeks and women as often as every 12 weeks.

Julie Taylor, 51, from Woodseats, Sheffield, who is a donor carer supervisor at the Sheffield donor centre was the very first donor to sign up to the study there.

"I hope it will make a difference for blood donors because many of our donors at the centre have often said that they would like to give blood more often but up until now have not had the opportunity. I am also very keen myself to donate as frequently as possible due to the fact that my own father has been a recipient which saved his life," says Julie.

She adds, "The study is a valuable and exciting opportunity to make the blood service the best it can be and it gives you a sense of pride to be giving even more to the patients who need blood products." ●

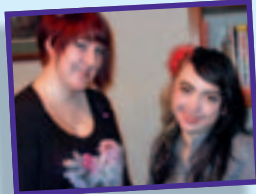
Want to join in?

Recruitment for the INTERVAL study is still taking place at our 25 donor centres across the county. Donors who are interested in finding out more can visit www.intervalstudy.org.uk or to sign up, simply ask a member of staff at your local donor centre when you next donate. To find out where your nearest donor centre is, visit www.blood.co.uk.

★★★★★★★★★★★★★ **STAR LETTER** ★★★★★★★★★★★★★★

A father's thank you

Last December my daughter Hannah, who has cystic fibrosis, was called in for a bi-lateral lung transplant at Papworth Hospital. During this time you



find yourself looking around in wonderment at the level of skill and dedication of staff and the technology that is available, saving the life of my daughter. I saw at least six units of B Rh negative blood and platelets being used for Hannah. No doubt there were many more units that had been used when I wasn't there. Being a blood donor I have always thought that my be doing some good somewhere, I never in a million years thought on to witness the 'other end' of the donation process. To go from the tre to a critical care bed and see another human life receive blood and emotional event.

As a parent of a daughter whose life has been changed, I cannot thank my fellow blood donors or NHS Blood and Transplant enough. I am privileged and honoured to even play such a small part. Thank you! Hannah was visited by her friend Hayley during her stay and we came to learn that Hayley's mum is a blood donor nurse at the centre I attend! Some things are just meant to be you know.....?

DAVID ALLEN, BY EMAIL

EDITOR'S RESPONSE: *Thank you for sharing your lovely story. It's great to hear your daughter received her transplant and we hope she is doing well. The fact her friend's mum is a donor carer.... it is a small world after all!*

A Star Letter is chosen for every issue. The winner will be invited to a behind-the-scenes tour of a Blood Centre. He or she will don a white coat and see what happens to a donation of blood. (You must be 16 or over.)

★★

This is your chance to tell us your news, views and interesting or unusual donor stories. Write to The Editor, The Donor, NHSBT Colindale Avenue, London NW9 5BG or email thedonor@nhsbt.nhs.uk

Friendly voice

How nice to see the staff from the Blood Donor Helpline on page 24 and 25 of the Winter 2012 edition of *The Donor*. My family appreciate that these anonymous people do a wonderful job and are probably never really thanked for it. We

regularly have Matthew or Nick sort out our appointments, but there have been others who have dealt sensitively in the past with our medical-related enquiries.

SUE FRYER, BY EMAIL

EDITOR'S RESPONSE: Thanks Sue for your lovely comments. I have passed them on to the team, who are always happy to help.

[Back to donating](#)

I was a blood donor some years ago, but gave up because I was always too busy rushing about and had felt faint a number of times. More recently I slowed

down and began donating again. I was pleased that in the Queen's Diamond Jubilee year I reached my 60th birthday and two weeks later, made my 60th donation. The encouragement to drink a glass of water before donating and to exercise leg and buttock muscles during the donation help to prevent me feeling faint.

HEATHER YOUNG, BY EMAIL

EDITOR'S RESPONSE: Well done on achieving your 60 donations in such a special year. It's good to hear that drinking and exercising help you. Keep up the good work.



