



National Blood Donation Day

B Positive Campaign



What is National Blood Donation Day?

- An exciting campaign launched last year by NHSF (UK) in association with the NHS Blood Donation Campaign
- Focusing on raising awareness on donating blood
- A day/week where you donate blood!
- Taking place on **Wednesday 6th November 2013**

Why Donate Blood?

- There is a serious shortage of blood supplies in the UK currently – specially of B- and O- blood types
- Only 2% of the South Asian community donate blood
- 25% of the South Asian community are blood group type B, compared to 9% of Caucasians
- In the case of patients requiring long term blood transfusion programmes (needing a lot of blood over a long period of time) it is beneficial to have blood which is as community matched as possible
- By donating blood you can save lives – one donation can improve or save the lives of 3 adults or 7 babies
- [NHSF \(UK\) BLOOD DONATION VIDEO](#)

What Next?

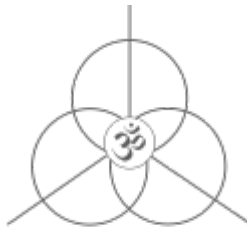
1. Sign up to the blood donor register
 - Get your committee AND chapter members to sign up to the blood donor register online
 - **Deadline: Sunday 20th October**
2. Book appointments with your closest blood donation centre
 - Contact your area representative to book appointments (we will send you with their details soon)
 - The location of your closest blood donation centre can be found in the 'Ultimate sewa guide'
 - Alternatively visit www.blood.co.uk for your nearest centre and for more information
 - **Deadline: Wednesday 23rd October**
3. Turn up to donate blood
 - Either on **Wednesday 6th November**
 - OR in that week



Donate blood and save a life...

You don't need to be superhuman to be a superhero

For more information contact: sewateam@nhsf.org.uk



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