



Safe Blood Transfusion Starts from Safe Blood Donation: an Experience from Non-Profitable Charity

Dr. Mohammed Alsahli

A Roadmap to Enhance Voluntary Blood Transfusion



Success Partners



مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital & Research Centre



المركز الوطني لتنمية
القطاع غير الربحي
National Center for
Non-Profit Sector



وزارة الصحة
Ministry of Health

شركاء استراتيجيين :



تجمع الرياض الصحي الثاني
Riyadh Second Health Cluster



تجمع القصيم الصحي
Qassim Health Cluster



مدينة الملك فهد الطبية
King Fahad Medical City



مؤسسة عبدالرحمن بن صالح الراجحي وعائلته الخيرية
ABDELRAHMAN SALEH AL RAJHI & FAMILY FOUNDATION

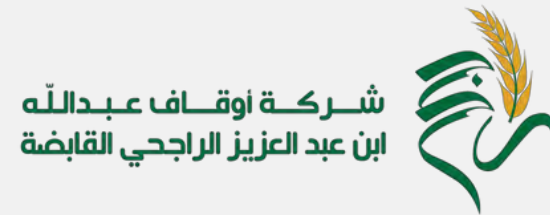
صندوق دعم
الجمعيات
Associations
Support Fund



شفاء
SHEFAA®

إحسان
منصة وطنية للعمل الخيري

شركاء داعمين :



شركة أوقاف عبدالله
ابن عبد العزيز الراجحي القابضة



عبدالله العثيم
للاستثمار
Abdullah Al Othaim
Investment co.

أوقاف
الهيئة العامة للأوقاف
GENERAL AUTHORITY FOR AWQAF



وقفني
WAQFY

Vision

Leading in promoting
voluntary blood donation and
serving patients with chronic
blood disorders

Mission

Raising community
awareness about the
importance of voluntary
donation, contributing to the
development of blood bank
services, and supporting
patients with chronic anemia
in collaboration with
concerned entities

Values

- Volunteerism
- Teamwork
- Justice
- transparency
- Community partnership

MISSION

VISION

VALUES

Damy History

2006



Established as a committee

2012



Launched as a charity, King Fahd Specialist Hospital in Buraydah

2020



Launched its new identity under the name "Damy"

Damy History



Based on the recommendations of:

- **Strategies for Blood Donor Recruitment from WHO.**
- **International Federation of Red Cross and Red Crescent Societies (IFRC).**
- **Damy 1st Scientific Conference of 2019.**
and blood bank reports related to blood donation.



Damy **developed its strategic plan for 2020 – 2025.**

Main Objectives



Raising awareness in the community to reach 100% voluntary blood donation



Creating educational syllabus targeting all community sector



Encouraging, motivating and supporting voluntary blood donors



Providing an appropriate, convenient, easily accessible and attractive blood donation centers



Safe, Sustainable and Cost-effective Blood Supply



Providing healthcare and financial support to patients with chronic anemia

Strategic Projects

Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

Improve healthcare practitioners' skills in dealing with blood donors

Cost-effective

Providing convenient donation environments by providing attractive, easily accessible, and time flexible donation centers

Blood donor care schemes: to enhance donor retention

Blood Supply

Roadmap to Enhance Voluntary Blood Transfusion



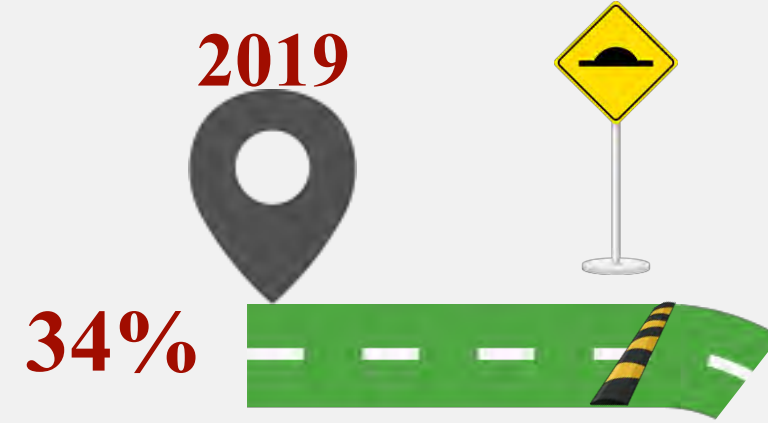
Roadmap to Enhance Voluntary Blood Transfusion



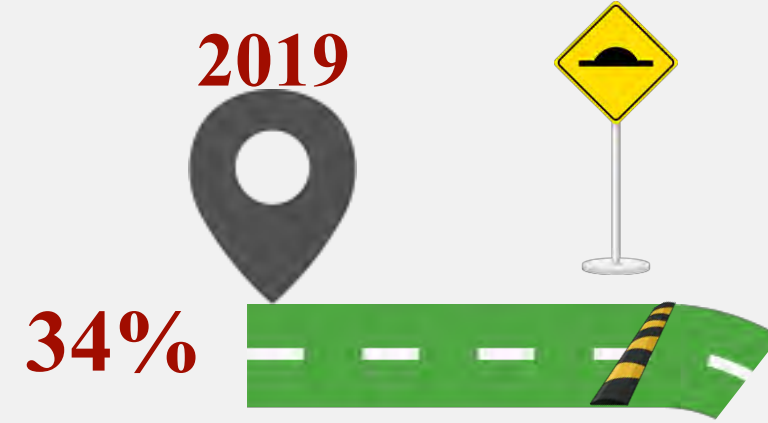
Roadmap to Enhance Voluntary Blood Transfusion



Roadmap to Enhance Voluntary Blood Transfusion



Roadmap to Enhance Voluntary Blood Transfusion



Roadmap to Enhance Voluntary Blood Transfusion



Roadmap to Enhance Voluntary Blood Transfusion

2019



34%



مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital & Research Centre

اتفاقية شراكة

للتعاون وتبادل الخبرات



المديرية

بمعون الله
للمرضى وانطلا
منطقة الرياض
وأمرض الدم
فيصل بن مش
التعاون والاسهام في رفع جودة خ

بين جمع

الحمد لله وحده
2020/ 11 /26



Roadmap to Enhance Voluntary Blood Transfusion



Partnership with educational institutions, universities and other relevant entities



Roadmap to Enhance Voluntary Blood Transfusion



A partnership agreement with Wateen app

مذكرة تفاهم بين
جمعية أصدقاء بنوك الدم الخيرية و تطبيق وتين

وتين
Wateen



أصدقاء بنوك
الدم الخيرية

Roadmap to Enhance Voluntary Blood Transfusion



Participation in the 6th Saudi Society of Transfusion Medicine Scientific Conference, Abha May 20



Roadmap to Enhance Voluntary Blood Transfusion



Participation in the 7th Conference of Saudi Society of Transfusion
Medicine & Services, Jeddah March 2023



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- Donor recruitment:**

Young people, their families and friends

School and university students

External campaigns at festivals, national and health-related events, and shopping malls



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor recruitment:**

During sports matches, one of the sports matches in Qassim region



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- Donor recruitment:

