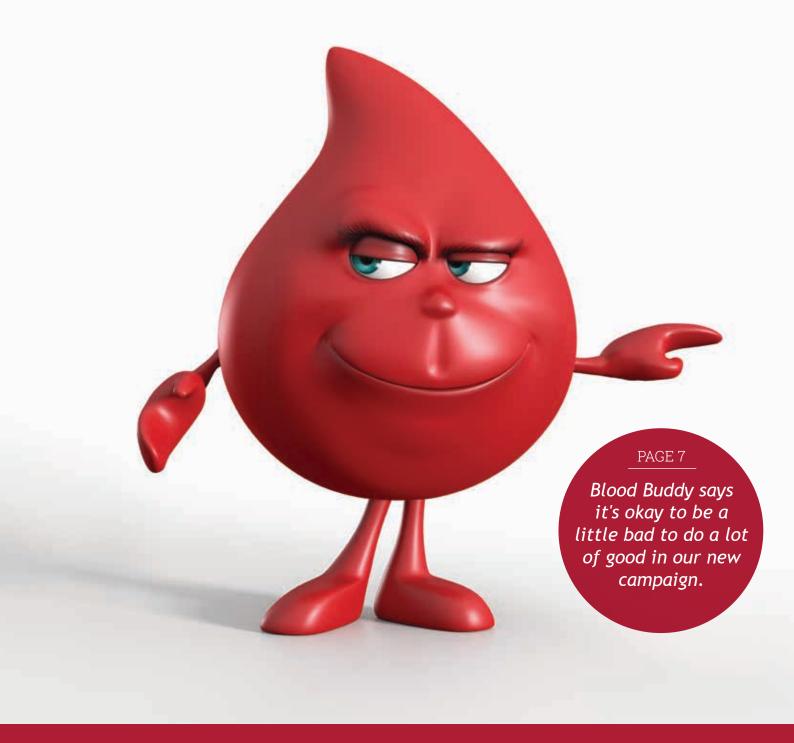
BLOOD BUZZ

OCTOBER 2019 | VOLUME 23



PAGE 5

Drones to help deliver blood

PAGE 7

WCBS HQ goes solar

PAGE 16

Youth suit up in their #SuperSelfie

PAGE 14

How to identify WCBS clinic staff





2020 is upon us!

As we are heading for the end of the year, I would like to start by thanking our regular donors and also our new donors who have decided to save up to three lives with one donation.



During 2019, we have seen some exciting advancements such as drone technology which will help to save lives in the future. We have implemented mobile connectivity at our clinics and we are embracing solar power at our Head Office. At the recently held 35th South African National Blood Transfusion Congress we had the opportunity to share and listen to the latest happenings in our organisation as well as other Blood Services.

We will be sharing these stories and other equally remarkable milestones in this edition of the Blood Buzz.

We hope you enjoy reading it as much as we have putting it together.

Yours in blood donation Michelle Vermeulen ■

Where can I donate? Find your closest blood donation clinic on our online calendar at www.wcbs.org.za



A journey of 500 donations

BY MICHELLE VERMEULEN

Mr Saunders started his blood donation journey in Durban when he wanted to find out what it was all about. He recalls that he was part of a group of six guys who attempted to donate but only five could.

Once he started there was no looking back. He moved to Johannesburg where he continued donating whole blood until he reached about 150 donations. When he moved to Cape Town, he started donating platelets and this is where the number of donations really started to increase. Mr Saunders has donated a staggering 493 units to date and hopes to reach the amazing milestone of 500 donations soon.

He says that it has been a good experience and the 1 $\frac{1}{2}$ hours it takes to donate platelets is his time. He continues by saying that donating platelets has become second nature to him.

His message to new and potential donors is that you should just start donating blood, it doesn't cost you anything and that it helps people.

Thank you for being an inspiration to many blood donors, Mr Saunders, and also for giving of your time to save the lives of others. \blacksquare

DONOR HEROES

BY GLORIA KULA



RACHEL JORDAN *Number of donations: 9*

Why do you donate blood?

"When I was six months old I fell ill and needed a blood transfusion. If it wasn't for the help of the blood bank I wouldn't have made it. They were a big help to me."