Parveen's message

Mother-of-four Parveen Awan (pictured) first gave blood after her son Faizan (pictured) needed major surgery when he was three years old. Faizan, now 27, had kidney failure and has since gone on to have two transplants.

Parveen says, "It prompted me to think: 'Where is this blood coming from and whose is it?' I then started looking into it and decided to donate. My mother was worried that I was too slim to donate, but I told her not to worry because you get a biscuit afterwards so that will help me put on weight! My attitude is, it doesn't affect me to give blood but for someone who needs it, they might die without that transfusion."

She adds that although her experience has always been very positive, “I remember at the first blood donor session I went to, out of everyone present there was only me and one other Asian donor. That just made me realise how great the need is for more donors from the Asian community.” ●

▶ Extra tests idea

In these days when 63 per cent of adults in the UK are overweight or obese, why not provide some additional donor blood tests, once a year, for blood glucose, cholesterol and triglycerides? I know one could ask one's GP to do these tests, but how many of us do?

JOHN TINKLER, BY EMAIL

EDITOR'S RESPONSE: We have considered doing this kind of thing in the past in order to give something back and encourage blood donation. However the details are complex. Firstly it is

difficult for us to act on the results and appropriate action needs to be taken by the doctor ordering the tests. In the NHS the results would need to be fed back to the GP and we don't collect GP addresses for the majority of our donors. We would also need GPs to want us to do this on their behalf as the responsibility and funding for this activity in the NHS lies with them. Just four per cent of people donate blood so if we did this we would only be providing this 'improvement' for a small minority of the

population. However we do review this position regularly.

Real life experience

I have been donating for 30 years without question of who gets my blood or what it's for. Recently I discovered a neighbour had cancer and needed blood. He said that without it he would have died. I'm glad that what I do can have a real impact on someone's life.

PHILLIP MERCY, BY EMAIL

EDITOR'S RESPONSE: Thank you for reminding us why giving blood is so important. ●

IS IT TRUE THAT...**We reply to some of your questions about donating**

Q I went to give blood last week and was very pleased to try out the new chairs as I have a back problem. I am curious to know what has happened to the old beds.

A We support the work of the Global Blood Fund that helps with blood collection, equipment and education in Africa, Asia, the Caribbean and South America. We provide equipment that is no longer needed here, like the 500 donor beds that we've replaced with new donor chairs. These beds will be put to good use by blood transfusion services in a number of African countries.

Q Is there a Facebook page or Twitter feed for NHS Blood and Transplant? I want to link it to my other social media accounts to let people know I am a blood donor.

A NHS Blood and Transplant has the largest Facebook page for any blood service in the world with almost 250,000 fans. You can follow us on www.facebook.com/nhsblood. We also have an account for organ donation at

www.facebook.com/organdonationuk. On Twitter you can follow us on @GiveBloodNHS, @NHSOrganDonor and @NHSBT.

Q I have heard in the news that the government is to sell off Plasma Resources UK Limited (PRUK). Will the blood I donate for free be sold for a profit?

A No it won't! We collect blood from voluntary donors in England and North Wales and we supply blood components (red cells, platelets and frozen products) to hospitals on a not-for-profit basis by setting prices that recovers our costs only. The Department of Health has announced that it is seeking private sector investment in PRUK through the sale of the majority or all of the shares in the company. PRUK is a separate business, owned by the government, and is not part of NHS Blood and Transplant. Neither the blood from our donors, nor the resulting blood components, are supplied to PRUK.

Q I keep hearing adverts and campaigns appealing for young people to become blood donors. Does this mean you don't want people over 30 giving blood any more?

A Not at all. We admire all our donors no matter what their age or how long they have been donating. The reason we appeal for young people is to make sure we replenish the donor base so that when people stop giving blood for whatever reason, we have new donors coming in their place. We appeal for young people in the hope that they will make a lifelong commitment to donating blood.

Q I hear radio adverts when I'm driving home asking for more people to donate. Don't you have enough blood stocked up?