Saudi National Day 89, 90, 91, 92, 93



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor recruitment:**

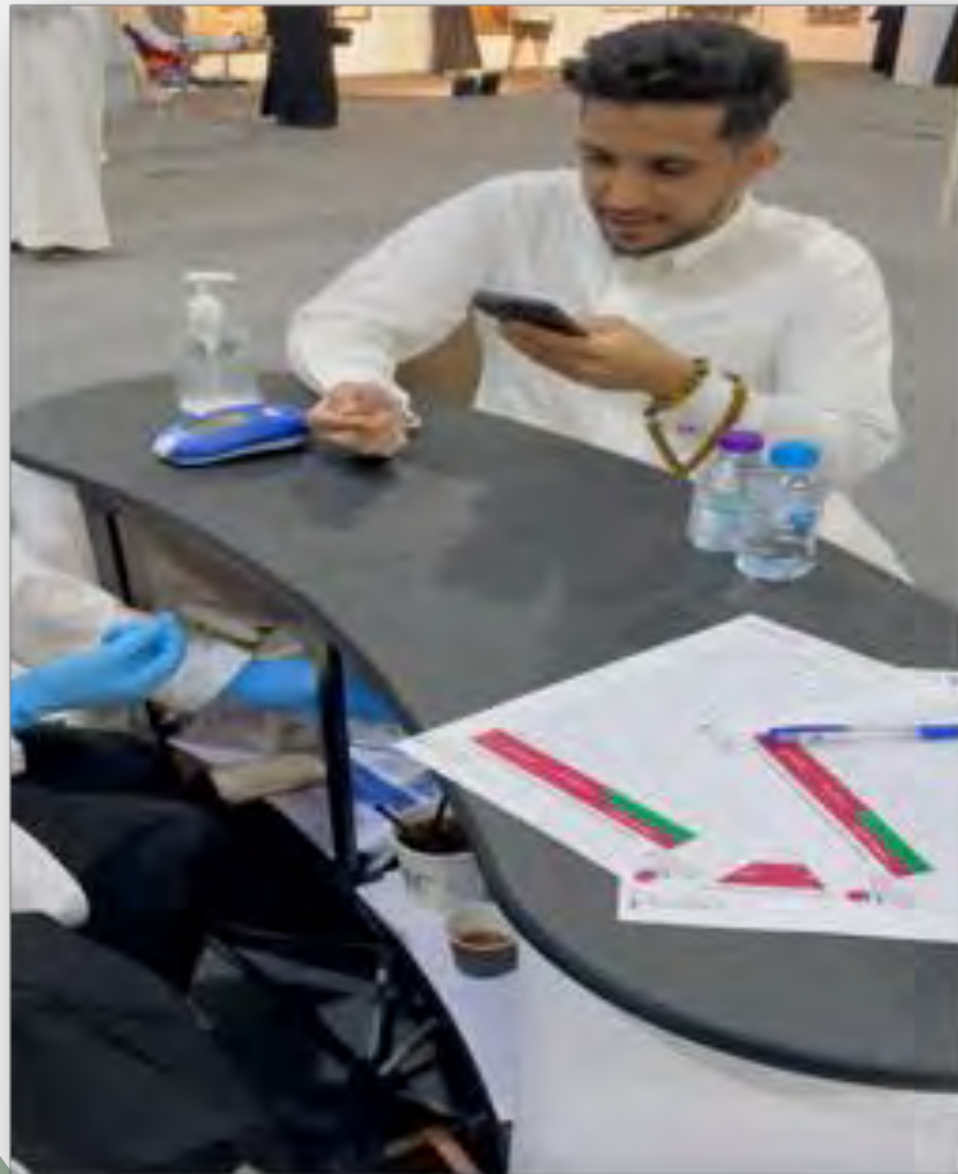
Colleges at Qassim University and private colleges at Qassim region



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor recruitment:**

Coffee and Chocolate Exhibition



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor recruitment:**

Buraidah Spring Festival



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- Donor recruitment:

Kleija Festival



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- Donor recruitment:

World Blood Donor Day



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- Donor recruitment:

School Students



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor recruitment:**

School Students



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor recruitment:**

School Students

Total of: 1092 male, 1477 female students.



Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor orientation:**
 - Classical approaches.
 - Virtual academic platforms “Blood Drop Journey”.

Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor orientation:**

- **Classical approaches.**

- **Virtual academic platforms “Blood Drop Journey”:**

- More than **3080** participants so far.
- The average duration of educational minutes: **13.85**.
- Feedback from participants showed that Blood Drop Journey was more preferred compared to other traditional educational approaches, satisfaction score **< 97%**.

Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor orientation:**

Virtual academic platforms “Blood Drop Journey”:

Easily accessible to wider range of society groups in very cost-effective manners and not limited to specific time, region, gender or age group

Helps to build databases of voluntary blood donors, especially donors with rare blood groups

Easily to be managed, periodically evaluated, updated and developed

More appropriate, attractive, interactive, innovative and sustainable educational approach for the community

Allows to evaluate the level of awareness about blood donation at national level, thus helps to direct the campaigns according to the need of the society

Measures the impact of the journey on the level of knowledge and awareness for the participants

Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

- **Donor orientation:** Virtual academic platforms “Blood Drop Journey”:

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Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

• Donor orientation:

Virtual academic platforms “Blood Drop Journey”:

موانع التبرع بالدم
يرجى الضغط على الأيقونة

خط الرحلة
رحلة قطرة التثقيفية

- ✓ اختبر معلوماتك حول التبرع بالدم
- ✓ ملا تعرفه عن التبرع بالدم
- ✓ الانتباه
- ✓ ما هو التبرع بالدم؟
- ✓ من يستفيد من التبرع بالدم
- ✚ موانع التبرع بالدم
- ✓ ماهي الفوائد الصحية والدينية والاجتماعية
- ✓ ماهي شروط التبرع بالدم
- ✓ كيف تكون جاهز للتبرع بالدم؟
- ✓ خطوات التبرع بالدم
- ✓ نصائح مهمة أثناء تبرعك بالدم
- ✓ ما يجب مراعاته بعد مغادرة مركز التبرع
- ✓ البرنامج الغذائي السليم لرفع والحفاظ على مستوى الهيموجلوبين بالدم
- ✓ أين يمكنني أن أتبرع بالدم؟

موانع التبرع بالدم
لضمان سلامة الدم المنقول للمريض
يجب إبلاغ موظف بنك الدم إذا كنت تتناول أي دواء
أو لديك أمراض مزمنة أو معدية

Increase community awareness about the importance of voluntary blood donation and orient donors about blood donation procedures

This innovative approach contributed to achieving:

- Raise donor awareness and assess their health throughout the donation journey, thereby ensuring both short- and long-term safety for the donor and the patient.
- Make donor aware about donation deferral: Encouraging self-deferral before arriving at the donation center **enhances patient safety.**
- Make donor aware of the donation steps to reduce stress, improve understanding of donation criteria, which will resulting in a reduced incidence of haemovigilance.
- Raise awareness and educate donors throughout their journey on proper nutrition to prevent haemovigilance issues in the long term and avoid iron depletion, **ensuring donor and patient safety.**

Improve healthcare practitioners' skills in dealing with blood donors

- **Virtual academic platforms “Healthcare Practitioner Training Journey”.**
- **Regularly hold workshops and training sessions.**



- Improving healthcare practitioners' skills in the art of dealing with blood donors, in donor recruitment, communication, and phlebotomy.
- Regularly updating them with educational approaches in donor and patient safety.