Message to potential donors:

"If you can donate, please donate; because you never know when you will need blood from donors."



SISIPHO BANTOM *Number of donations:* 6

Why do you donate blood?

"It's one thing I can do to help other people, it's blood that I already have and people need it. The pleasure you feel after donating is immeasurable."

Message to potential donors:

"Lend a hand to someone in need."



SIHLE CALAKA *Number of donations: 5*

Why do you donate blood? "It's a good thing to do."

Message to potential donors:

"Let's keep the wheel of giving spinning, it is what makes us human."



LUYANDA SOKHULU

Number of donations: 7

Why do you donate blood?

"I have blood other people need, so why not help out?"

Message to potential donors:

"It is not more painful than losing a loved one that you may have saved by donating blood!"



PAMELA VILAKAZI Number of donations: 2

Why do you donate blood? "I would like to help other

'I would like to help other people in need."

Message to potential donors:

"If you need blood one day, you would not hesitate to take it, so why would you hesitate to give it?"



SANESH HARIDOL

Number of donations: 13

Why do you donate blood?

"It's my way of doing something good for society."

Message to potential donors:

"You get free cookies, juice and the satisfaction of helping others."



MATTHEW CROONING

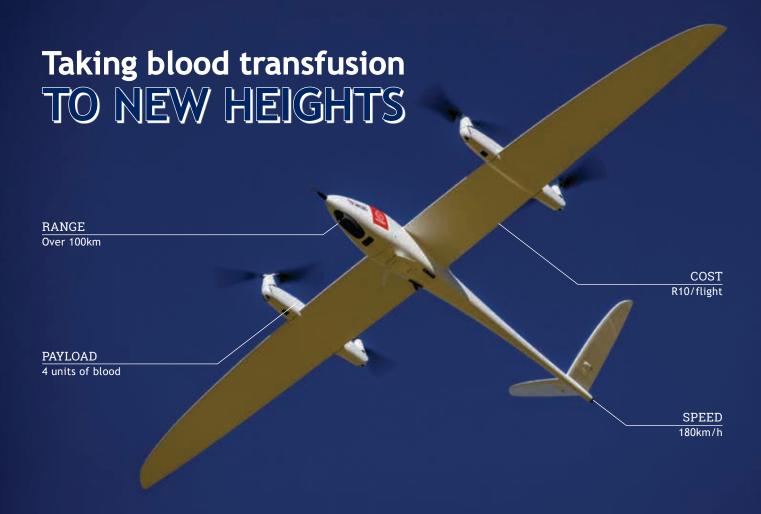
Number of donations: 11

Why do you donate blood?

"Because I never know when I will need blood to save my life."

Message to potential donors:

"It's not as scary as people think it is."



BY MICHELLE VERMEULEN

The future is here with life-saving drone technology! WCBS is proud to introduce the Blood Wing, the first drone intended to deliver blood to rural areas.



WCBS management with the TRON drone, named Blood Wing.

The Western Cape Blood Service (WCBS) and South African National Blood Service (SANBS) came together at the North Eastern Radio Flyers in Sandton earlier this year to showcase how they intend to save more lives using drone technology.

The TRON Unmanned Aerial Vehicle (UAV) is a highly specialised aircraft that will be used to transport blood from blood banks to hospitals in remote areas. The TRON, like a helicopter, is capable of vertically taking off and landing. Once in flight it switches into a highly efficient aircraft. In an emergency blood can be delivered to hospitals much faster and more efficiently than ever before.

"We believe that this is an innovative step in the history of blood transfusion. SANBS is determined to improve rapid access to life-saving blood products in rural areas through the use of drone technology. Our concept is globally unique in that we will provide two-way logistics; patients can receive emergency O-negative blood from one of our blood banks via drone. The same drone can then take that patient's blood sample to the blood bank for comprehensive cross-matching and then safely and rapidly deliver compatible blood back to the patient" says Dr. Jonathan Louw, CEO of the SANBS.

The WCBS say this initiative is commendable and will indeed be instrumental in saving lives. "We celebrate a milestone. Our main aim as a blood service in the Western Cape is to save people's lives by providing sufficient, safe blood. Drones will assist us to provide blood timeously to where it is needed," says Dr Greg Bellairs, WCBS CEO/Medical Director.



