2010 World Blood Donor Day in Iran
International Affairs Department, Iranian Blood Transfusion Organization

The Iranian Blood Transfusion Organization (IBTO) commemorated 2010 World Blood Donor Day in a big ceremony held at the conference hall of the Iranian Blood Research and Fractionation Company with over 250 guests.

Participants:
The Iranian Minister of Health, Iranian Deputy President in Science and Technology; WHO representative in Iran; Members of Parliament; Deputies of Health Ministry; movie stars; representatives from Economic Cooperation Organization; blood donors and IBTO staff participated in the ceremony.

IBTO Achievements:
In his welcome speech, Dr. Abolghasemi, IBTO Managing Director addressed the achievements of IBTO in recent years.

"Increasing the rate of regular donation up to 43% in 2009, automatic donor record, plasma fractionation in cooperation with European countries, meeting all needs for IVIG and factor 9 in 2010, sufficient blood inventory and full preparedness against disasters were some highlights of progressing areas in IBTO", he said.

"The culture of making vow to donate blood on special religious days and continuous penchant for donating blood in small cities are some valuable opportunities for IBTO to encourage blood donors to donate regularly", he added.

At the end he expressed his appreciation to blood donors whose sacrificing resulted in all of these achievements.

IBTO is a role model in the region
Her Excellency Dr. Vahid Dastjerdi, Iranian Heath Minister, while appreciating IBTO staff for their great achievements in recent years emphasized the importance of blood in health system.

"Conforming high standards and acquiring great achievements in blood donor recruitment and technical procedures, IBTO plays a significant role not only in the region but also at global level. These successes have been at the center of attention in recent international conferences such as Meeting of Ministers of Health of Economic Cooperation Organization Member Sates", she said

Having 800,000 regular blood donors, performing blood donor screening tests on 100% of collected blood and supplying a great number of blood products such as fresh frozen plasma, packed cell and platelets were among some accomplishments pointed out in her speech.

Finally she thanked blood donors especially young ones who selflessly donate their blood to save the other's lives.

Her Excellency Dr. Nasrin Soltankhah, Iranian Deputy President in Scientific and Technology Affairs, expressed the support of government to establish national cord blood bank and the importance of cellular therapy in new era of medicine.

The role of youth in blood supply
Dr. Manenti, WHO representative in Iran delivered his speech emphasizing the significant role of young blood donors in supply of safe and adequate blood and the new initiatives such as Young Ambassadors programmes and international youth clubs to recruit them.

He mentioned that recruiting and retaining young donors not only improve long-term blood safety but also promote safe and healthy lifestyle.

Paying tributes to blood donors
All guests of honor including Iranian famous movie stars were invited onto the stage to award 30 regular blood donors who had donated more than 100 times and 30 young blood donors by milestone gifts and certificates of appreciation.

A video clip displayed on the theme of WBDD slogan, encouraging youth to donate.

The event was further celebrated by the performance of a traditional music band. The group played Iranian multicultural folk songs.

The ceremony closed at 12.30 am with the great coverage from media as it was on the top of the news weblogs, TV and newspaper headlines and radio programmes.

It is noteworthy that similar ceremonies organized throughout the country in collaboration with universities and with special contribution of young donors.

Other Activities:

1) Opening Ceremony of Iranian National Cord Blood Bank and Iranian Stem Cell Donor Registry
This celebration coincided with the opening ceremony of Iranian National Cord Blood Bank and Iranian Stem Cell Donor Registry in IBTO.

2) "New Blood for the World" on top of Tochal Mountain
In recognition of World Blood Donor Day, a group of young staff from Iranian Blood Transfusion Organization climbed Tochal Mountain in northern Tehran to drew public attention on this year slogan "New Blood for the World".

3) Installing WBDD banners
Thousands of banners featuring this year poster installed throughout the country.

4) Designed and published local posters
Two local posters focusing on young blood donors designed and published in thousands of copies and distributed among all blood centers countrywide.