Improve healthcare practitioners' skills in dealing with blood donors

Virtual academic platforms “Healthcare Practitioner Training Journey ”

- **Number of Participants: 267, with Satisfaction Rate >97%.**



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Since its innovative educational approach, MOH adopted this platform for their staff

Improve healthcare practitioners' skills in dealing with blood donors

Virtual academic platforms “Healthcare Practitioner Training Journey”

The screenshot displays a virtual academic platform interface for training healthcare practitioners. The interface is in Arabic and features a sidebar on the right with a list of training modules, each accompanied by an icon and a status indicator (green checkmark for completed, grey circle for pending). The main content area on the left shows the details of the selected module, 'المحتوى العلمي' (Scientific Content), which includes a list of seven topics related to blood donation.

المحتوى العلمي
يرجى إكمال المطلوب

المحتوى العلمي

- 1- اختبار تحديد المستوى
- 2- قائمة التحقق اليومية وفحص المعدات والمستلزمات.
- 3- استشارة المتبرع بالدم.
- 4- العناية بالمتبرع بالدم.
- 5- التواصل الفعال مع المتبرع بالدم.
- 6- تجهيز المتبرع للسحب وخطوات سحب الدم.
- 7- ما بعد التبرع بالدم.

رحلة تمكين التعليمية

- المحتوى العلمي
- اختبر معلوماتك
- الاهتمام بنظافة المكان
- المعدات والمستلزمات
- صلاحية المواد الطبية المستخدمة
- العناية بالمتبرع بالدم
- قبل التبرع بالدم لابد من التأكد من أهلية المتبرع بالدم وطرح بعض الأسئلة الرئيسية ومنها:
- يجب التأكد من هوية وبطاقة تعريف المتبرع ومن ثم تعبئة استمارة التبرع بالدم لمعرفة التاريخ المرضي وقياس العلامات الحيوية ويجب التأكد من ضرورة توفر البيانات التالية:
- يجب التأكد من سلامة المتبرع وذلك من خلال فحص العلامات الحيوية وهي:
- استشارة المتبرعين بالدم Blood Donor Counselling
- التواصل الفعال مع المتبرعين:
- الترحيب Acknowledge

يمكنك الانتقال الآن

Improve healthcare practitioners' skills in dealing with blood donors

Workshops and Training Sessions



دمامي دميا
دمامي دميا
دمامي دميا

وزارة الصحة
Ministry of Health

تنظم الخدمات الصحية المساندة بوزارة الصحة بالتعاون مع جمعية أصدقاء بنوك الدم الخيرية دورة تدريبية عن بُعد بعنوان

Quality in Blood Banks

2022 / June / 22-21

Intended Learning Outcomes

- To prepare highly skilled and qualified blood bank quality, who are able to work in any health care setting such as hospitals, clinics, blood banks and labs.
- To provide trainees with the principal concepts and theories based on education and training on the quality program.
- Avoid errors in blood transfusion and know how to write a report for all blood transfusion incidents.
- Good knowledge about Blood Bank equipments validation.

CME - 8

Register

Priority For Early Registration

register fees 50 SR
رسوم التسجيل 50 ريال

www.damy.org
info@damy.org

Improve healthcare practitioners' skills in dealing with blood donors

Workshops and Training Sessions



Improve healthcare practitioners' skills in dealing with blood donors

Workshops and Training Sessions



Providing convenient donation environments by providing attractive, easily accessible and time flexible donation centers

**Non-Traditional
Design**



**Strategic
Location
Selection**



**Convenient
Parking**



**Comfortable
Facilities**



**All Donation
Stages
Monitoring**



**Continuous
Evaluation and
Improvement**



**Providing convenient donation environments
by providing attractive, easily accessible and
time flexible donation centers**

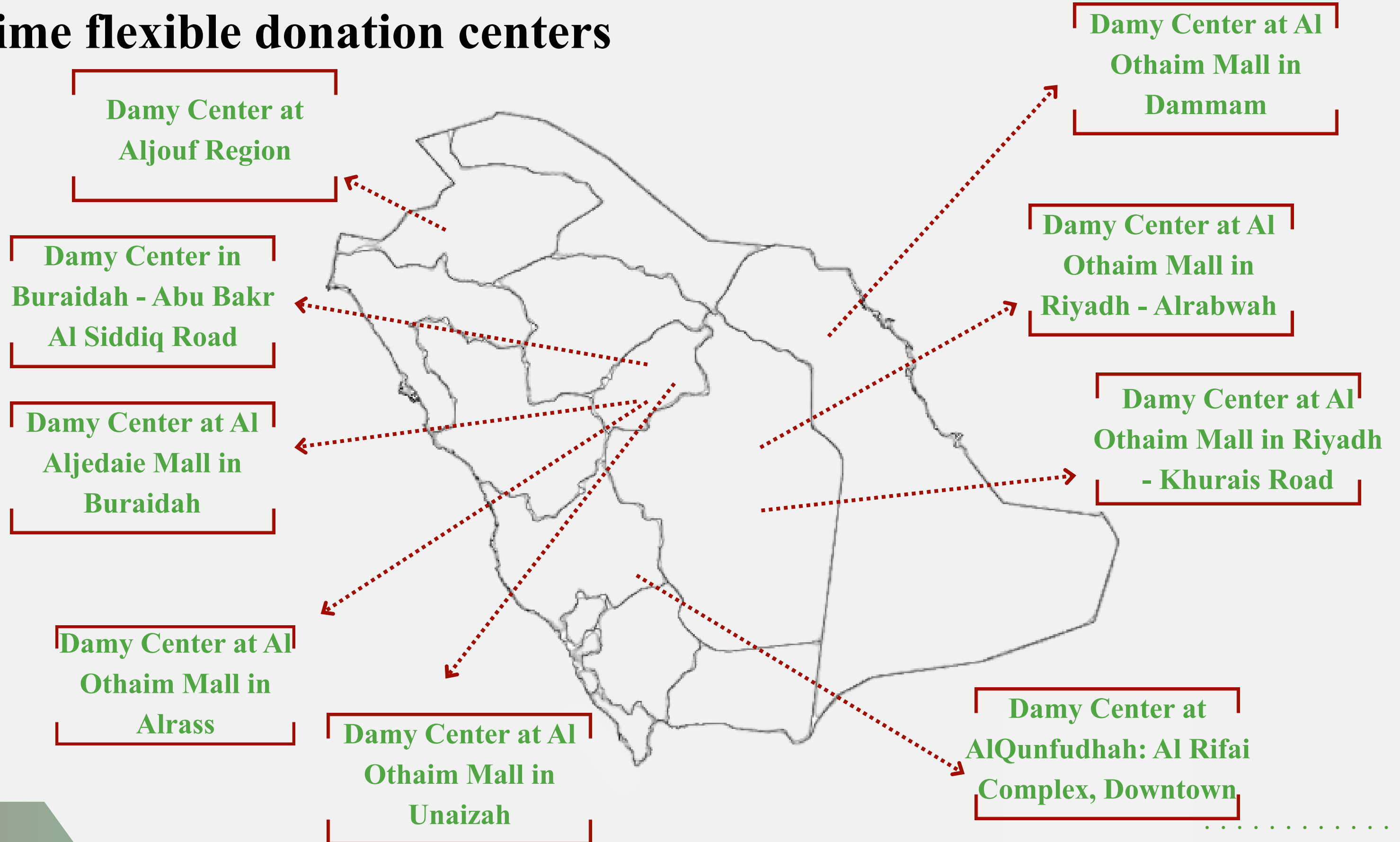


**Providing convenient donation environments
by providing attractive, easily accessible and
time flexible donation centers**