Mandela Day Staff Initiative

BY MICHELLE VERMEULEN

As part of the WCBS Mandela Day initiative WCBS staff collected much needed everyday household goods for Healing Hands, a daycare centre for the elderly.

Healing Hands is a private, elderly caring service offered between Mondays and Fridays and give residents access to outings, hairdressing and so much more.

Various items were identified as much-needed, such as toilet paper, food and stationary to keep the residents occupied. Almost 300 individual items were collected and handed over. Ingrid Hartog from Healing Hands would like to thank each and every staff member who contributed towards the donation. She continued by thanking staff for the good work that they are doing to empower and give back to the community.





Mobile Connectivity rolled out at Clinics



WCBS staff at the Kuils River mobile blood donation clinic.

BY JACQUES BRESLAW

In a historical first for the Western Cape, WCBS connected a mobile clinic held in Kuilsriver on 1 August 2019 to the WCBS IT network, in the first of a rollout of connectivity to all WCBS mobile clinics.

The clinic, staffed by 11 WCBS personnel, ran from 14:30 - 19:00 and served 68 donors. Jacques Breslaw, the WCBS IT Manager, said that instant access to accurate and up to date information is a basic necessity in today's business environment.

Bringing on-line connectivity to mobile clinics improves the efficiency of the clinics and provides the ability to access up to date donor information and history. By connecting mobile clinics to the IT network, a reduction in manual work will be achieved and greater efficiencies obtained which will ultimately benefit donors and patients.



#BeBadToDoGood

BY MICHELLE VERMEULEN

Blood Buddy, the Western Cape Blood Service (WCBS) mascot, is asking that you do whatever it takes to make a blood donation, even if it means to be a little bad to do a lot of good.

The WCBS campaign 'Be Bad to do Good' was recently launched to draw new and existing donors' attention to the importance of donating blood using our mischievous mascot, Blood Buddy.

The campaign takes the form of a tongue-in-cheek approach to keep blood donation top of mind. The WCBS hopes that it will appeal to regular and new donors alike. ■





A solar rooftop gridtied photovoltaic (PV) system was installed at the WCBS headquarters in February 2019, covering 80% of the entire roof area. The system comprises 676 solar panels and four solar inverters, which convert direct current electricity from the sun into usable AC electricity.

WCBS chief executive Dr Greg Bellairs said: "At the Western Cape Blood Service, a reliable supply of energy is critical to our operations and the sustainability of our organisation. We always consider the environment in which we operate, and we are proud to move to solar power as the first step towards cleaner energy."

He said the current energy consumption of the WCBS headquarters stood at just under 1 million kWh a year. The new solar PV system will produce 335 000 kWh of clean energy a year for the next 25 years (approximately 42% of WCBS's electricity usage), of which the performance efficiency can be digitally monitored. The solar system will save the service more than a third of its energy requirements, prevent 300 tons of carbon emissions a year and all within a payback period within 5 years.

WCBS Employee Advocacy Programme

BY IRENE VAN SCHALKWYK

Social Media has become such a big part of our lives that it's hard to imagine a life without it. The Western Cape Blood Service (WCBC) uses this method of communication effectively to recruit and retain blood donors, educate, create awareness and build our brand.

Research has shown that the most knowledgeable people to advocate on behalf of an organisation are its own employees, as they are knowledgeable subject matter experts, and spend more time on our brand than anyone else. For this reason, WCBS

invited ten employees who are passionate about blood donation, the organisation, as well as social media to become a WCBS brand ambassador.

Staff members nominated themselves through a written



motivation and the group were carefully selected. They then received a full day of training, giving them a set of skills and tools that helped to professionalise and optimise their LinkedIn social profile, grow their "tribe" and increase engagement by adding value.

This is a 4-month programme and during this time the brand ambassadors receive ongoing guidance and direction on content through weekly assignments, e.g. sharing and commenting on work-related posts or sharing more about their specific role at WCBS. Healthy competition is kept

alive through a monthly scoreboard and awards for "Top Tribe Grower", "Most Engaging Post" and "Most Valuable Player".