A I'm afraid not as blood does have a limited shelf life. Red cells have a shelf life of 35 days and platelets can only last seven days. Therefore it's vital that we manage stocks carefully to cope with demands. ●

**Rare and precious**

Providing blood for patients with rare blood groups (often less than one per cent of the population) or patients whose blood contains multiple antibodies can be a real challenge.

This year we have already had a number of cases which required us to search for particularly rare blood types and call in donors to help specific patients. One example: Dr Rekha Anand, a consultant in transfusion medicine, had a patient with sickle cell disease in London who required ten units of fully matched blood for an exchange transfusion and another three units for planned surgery afterwards.

"We knew that finding blood would not be easy - we could not just pick something up from the shelf," she says. Sickle cell disease is a genetically inherited blood

Not every patient can be given blood off the shelf. That's why people with rare blood groups are so valuable as donors

disorder in which the red blood cells, which carry oxygen around the body, develop abnormally. It is commonly seen in black and Asian minority ethnic (BAME) populations. Patients with sickle cell disease need repeated blood transfusions, which can cause them to produce multiple antibodies. This means they need perfectly matched blood to avoid triggering a potentially fatal reaction.

Sickle cell patient

When a request like this comes in, we first try to find liquid units that match the patient's blood type, but if none are available then we search

our stocks at the our Frozen Blood Bank in Liverpool. In the case of this sickle cell patient we had frozen units in stock, but not enough of them so we searched our donor database for suitable donors.

Staff contacted those who had a blood type that completely matched that of the patient and, as usual, they responded to the call. Dr Anand says, "We would like to thank the many donors who gave their precious time and went out of their way to attend donation sessions, despite the bad weather during the first three months of the year. Some battled through snowdrifts and attended sessions

that they wouldn't normally go to. Thanks to our donors, we managed to obtain all of the blood that was required. We are always grateful to all our donors for their continuing support but we are particularly grateful to those who go out of their way to help us at short notice."

More donors needed

Less than four per cent of blood donations come from black, Asian and minority ethnic communities (BAME).

However, these communities are more susceptible to conditions such as sickle cell anaemia and thalassaemia that require regular blood transfusions. As BAME communities in major cities continue to grow, we are increasing our efforts to recruit blood and organ donors from there.

We have an Inclusivity Marketing Group (IMG) which focuses on building awareness of donation amongst BAME communities. The IMG's role is to direct and oversee the recruitment and retention of blood and bone marrow donors



Dr. Anand says rare blood donors make a vital contribution in treating conditions such as sickle cell disease

from these communities. Members of the IMG come from various departments and they work with many different organisations and charities such as the African Caribbean Leukaemia Trust, Islamic

Unity Society, Ahmaddiya Muslim Association, Church of Latter Day Saints, the Sickle Cell Society and many more.

Thank you to donors

Recent cases, such as that of the sickle cell patient in London, have highlighted the importance of securing donations from BAME donors and other donors with a rare blood type. These are precious donations that can be required for very sick patients on a regular basis or at very short notice for emergencies. Dr Anand says, "Time and time again our donors step up to the mark. We are so grateful to them and want them to know that, as usual, their blood has helped to save and improve many lives – so thank you." ●



A call to the BAME communities

Requests for rare blood do not come in every day, but fresh and frozen stocks need to be balanced. Every donor is important to us of course, but we do need more potential donors to come forward, particularly from black, Asian and minority ethnic communities. If you are already a rare blood donor, please keep up your good work. You really do make a difference. ●

PARTNER CHARITY

All in a good cause

In 2011 our staff voted to make The Cystic Fibrosis Trust our charity partner

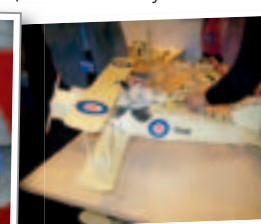
Each week two young people will die as a result of cystic fibrosis (CF) and only half of those with the disease are likely to live past their 41st birthday.