SCAN ME 

Providing convenient donation environments by providing attractive, easily accessible and time flexible donation centers



Providing convenient donation environments by providing attractive, easily accessible and time flexible donation centers



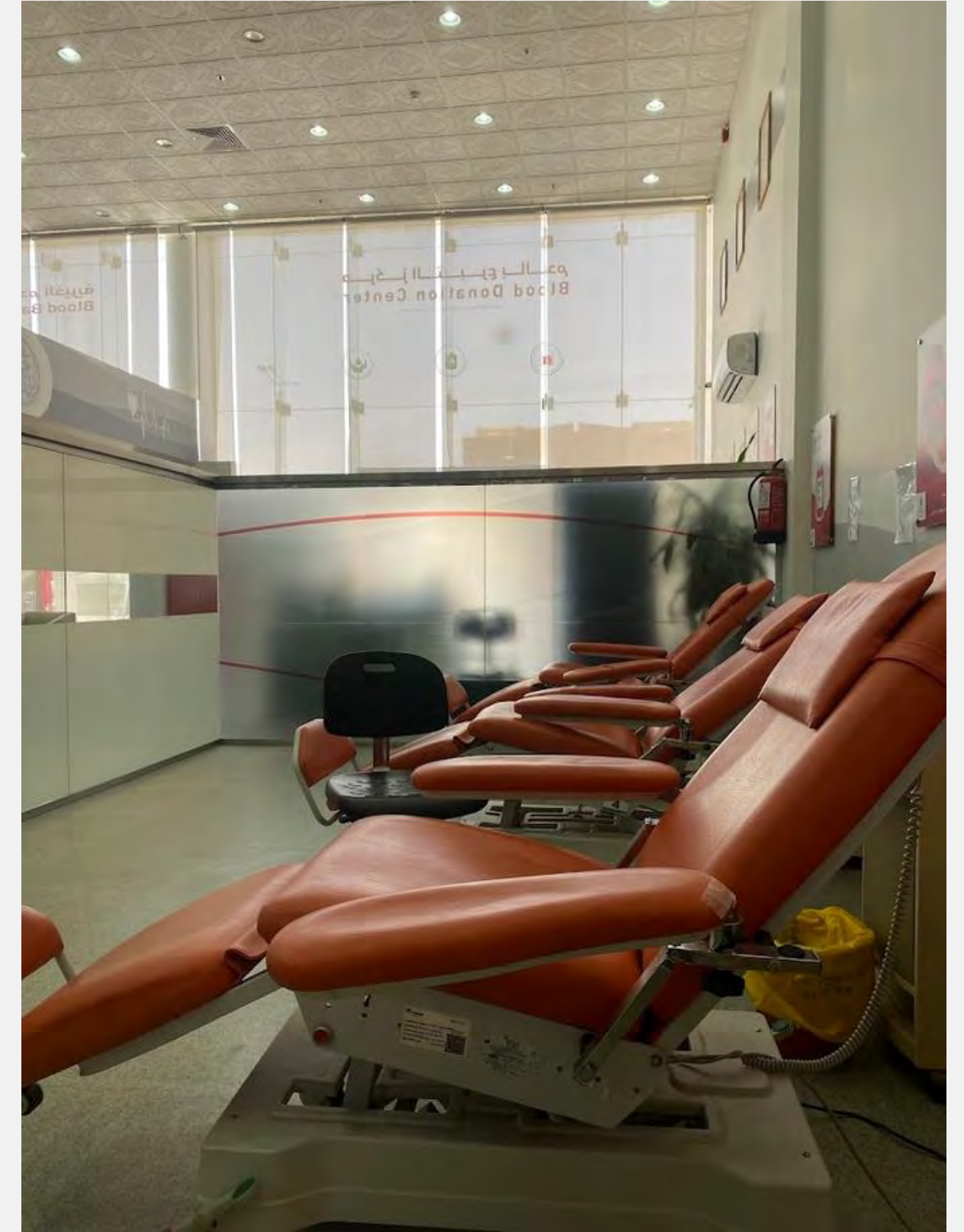
Providing convenient donation environments by providing attractive, easily accessible and time flexible donation centers



**Providing convenient donation environments
by providing attractive, easily accessible and
time flexible donation centers**



Providing convenient donation environments by providing attractive, easily accessible and time flexible donation centers



Providing convenient donation environments by providing attractive, easily accessible and time flexible donation centers



Providing convenient donation environments by providing attractive, easily accessible and time flexible donation centers

Damy mobile blood donation units:



Providing convenient donation environments by providing attractive, easily accessible and time flexible donation centers

Damy mobile blood donation units:



Blood donor care schemes

- A loyalty program for donors.
- Invitations for certain events such as World Donor Day as well as organize family-friendly donation events.



Recognition
Awards



Thank Letters



Impact Sharing



Event
Invitations



Family Events

Blood donor care schemes



Blood donor care schemes

Sending a
donation card
to the
voluntary
blood donor

عزيزي/تي المتبرع بالدم
أرفق لكم نتائج تحليل تبرعكم بالدم وتبين لك
سلامتك
متمنين لكم دوام الصحة والعافية

جمعية دمي

ص 11:35

Screening Test	
(H1A-11) HAT	Non Reactive
(H1A-12) HIV	Non Reactive
(H1A-13) (HCVAb) He	Non Reactive
(H1A-14) (HBsAb) He	Non Reactive
(H1A-15) (HBsTotal)	Non Reactive

