Organisation mondiale de la Santé
BUREAU RÉGIONAL DE LA **Méditerranée orientale**

World Health Organization
REGIONAL OFFICE FOR THE **Eastern Mediterranean**

منظمة الصحة العالمية
المكتب الإقليمي لشرق المتوسط

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Message from

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REGIONAL DIRECTOR
WHO EASTERN MEDITERRANEAN REGION
on the occasion of
WORLD BLOOD DONOR DAY

14 June 2018

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Every year on 14 June, countries around the world celebrate World Blood Donor Day. This year's campaign focuses on blood donation as an act of community solidarity to care for one another in times of need.

Blood transfusion helps save millions of lives every year. It can help patients live longer and with a higher quality of life, and supports complex medical and surgical procedures. It also has an essential, life-saving role in maternal and child care and during the emergency response to man-made and natural disasters.

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 the WHO Eastern Mediterranean Region, blood services face the challenge of making sufficient blood available, while also ensuring its quality and safety.

World Blood Donor Day serves to thank voluntary, unpaid blood donors for their life-saving gifts of blood and to raise awareness of the need for regular blood donations to ensure the availability of safe blood products for patients in need.

The campaign raises wider awareness that blood donation is an altruistic action that benefits all of society. It also draws attention to the important roles that voluntary donation systems play in encouraging people to care for one another and generate social ties through blood donation.

World Blood Donor Day is an opportunity to persuade leaders in the health sector to widely increase public awareness of the need for committed year-round, regular voluntary unpaid blood donation, as an expression of the fundamental human values of altruism, respect, empathy and kindness to others and as a manifestation of community participation in the health system.

WHO is 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.

"Be there for someone else. Give blood. Share life."

Thank you.