But thanks to the work of the Cystic Fibrosis Trust and other organisations and the development of new treatments, a baby born with CF today can expect to live longer. The Trust's ground breaking

more raised more than £11,000. We have Charity Champions based at all our centres around the country. These are members of staff who promote CF Trust and are

staff in Birmingham and sold in aid of the charity.

Other fundraising events have included a nationwide Big Cake Bake, a festive fun day and a rowing



Our staff have been baking, making and recycling for the Cystic Fibrosis Trust

gene therapy research is leading the world and making encouraging progress, pointing to a brighter future for sufferers.

Since we began our charity partnership, our staff have been baking, raffling, rowing, running and recycling to help raise as much money as possible. In 2012 alone, donor carers, blood centre staff, office support workers and many

at the forefront of all fundraising efforts as they push to raise as much money as possible.

Innovative ideas

A set of handcrafted toys was amongst the innovative ideas staff conjured up to raise money last year. Cars, trucks, toy catapults and a biplane piloted by brave teddy bears were made by a member of

challenge where staff rowed a whopping 272 miles, the distance from Newcastle to the Olympic Stadium in London, on rowing machines. There were also leg waxing and quiz afternoons.

As well as getting creative, our staff have signed up to a scheme called Pennies from Heaven, where the odd pennies on people's payslips are donated to the charity. Hundreds of pounds have been raised so far from this scheme and by gift aiding contributions an extra 28 per cent has been added to the total raised.

With more fundraising events planned for the rest of 2013, it is hoped that the money raised will help bring the charity's ultimate goal one step closer and remove the threat of early death posed by this disease. ●

What is Cystic Fibrosis?

Cystic Fibrosis (CF) affects the internal organs, especially the lungs and digestive system, by clogging them with thick sticky mucus. This makes it hard to breathe and digest food. It is caused by a faulty gene that controls the movement of salt and water in and out of the body's cells.

CF is one of the UK's most common life-threatening inherited diseases, affecting around 9,000 people, and an estimated 100,000 around the world. With many CF sufferers needing life-saving lung transplants, the Cystic Fibrosis Trust shares a strong connection with our transplant work. Together we both strive to increase the number of organs available for patients who are unlikely to survive without a transplant. ●

How Sam ran back to health

Sam Roden had always been fit and healthy, regularly competing in triathlons and marathons. But in March last year, the 44-year-old Mancunian was suddenly struck down by acute pneumonia which became life-threatening. At one point his family were told he might not survive the night.

The father-of-two had to be put into a medically-induced coma and treated using an ECMO machine, which oxygenates blood outside the body, giving the lungs time to heal themselves. Sam spent four weeks in intensive care and needed more than 30 units of blood and blood products.

A marathon task

Sam made a full recovery – much to the relief of his wife Sarah and sons Jacob, seven, and one-year-old Joseph. He knew he wanted to do something to say thank you to blood donors and the team at Wythenshawe Hospital for saving his life. Then he had an idea.

"The first thing I saw when I recovered consciousness was television coverage of the 2012 London marathon. At that point I was only nine stone and couldn't even lift my legs, let alone get out of bed and run a marathon, but I vowed to do everything I could to get fit enough to run the 26 miles in 2013. I'm a pretty determined person, so when I set my mind to do something, I tend to do it!"

Super-fit runner Sam Roden nearly died when pneumonia struck.

But with the help of many blood transfusions and specialist treatment he is back on the road



Sam was personally congratulated by Richard Branson after crossing the finishing line in the 2013 London Marathon

But instead of asking sponsors for cash, Sam asked them to 'Pledge a Pint' and become blood donors.

Hundreds of pledges

Hundreds of people signed up to give blood in response to Sam's

campaign – and he rewarded them by completing the London Marathon in an amazing three hours and 20 minutes. Sam's time put him in the top ten per cent of runners on the day and he was personally congratulated by Virgin boss Richard Branson after he

"Sam hopes his 'Pledge a Pint' idea will be taken up by other patients who owe their lives to donated blood"



crossed the line.