رقم: 5353

27.pdf

A thank you
message for
donor after the
donation

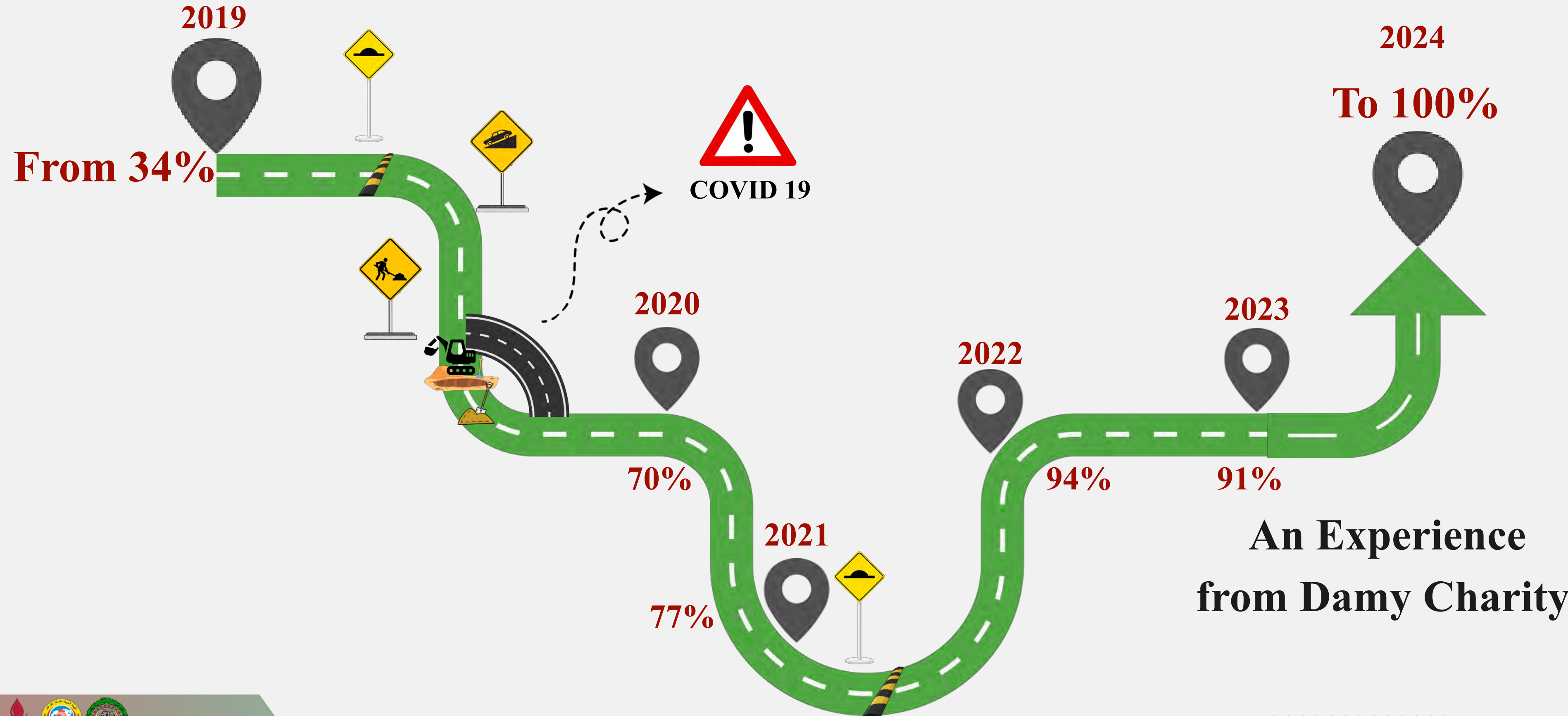
إليك يا من بذلت ولم تنتظر العطاء
جمعية دمي
ممثلة بمركز دمي للتبرع بالدم بريدة طريق
أبو بكر الصديق

تشكر لكم عطائكم وسخائكم بأغلى ما تملكون
لإحياء أشخاص مجهولين يحتاجون منكم قطرة
دم ... لتعود لهم الحياة

وليستمر العمل والنجاح
نود بتقييم عمل المركز بالرابط التالي
<https://forms.gle/uz7c8vVDLoRNCfh39>

ص 11/5

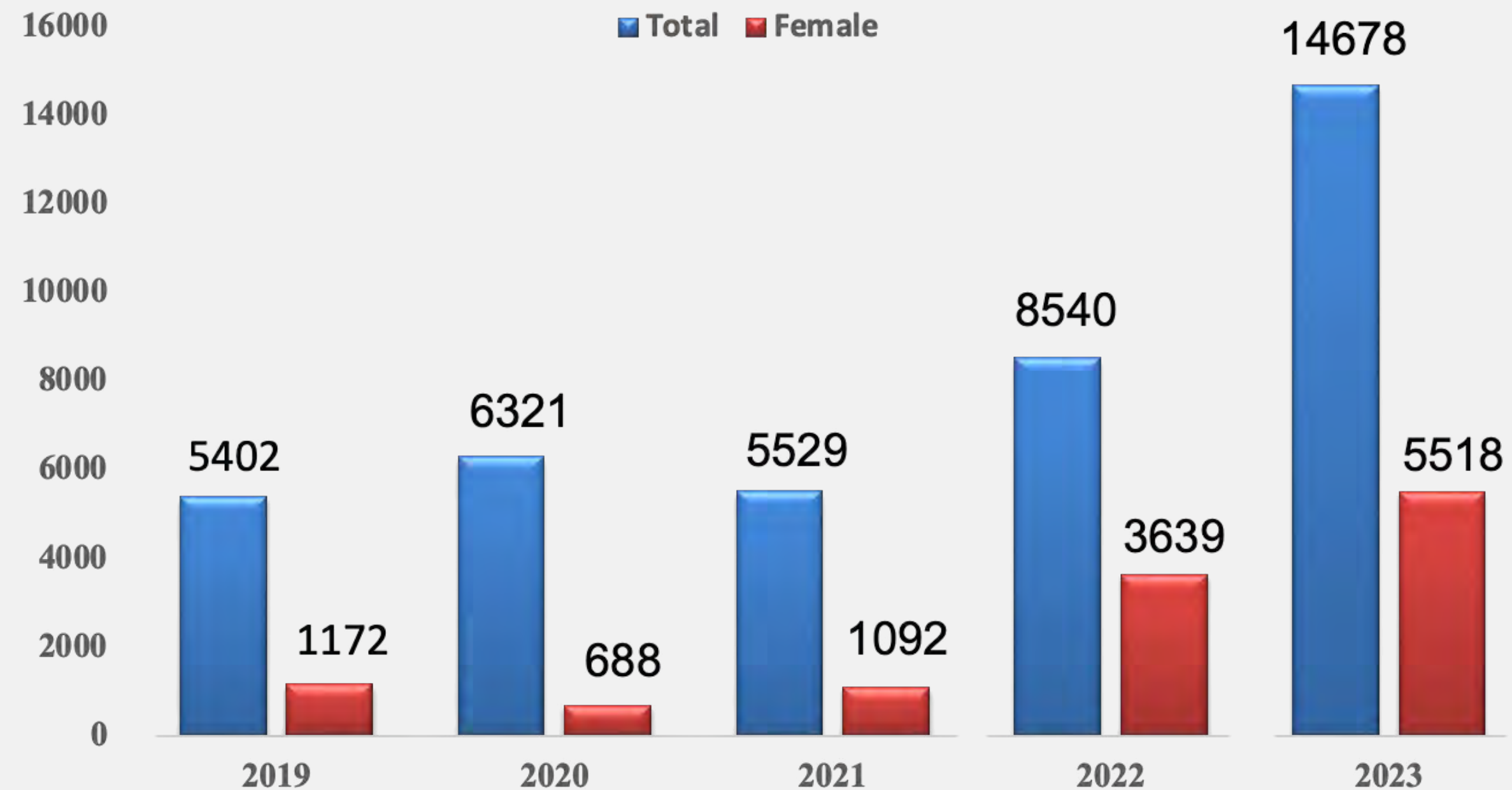
A Roadmap to Enhance Voluntary Blood Transfusion