To find out more, please visit and follow the Western Cape Blood Service's LinkedIn page. ■

WCBS Annual General Meeting

BY MICHELLE VERMEULEN

The WCBS held its Annual General Meeting on Thursday, 15 August and it was attended by staff, board members and donor representatives.

On the right is a breakdown of how the voting right works and who is eligible to vote. Our donors and other members of the public are more than welcome to attend but voting right are reserved for members only.



Our Integrated Report is available on our website. Please visit www.wcbs.org.za to read it online. ARD

2 x Executive Directors - appointed by Board



10 x Non-executive Directors - elected by Members



EMBERS

Donor Representatives:

1 per donor panel/clinic/drive. Approximately **546** representing the donor community of the Western Cape.

Honorary members:

Someone from the community who is not a donor representative, but who has supported the Service over and above his/her expected duties for an extended number of years. WCBS has approximately 30 honorary members.

DONORS



Approximately 84 000 active donors.

35th South African National Blood Transfusion Congress

BY HAYLEY ALIE

The WCBS was delighted to participate in the invigorating 35th South African National Blood Transfusion Congress (SANBTC) that was held at the Sun City Convention Centre from the 5th until the 8th of August 2019 and hosted by the South African Society for Blood Transfusion.

This prestigious congress featured the latest adaptions, innovations and advancements through various focal themes, such as blood donor health and recruitment, apheresis collections, blood product safety and processing, clinical transfusion medicine, stem cells, immunohaematology, ethics, research, and balancing blood supply and demand. A total of eighty-one oral presentations, twenty-nine poster presentations and three workshops were held.

Outside the scientific programme,



delegates enjoyed entertainment in the energetic social fun run and traditional singing competition.

The inaugural Lifetime Award was presented to the former WCBS and SANBS Chief Executive Officers, Dr Arthur Bird and Prof Anthon Heyns and current SANBS Chief Operations Officer, Mr Ravi Reddy, for their notable service in the field of blood transfusion medicine in South Africa.

Learners from the local school benefited from a donation of much needed stationery and food items from delegates.

The Congress was well supported by forty-nine sponsors and trade exhibitors. Four hundred and twenty-eight delegates, of which ten were invited international speakers, attended the Congress.

We look forward to the next SANBTC that will take place in 2021 in Durban. ■



Got a question? We're on Whatsapp: 060 549 7244

Mon-Fri, 8:00-16:00

Corporates go head-to-head

BY NADIA TURNER

There is nothing like a bit of healthy competition to get people motivated and fired up. This is exactly what happened when STBB in Cape Town challenged STBB in Claremont to see who could donate the most blood at their August blood donation clinics.

Both STBB in Cape Town and Claremont hold regular blood donation clinics for their staff and often invite surrounding companies to join them. When STBB Claremont, the smaller of the two branches, was challenged, they pulled out all the stops to get the word out and encourage their staff, clients and surrounding businesses to donate blood. They managed to secure fantastic meal vouchers from La Boheme Sea Grill for



every successful donor and all those who donated on the day could take part in a lucky draw and win one of 3 amazing prizes from either Barristers Grill, Porters Good to Go or Chelsea Health and Beauty Spa. They also arranged free parking at nearby Cavendish Square for all those who came to donate.

All this effort really paid off and they had their most successful blood donation clinic so far with an attendance of 59 people, 47 full units of blood and 16 new donors.

STBB's Cape Town branch did a great job as well with an attendance of 42 people, 28 full units and 2 new donors. Claremont may have won this time but we're sure the competitive spirit will continue, resulting in many more lives saved.

Engineering new blood at AECOM

BY MELANIE ROSSOUW







How does engineering and blood go together, you may ask? Well, first we build the bridges of communication, secure a venue for the infrastructure and then commit to engineering new blood in the form of WCBS's first blood drive at AECOM on Friday, 23 August 2019. During the clinic, a whopping 20 new donors were registered, 61 people attended and a total of 41 units of blood were collected, thereby saving a stunning total of 123 lives in just one day.

The company's donor representatives, Carine Schwartz and Wilhelm Wessels, showcased their commitment and superb organisation skills that engineered the successful blood drive and constantly followed up to ensure everyone who had committed to donating came and donated.