Teaching consultant Sarah, who set up Sam's website and helped to promote his campaign through regional media, says, "It's quite amazing to think that Sam ran the marathon in such a great time when on that same day last year, he had only just managed to stand up for the first time since his illness."

So far, the Roden family have directly recruited more than 250 new blood donors through the 'Pledge a Pint' campaign and aim



Left: Sam with son Jacob and, above, with both sons Joseph and Jacob

to recruit 250 more to hit a target of 500 donors.

They are continuing the campaign with a 10k run in May, in which Sam and Sarah are running together, and Sam plans

to take part in an Iron Man event in August.

Sam hopes his 'Pledge a Pint' idea will be taken up by other patients who owe their lives to donated blood.

For more information or to get in touch with Sam, go to www.pledgeapint.co.uk or follow him on Twitter - @PledgeAPint ●

Who pneu?!

Donated blood can be used to treat pneumonia.

- **Pneumonia is an inflammation of the tissue in one or both of the lungs, usually due to an infection**
- **The symptoms of pneumonia can develop suddenly or may come on more slowly over the course of several days**
- **The inflammation of the lungs associated with pneumonia restricts their effectiveness and ability to oxygenate the blood**
- **As a result, transfusions of red cells and other blood products are sometimes needed to treat a patient suffering from pneumonia to boost their oxygen levels and aid recovery. ●**

Getting blood from donor to patient

Q What does the transport team do?

A We distribute blood and blood products in England and North Wales. When people donate blood at any of our sessions, we arrange to move the blood, all the samples and all the documents to a stock holding unit (SHU) and then on to the designated manufacturing location. Our specially designed vehicles and containers keep all donations at a strictly monitored temperature.

Once the blood products have been processed and tested they

“The distribution of planned stock requirements for each hospital is the backbone of our service”

will then go back to the SHU where they will be stored until they are needed by hospitals.

We provide a daily delivery service to hospitals; this covers the distribution of planned stock requirements for each hospital and is the backbone of our service. This ensures that hospitals have a robust re-supply. The routine deliveries are supported by reactive ad hoc deliveries to meet the changing patient demands at the hospital.

We also undertake supporting



Collecting blood and delivering it to where it's needed is a complicated business. James Hutton, regional manager for our transport operations, explains how it's done

roles such as stock realignment around the country, stores deliveries and movement of specialist equipment.

Q Do the transport team work throughout the night?

A The team collect and deliver blood 24 hours a day, seven days a week, 365 days a year. Our drivers work a variety of shifts across a 24-hour period. We have a high demand for late evening work to collect blood at the end of each blood donor session. The unpredictable nature of the road network and other uncontrollable elements such as the weather can affect our working hours.

Q How does the team help patients?

A We ensure blood donation teams have suitable transport to get to their sessions and deliver blood products to hospitals. All the work that we do here in the transport team contributes to saving and improving patients' lives. While our tasks may seem simple, if we fail, the impact can be serious.

Q What is your typical day for you?

A As a transport operations regional manager my job is varied and never predictable. The London and South East

region covers a large area with a high population and many of the inner London teaching and specialist hospitals have a high demand for specialist products. Fortunately my team manage these daily requirements leaving me to concentrate on the strategic and developmental aspects of our service. I am involved in several projects at the moment including a transport management system that will provide us with better



Above: James with distribution and transport staff

Left: The vans deliver both blood and blood products

transport use and even greater operational efficiencies.

Working as part of a team and meeting the daily challenges that are associated with providing the best service we can, I believe we can all achieve the requirements of any task as long as we apply sufficient time, effort and will.

Q What are blue light events and what happens?

A Emergency blue light deliveries are essential deliveries undertaken either as a direct request from a hospital for a patient or when a routine order suddenly becomes urgent. For these deliveries we are able to use blue lights and sirens, allowing us to go through red lights and around traffic congestion where necessary.