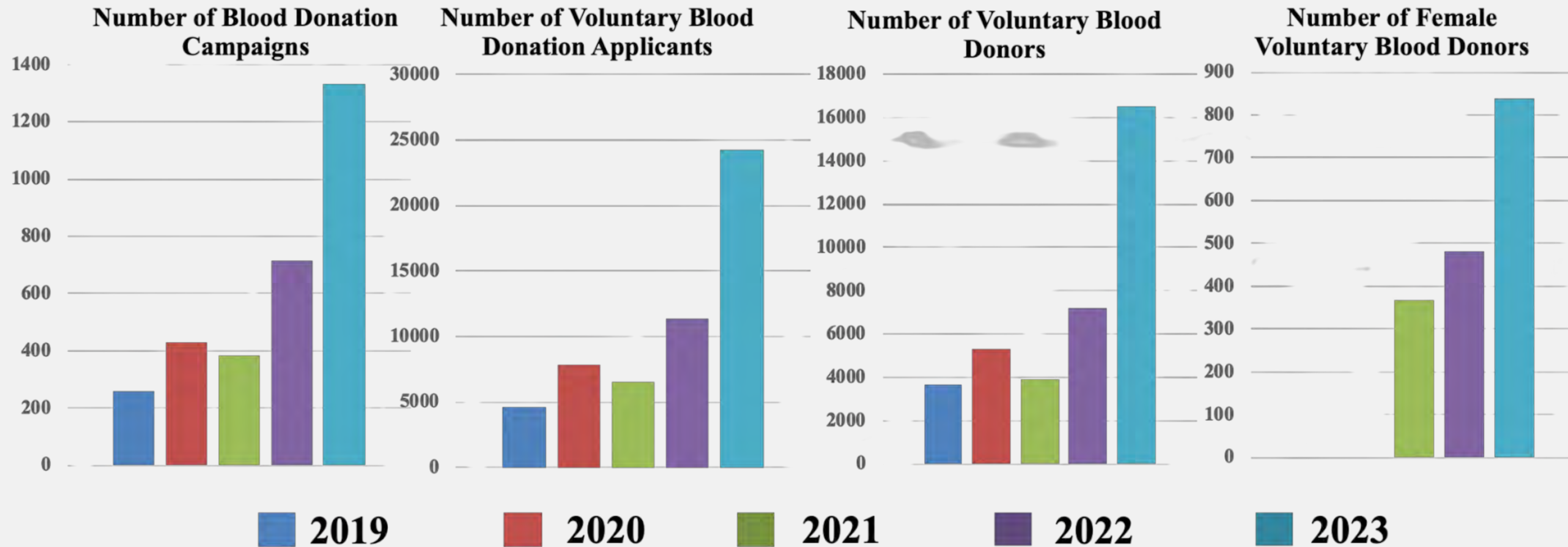
An Experience
from Damy Charity

Highlighting the Most Significant Numbers

Statistics of Increase Community Awareness Program

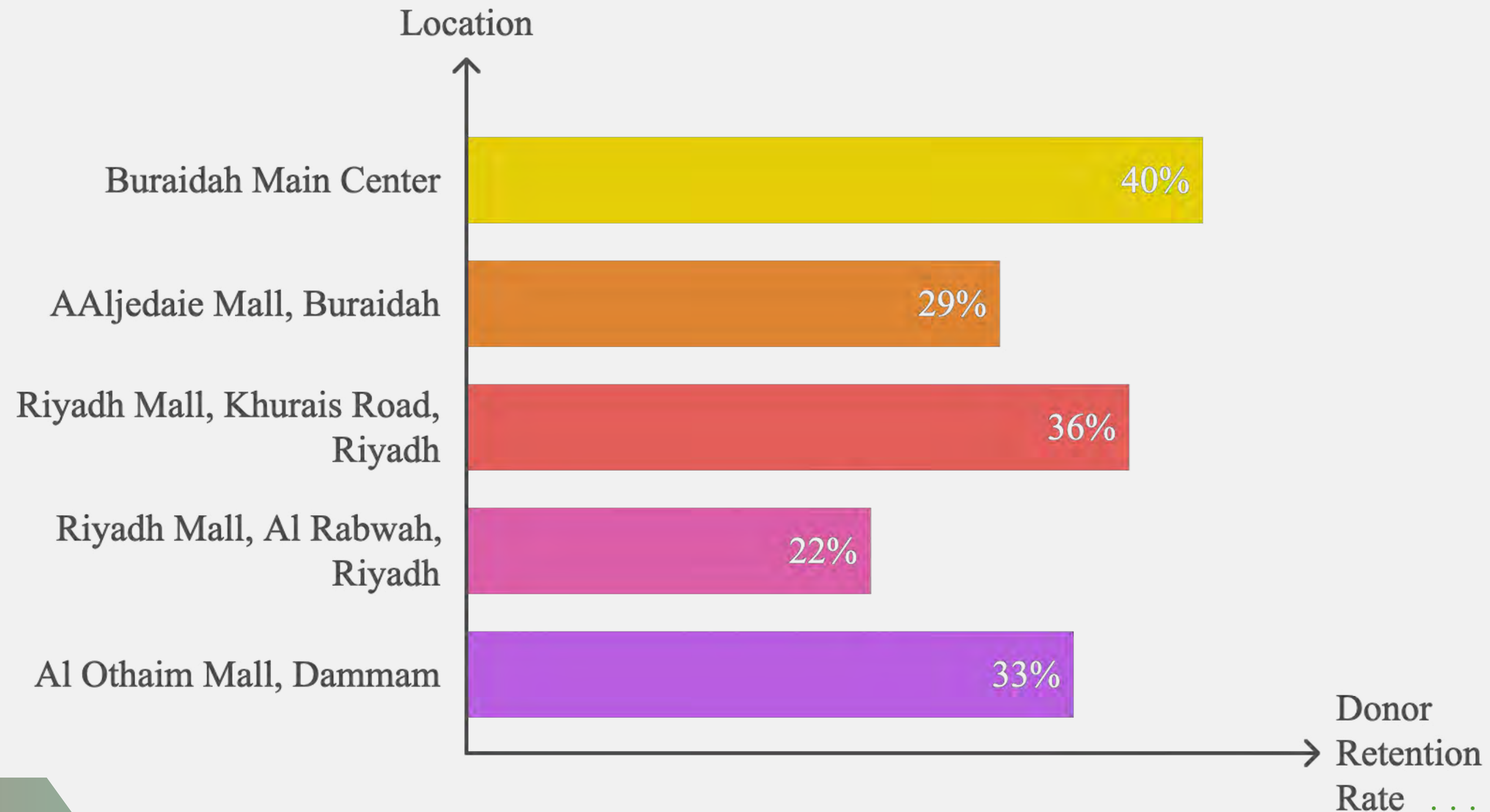


Highlighting the Most Significant Numbers



Highlighting the Most Significant Numbers

Percentage of Donor Retention in Damy Centers:

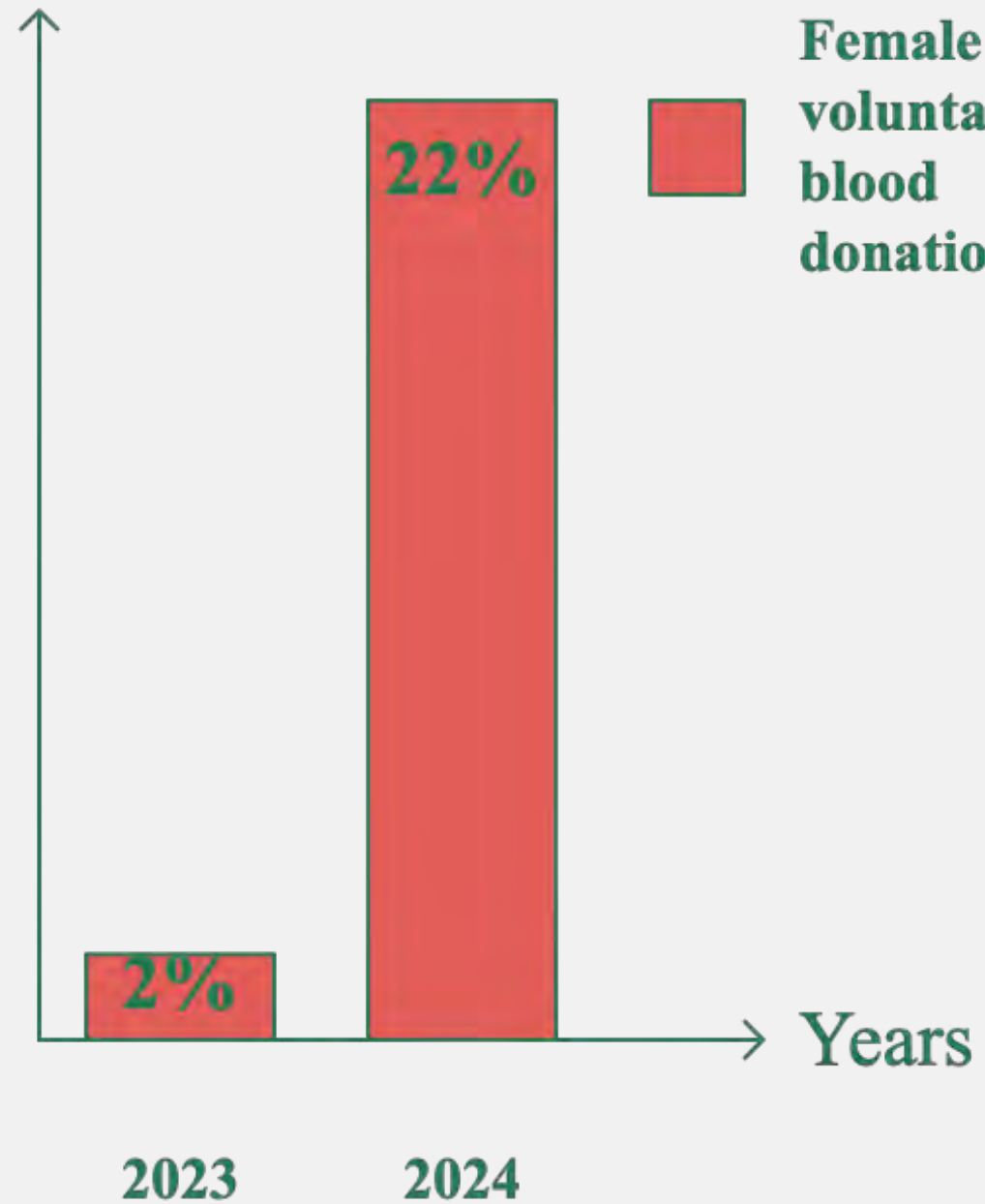


Highlighting the Most Significant Numbers

Increase in Female Voluntary Blood Donations

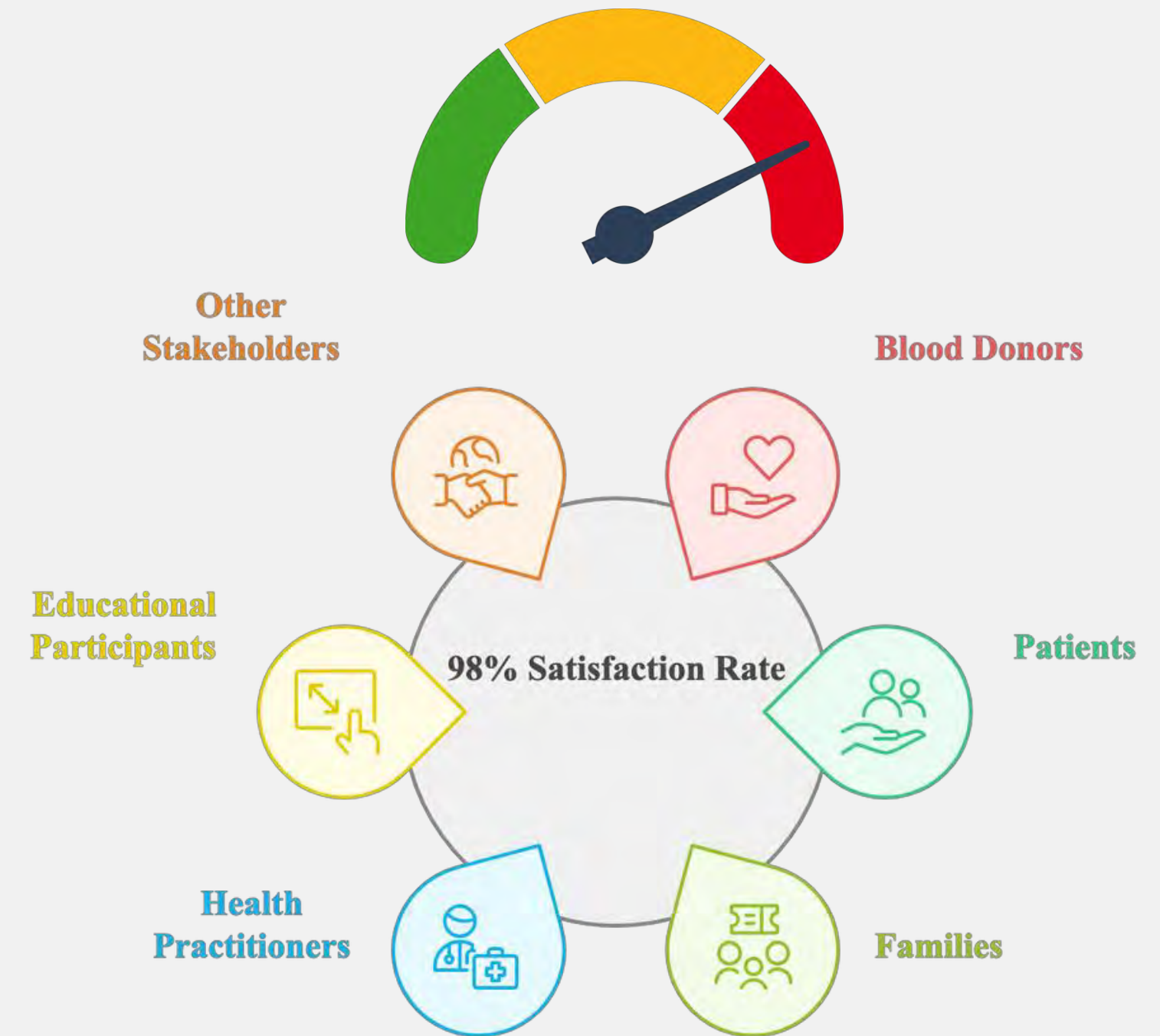
Percentage

(%)