"My father always donated blood and naturally when I was old enough I started going with," says Wilhelm. "I have always felt that it's the least I could do to give a little something back to the world. By having a clinic right on our doorstep, it becomes so much more convenient for employees from AECOM and surrounding companies in Tyger Waterfront to quickly take 30 minutes to help someone in need."

With their intrinsic motto to unlock opportunities to protect the environment and improve people's lives, it is no wonder AECOM has been named one of Fortune magazine's "World's Most Admired Companies" for the fifth consecutive year. And our team from WCBS is thrilled to be in partnership with a company that walks the extra mile to help save and improve people's lives.



Download the WCBS App





REGIONAL NEWS

Chill Beverages becomes a blood donation clinic

BY ARLEN MARIAS

Chill Beverages in Stellenbosch is renowned for their well-known Score energy drink. They recently decided to host their first blood donation clinic. The organiser, Ruth Jephthah, encouraged all staff members to donate blood, which made the day a huge success and even saw 10 new donors on the day. Positive feedback was received from donors and management alike. Thank you to everyone who made this day a success.



The WCBS Worcester Regional Office hosts donor awards

BY CANDICE SINCLAIR

The Worcester branch hosted their donor award ceremony at Golden Valley Casino in July this year.

At the donor award ceremony appreciation is shown to our milestone donors within the Overberg, Cape Winelands, Overstrand and Karoo areas. The milestone award starts from 150 donations and up, of which the most units donated was by Mr. C Bayford from Wolseley, who had donated 311 units. Tommy Dell, South African Country artist, was the master of ceremonies at the function and entertained the donors!

Thank you to each and every milestone donor for their countless donations, as you are indeed all remarkable! ■

Algoa FM Bloodline Day

BY ARLECIA NOVEMBER

The George branch once again joined forces with the South African National Blood Service (SANBS), Algoa FM and Pick n Pay on Algoa Bloodline day to prevent the anticipated national winter blood shortage. Algoa FM Bloodline Day took place on 11 July. This was a huge success which included regular updates on the blood drives and donors were even treated to doughnuts on the day.

A target of 700 units was set for the day and a total of 694 units were collected. The George branch collected 62 units.

Thank you to all our donors who donated on this day.





Eden Meander Mall & SFM

BY ARLECIA NOVEMBER

SFM did an outside broadcast on Saturday, 7 September during a blood donation drive at Eden Meander Mall in George to create awareness and boost WCBS blood stocks.

SFM created a wonderful atmosphere at the clinic which allowed donors to listen to music while donating.

Thank you to the management of Eden Meander for the parking space and everyone else who made this day possible. A special thank you to all the donors who donated. The total attendance was 51 donors.

Wellness day at Garden Route Casino

BY ARLECIA NOVEMBER

The George branch recently held a blood donation clinic at the Garden Route Casino's Wellness Exhibition.

While some of the staff were treated to massages, different screenings were done which included eye tests, HIV tests and cholesterol checks. Staff also decided to help others in need by donating blood.

Thank you to Garden Route Casino who invited us to participate. The clinic was well-attended and resulted in new people registering as blood donors. ■



How to identify the different staff at blood donor clinics

BY SR SYBIL JACOBS



STEP 1

The team member greeting the donors at the questionnaire table is the *General Assistant*. The general assistant may also help by directing the donors to the most appropriate person if there are any queries regarding the donation process.

STEP 2

The team member at the laptop is the *Donor Host/ess*. The donor host/ess may have several functions. At the laptop, the team member is responsible for two very important functions, namely: (a) checking that it is the correct donor and that the details on the system is accurate; and (b) ensuring that the donor is due to donate, i.e. 56 days since the last donation.





STEP 3

The team member testing the donor's blood for a haemoglobin reading is the *Donor Host/ess*. The donor host/ess pricks the donor's finger, places a drop of blood on a lens and inserts it in the haemoglobin metre. This reading is important to ensure the donor may donate (female > 12.5g/dL and male > 13.5g/dL).