We work in partnership with other emergency providers, Transport for London and local authorities to ensure our blood supply is maintained during large events in London such as the Olympics, as well as street parades and road closures. ●



Inside the blood delivery network

Blood is processed in five centres across England:

Colindale Filton Manchester Newcastle Sheffield

The transport team operate within three regions across England and North Wales. There's the Northern team, the Midlands and South West team, and the London and South East team.

We employ 303 drivers who are responsible for collecting and delivering approximately 2 million units of blood products every year. To do this they need 229 vehicles which, in total, travel more than 6 million miles over the course of the year. ●



Dr Gail Miflin
answers
questions
young people
may have
about blood
donation

Young people's donation questions

and will look after you on session. Most people do not find donating painful and it doesn't take long to take the blood we need.

Remember each donation can potentially save three lives.

Q Is there anything I can't do after donation?

You should feel fine and able to resume your normal activity as long as you feel well. Avoid heavy exertion for at least four hours. You should not give blood if you're undertaking a hazardous activity that day. We advise you not drink alcohol on the same day.

Q Can I be a donor if I have had a tattoo, piercing or use semi-permanent make-up?

If you've had any of the above or any cosmetic treatments that involve skin piercing in the previous four months you won't be able to give blood. But please contact us

once the four months are up. Other common reasons people cannot donate include feeling unwell on the day and if they have travelled to certain places in the last six months. If you have questions about eligibility visit the website www.blood.co.uk or call our Donor Helpline, see below.

Q What are the weight rules for women under 20 years old?

If you are a woman aged under 20 and weigh less than 65kg (10st 3lb) and are under 168cm (5' 6") in height, we need to calculate your blood volume. You can do this yourself at www.blood.co.uk/giving-blood/faqs/ under Who can give blood? If your estimated blood volume is less than 3,500ml you might be at increased risk of fainting so we ask you to wait until you are 20 before giving blood. ●

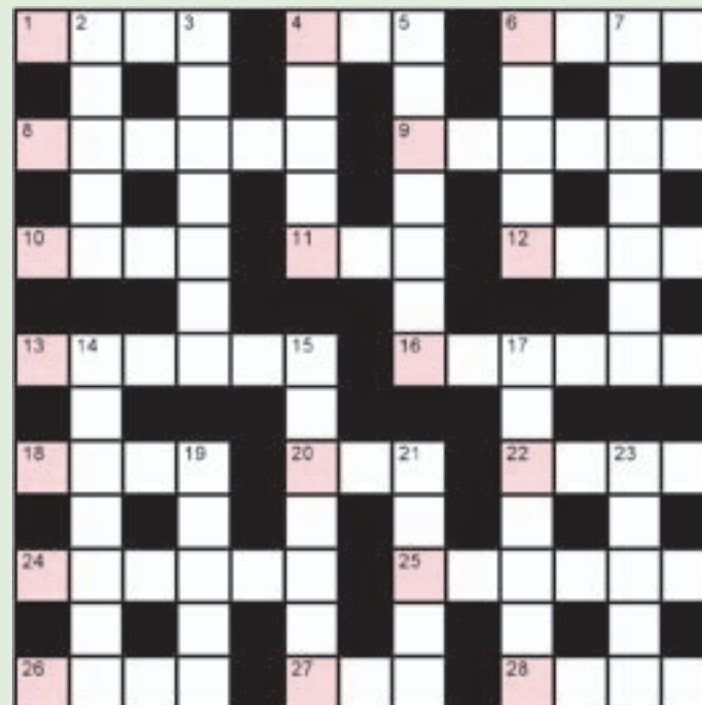
How to become a donor

- Sign up to become a blood donor at www.blood.co.uk or contact the Donor Helpline 0300 123 23 23.
- Most people can give blood. If you are generally in good health, age 17 to 65 (if it's your first time) and weigh at least 50kg (7st 12lb) you can donate. Women aged below 20 should check their eligibility (see above).
- Find your nearest session on the website or use the app for Android and Apple Smartphone and tablet devices – NHS Give Blood.
- It's best to book so please contact our Donor Helpline to book an appointment. You can also walk in to sessions.
- Once you've given blood, feel proud and please spread the word! Each donation can potentially save up to three lives.
- We also need people to donate platelets, to find out more visit www.blood.co.uk/platelets. ●

