



Video message by

DR JAOUAD MAHJOUR
ACTING REGIONAL DIRECTOR
WHO EASTERN MEDITERRANEAN REGION
on the occasion of
WORLD BLOOD DONOR DAY

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Good day.

This year's World Blood Donor Day campaign focuses on blood donation as an act of community solidarity to care for one another in times of need.

The lives of millions of people in the Eastern Mediterranean Region are saved by blood transfusion.

Blood transfusion is an essential component of health care. It is vital for treating patients, and supports complex medical and surgical procedures.

An adequate blood supply that meets the needs of patients can only be ensured through regular donations by voluntary, unpaid blood donors. However, in many countries in our Region, blood services face the challenge of making sufficient blood available, while also ensuring its quality and safety.

Blood donation is an altruistic action that benefits all of society and helps us to care for one another and generate social ties in our communities. WHO is calling on people to care for one another by giving blood regularly, so that sufficient blood is available for patients in need.

WHO is also calling on all countries to celebrate and thank individuals who donate blood and to encourage those who have not yet donated blood to start donating, as an expression of the fundamental human values of altruism, respect, empathy and kindness, and as a manifestation of community participation in the health system.

“Be there for someone else. Give blood. Share life.”