STEP 4

The team member responsible for the medical screening is a *Professional Nurse (Sister)*. The professional nurse checks the donor questionnaire and determines whether a blood donation is suitable and safe, i.e. making sure neither the donor nor the recipient (patient) health is at risk. The professional nurse takes responsibility for the health and welfare of all the donors before, during and after the donation process.





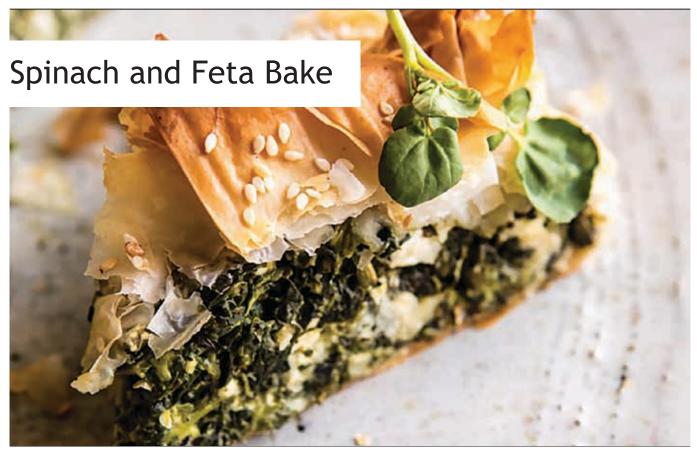
STEP 5

(A) The team member performing the venepuncture on the donor is the *Phlebotomist*. The 'phleb' will check the donor's arms to ascertain the best vein possible for a successful donation. The 'phleb' will at all times monitor the donor during the donation process. (B) The team member assisting the 'phleb' is the *Donor Host/ess*. Preparation of the donor, taking of the blood samples, removing the needle after the donation and putting on a plaster, is generally the duties of the donor host/ess.

STEP 6

The team member at the refreshments table is the *General Assistant*. It may be the same person who greeted the donor at the questionnaire table. The general assistant keeps an eye on the donors while having refreshments and will alert the rest of the team if there are any concerns. The general assistant may be the last person to see the donor leave and always thanks the donor for the donation.





BY IRMA GEVERS

Prep: 20 mins | Cook: 40 mins | Serves: 3-4 people

Ingredients:

- 750 g frozen spinach
- 1 tablespoon olive oil
- 200 g feta cheese
- 2 cloves of garlic
- 1 small unwaxed lemon, zest only
- 3 free-range eggs, beaten
- 250 g puff pastry
- 1 teaspoon cumin seeds
- 1 tablespoon sesame seeds
- salt and freshly ground pepper

Method:

Preheat the oven to 190°C.

Grease a 21 cm round, deep pie dish with butter.

Let the spinach cook down for about five minutes, stirring occasionally until it's completely cooked. Drain into a colander and press with the back of a spoon to get rid of as much moisture as possible.

Warm the olive oil in a frying pan over medium heat and lightly fry the garlic, then add the cumin and fry for a further minute.

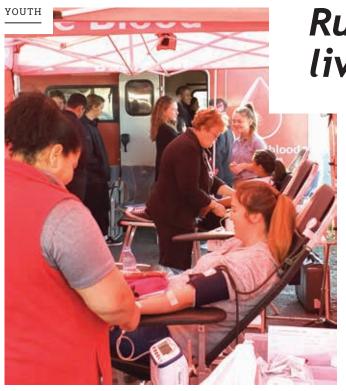
Add the drained spinach to the frying pan to further dry out, and add the lemon zest.

Turn off the heat and leave until cool. Once cooled, stir through the egg, crumble in the feta and mix thoroughly. Check the seasoning and add salt and freshly ground pepper to taste.

Fill the pie dish with the spinach mix.

Roll the puff pastry in a circle and cover the pie dish. Then sprinkle the sesame seeds on top.

Bake in the oven at 190°C for 40 minutes, or until the pastry is golden brown and crisp and the filling is piping hot all the way through.



Rundle College saves lives on Mandela Day

BY ARLECIA NOVEMBER

Inspired by Nelson Mandela's words: "It is in your hands to make of our world a better one for all who live in it," students and staff members of Rundle College joined forces with Bruwer and Kolele Attorneys, to make a difference on Mandela Day.

