

ARGENTINA

The National Blood Plan of Argentina celebrated World Blood Donor Day in all 24 provinces. Nationally, the Ministry of Health sent out media reports which were picked up all over the country and reported widely. The following are some examples of celebrations throughout the country.

Santa Fe

In Santo Tomé, the first outside blood drive took place, with 100 community leaders from the Health secretariat and the municipality, as well as doctors and technicians from the three hospitals. There were also blood drives in the cities of Rosario and Reconquista.

San Juan

This province was very active during the whole year, with a number of sporting events promoting voluntary blood donation. A marathon, a cycling event and promotional talks by physical education staff all contributed to raising awareness in the province. The support of the Province's Minister of Sport was invaluable. In the International Crafts Fair which takes place in San Juan every year, and which attracts many visitors, recruitment staff were in evidence, and volunteer children handed out leaflets.

Neuquén

A group of 150 blood donor promoters were given training by trained staff from the National Blood Plan. They were trained to run a massive campaign on World Blood Donor Day, appearing at all the strategic points in the city. A technician in the blood service, who also works for the electric light company, printed a message about World Blood Donor Day on electricity bills, which went out to 68 000 customers. The result was a very successful blood drive on 14 June.

La Rioja

A big event took place in the blood donation marquee and at the four corners of the Plaza Principal. It consisted of an exhibition of posters and fliers designed by children in primary schools. In addition, a group of children wearing T-shirts and caps with the National Blood Plan's logo, let off red balloons in homage to the future donor and to a healthy lifestyle, so that they can decide to donate when they reach the age of 19. Volunteer health agents also wore the promotional T-shirts and caps, and were responsible for raising awareness among the general public of the need for blood donation. The event was attended by representatives from numerous community organizations and from health officials.

Jujuy

During the month of June, a number of activities were organized by the Blood Donation Promotion team of the province, based at the Pablo Soria Hospital. Among these activities, which took place in many different locations, supported by health officials and community leaders, were blood drives, informal educational talks, acts of recognition of blood donors, exhibitions, interviews with the media, and rock and folk band festivals.

Entre Rios

A short film showing the blood donation process was shown on 14 June, followed by a magic show with the title "Blood donors don't appear by magic", given by the magician Sonny from the city of Rosario. Thanks to generous support from the company Sidecreer S.A, the show was offered free of charge.

Buenos Aires (province)

Good coverage throughout the province was the result of media releases sent out from the centre and from the regions. Many events took place to celebrate World Blood Donor Day, ranging from sending out thank you SMS messages to donors, giving a special snack to those who donated blood on the day, recognition ceremonies and awareness-raising events.

City of Buenos Aires

To celebrate World Blood Donor Day, a special breakfast was held, attended by volunteers and those people who helped to design the promotional materials. Honours were presented to those who donated blood on the day. Following breakfast, a special commemorative event was held in the Obelisk attended by representatives from various public and private institutions. Informational materials were handed out and there was a blood donation station.

Chaco

In the city of Charata, a network of young people organized by the Filial de River Plate gave a symbolic thank you embrace to blood donors in the central square. Those who attended carried blue, red and green balloons as a symbol of celebration. Educational materials were handed out to schoolchildren.

Santiago del Estero

Informative leaflets were sent out to all doctors who request blood in the hospitals served by the blood service. The Ministry of Health hosted a stand where educational materials were handed out, and blood grouping was offered. Radio and television slots and newspaper articles helped promote the day. In the hospitals, there were a number of celebratory events, with blood technicians happy to see the realization of their good dreams of voluntary blood donation.

Catamarca

Strategic parts of the city were targeted by the provincial promotional voluntary blood donation team of the Ministry of Health. Volunteers handed out balloons and distributed educational and informative materials to the community.

Contact

Dr Mabel Maschio

Prof Gabriela Fernández

National Blood Program

Plannacionaldesangre@msal.gov.ar