Complete the crossword. The initial letters of across answers spell out a four-word phrase, explaining the significance of June 14th. Send this phrase on a postcard or in a letter together with your name, address and daytime phone number to: Crossword Competition, The Donor, NHSBT, Charcot Road, London NW9 5BG. You could win an "Amazing" NHSBT prize. Answers and the winner's name will be in the next issue. All entries must be received by September 30th 2013.

ACROSS

- Act of cleaning (4)
- Rower's implement (3)
- OT book named after woman (4)
- Expresses mirth (6)
- West Midlands town (6)
- Alcoholic drink (4)
- Meadow (3)
- Get rid of (4)
- Plant (6)
- Proper (6)
- Barrier at entrance (4)
- Sphere (3)
- African river (4)
- Canadian capital (6)
- Hoodlums (6)
- Tot (4)
- Tree (3)
- Story (4)



DOWN

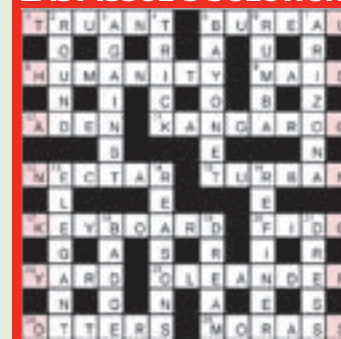
- Astonish (5)
- English artist (7)
- Bird (5)
- Footballer's punishment (3,4)
- Wild West show (5)
- Crime against state (7)
- Cock (7)
- Model representing scene (7)
- A hundred years (7)
- Domain (5)
- Bed aboard ship (5)
- Hungarian composer (5)

WE HAVE A WINNER!

Congratulations to Mrs Christine Minton from Reading, Berks, who successfully answered last issue's crossword.

The correct answer was: THANK YOU DONORS

LAST ISSUE'S SOLUTION



KNOW BLOOD GIVE BLOOD

www.blood.co.uk

Did you know around 200,000 new donors are needed every year to keep donor levels stable?

Hospitals in England and North Wales need around 7,000 units of blood every day to treat patients with a range of health issues. **Learn more about blood donation and sign up to be a donor.**

visit blood.co.uk or
call 0300 123 23 23



INFORMATION

Just call our 24 hour **Donor Helpline** and staff will answer your queries on all aspects of giving blood.

0300 123 23 23

Remember, you can call the Helpline to tell us if you have moved house or changed employers!

DON'T FORGET information is also available on our website.

www.blood.co.uk

If you are not a donor, please enrol now. Fill out the coupon below, place it in an envelope and send it to NHS Blood and Transplant, FREEPOST RRZG-KUKB-EUBE, 500 North Bristol Park, Northway, Filton, Bristol BS34 7QH, or call 0300 123 23 23.

Mr/Mrs/Ms/Miss	SURNAME
FIRST NAME	DATE OF BIRTH DD / MM / YY
ADDRESS	
POSTCODE	
DAYTIME PHONE No	MOBILE
EMAIL	

To give blood you need to be in good health, aged 17 to 65 and weigh over 7st 12lbs/50kg.

I would like to join the NHS Blood Donor Register as someone who may be contacted and would be prepared to donate blood. I understand that NHS Blood & Transplant (NHSBT) or its partners may phone, write or otherwise contact me with details of local donor sessions. I agree to the NHSBT holding my personal details on their donor database and processing this information as necessary for the proper administration of the NHSBT. MO6