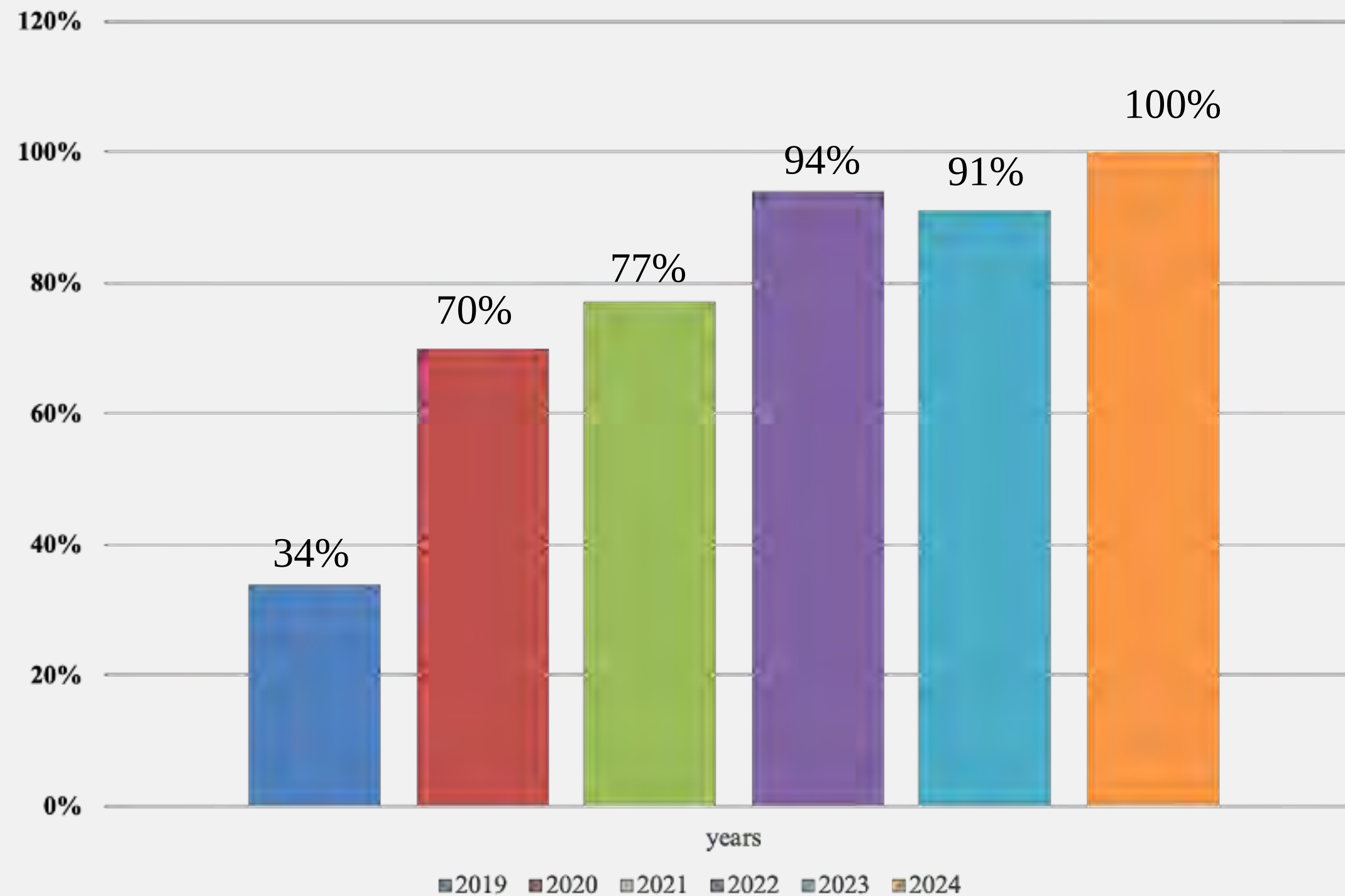
Highlighting the Most Significant Numbers

**High satisfaction about Damy services from
blood donors,
patients and their families,
health practitioners,
Damy educational participants
and other stakeholders (98% satisfaction rate).**

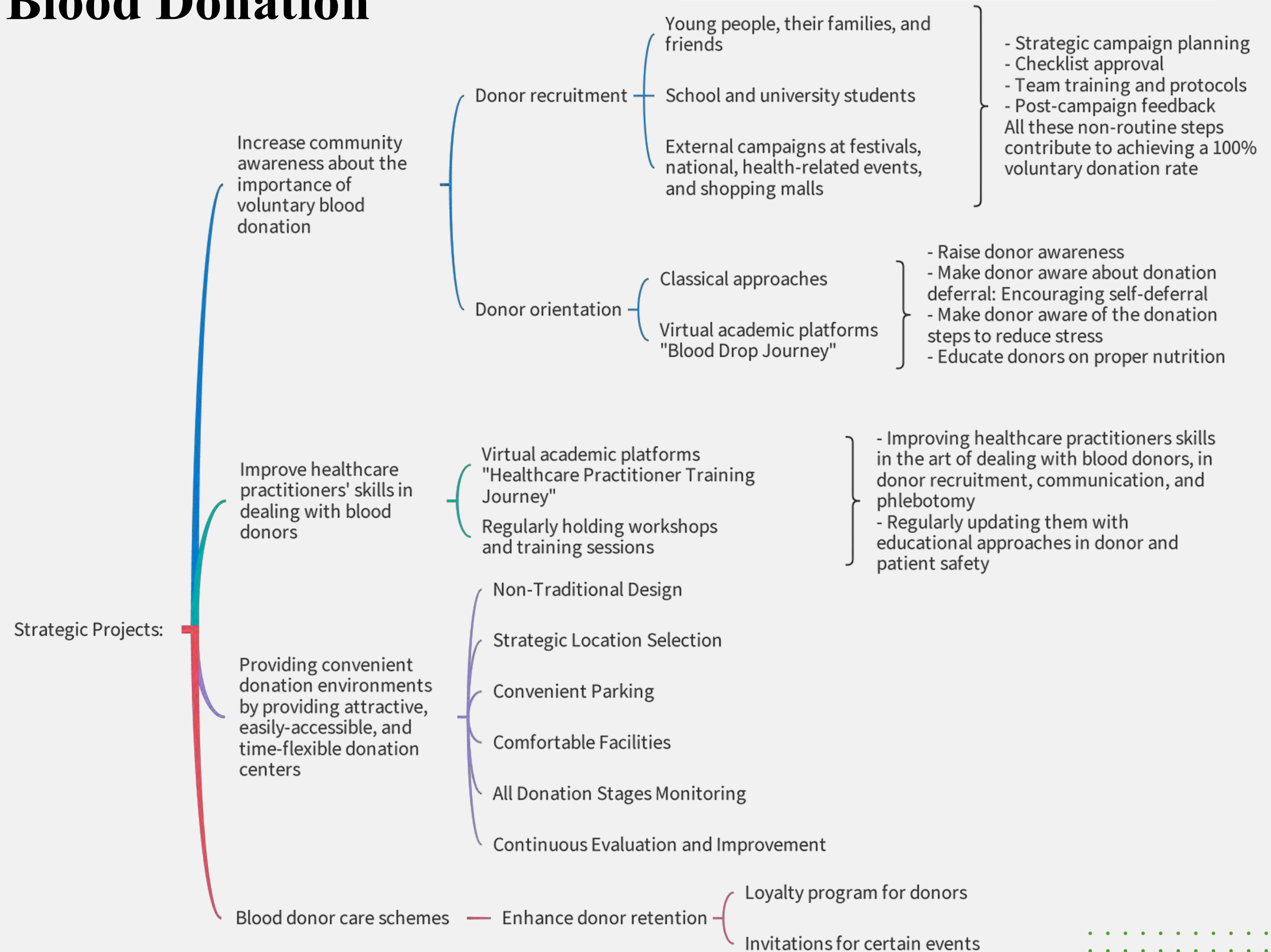


Highlighting the Most Significant Numbers

Percentage of Voluntary Donation in Qassim Region:



Snapshot of Our Roadmap to Enhance Voluntary Blood Donation



Thank
You



جزاكم الله خيراً