Rundle College, situated in York Street, George, was officially launched in January 2013 with 15 students who were enrolled in IG1 level Cambridge. Rundle College has since expanded and has 38 preparatory learners and 111 high school students, of which 46 of these learners are 16 years and above, including 11 online students currently enrolled at the school.

On our arrival, a crowd of eager young students were waiting on us to be able to make a difference by saving lives. They had a total attendance of 54 donors. We registered 17 new donors and collected a total of 45 full units of blood. Thank you to everyone who made this day a success.

Superheroes suit up for #SuperSelfie







@its_joshuac16_



@taaaaaaara_



@jmaishra



@saint.steez

BY MARIKE GEVERS

In the third term we celebrated our own superheroes at educational institutions when we challenged our youth donors to take their best superhero selfies. They stood a chance to win a R100 shopping mall voucher of their choice; all they needed to do was tag us @thewcbs on Instagram and use the hashtag #superdonor and #superselfie. Thanks for everyone's amazing photos and congratulations to our winners.



INTERNATIONAL NEWS

BY IRENE VAN SCHALKWYK



World-first human and canine blood drive

Pedigree, a dog food brand, called on Australian dogs and their human owners to donate blood together to help meet a shortage of canine blood. The 'Donate with a Mate' campaign aimed to raise awareness of the fact that dogs can give blood and help ease the critical shortage of canine blood in Australia. The campaign was created in partnership with the Australian Animal Blood Bank (AABB) and a campaign website was available for registrations, while a human donation van and animal donation van travelled together to collect donations.

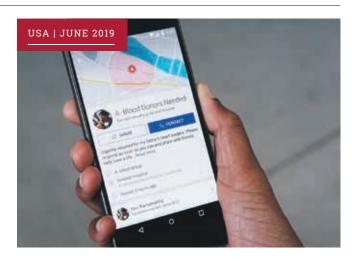
Source: www.mumbrella.com.au/pedigree-and-clemenger-bbdo-sydney-launch-world-first-human-and-canine-blood-donation-service-576447



Trauma patients no longer have to wait to get life-saving blood

A study of 120 patients found that there are better outcomes when trauma patients receive blood before getting to a medical facility. For this reason, Carilion Life-Guard (CLG) rescue helicopters started carrying two units of O-negative packed red blood cells on board each aircraft. "So that anytime we find a patient who is haemorrhaging from a trauma incident or even a medical patient who might need blood, we have blood readily available for them," says Smith, Director of CLG. She adds, "They may need less down the road after surgery, if they're able to get that blood acutely to protect them from having their blood pressure drop and things like that."

Source: www.wdbj7.com/content/news/Trauma-patients-no-longer-have-to-wait-to-get-life-saving-blood-at-a-hospital-508939561.html



Facebook makes public entrance into US health space

Facebook launched a blood donation tool in five US cities: New York, Chicago, Washington DC, Baltimore and San Francisco, that pings people to donate in times of need. With this tool, organisations will be able to put out requests for blood on Facebook, which will go to users who identify themselves as donors. The system will be open to hospitals, blood banks and the American Red Cross. The tool has already been rolled out to India, Pakistan, Bangladesh and Brazil, where more than 35 million Facebook users signed up. The tool was built by Facebook's Social Good team, which also created the company's disaster response tool feature that lets you mark yourself "safe" during a crisis. ■

Source: www.businessinsider.com/facebook-blood-donations-tool-us-new-york-chicago-san-francisco-2019-6?IR=T

Need to contact us?



Telephone

021 507 6300



E-mail



info@wcbs.org.za



Website

www.wcbs.org.za



SMS

SMS the word 'Blood' to 33507



WhatsApp

060 549 7244



Facebook

Like us on @TheWCBS



Twitter

Follow us @The_WCBS



Follow us @thewcbs



Youtube

Western Cape Blood Service

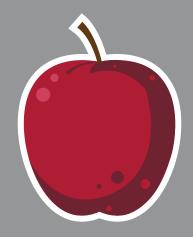


Basic Donor Criteria





Weigh more than 50kg.



Be healthy on the day of donation.



Lead a sexually safe lifestyle.

You can donate blood every 56 days. It only takes 30 minutes of your time to donate 475ml of whole blood.

