

Do something

amazing

today



What's so **amazing** about giving blood?

When you give blood, you'll be doing one of the most amazing things anybody could dream of - saving a life.

You can enable someone to receive a desperately needed transfusion. Some

operations, for instance, require literally pints and pints of blood. Or just as importantly, components extracted from blood, such as plasma, can play a key role in a range of procedures such as treating burns or preventing infection.

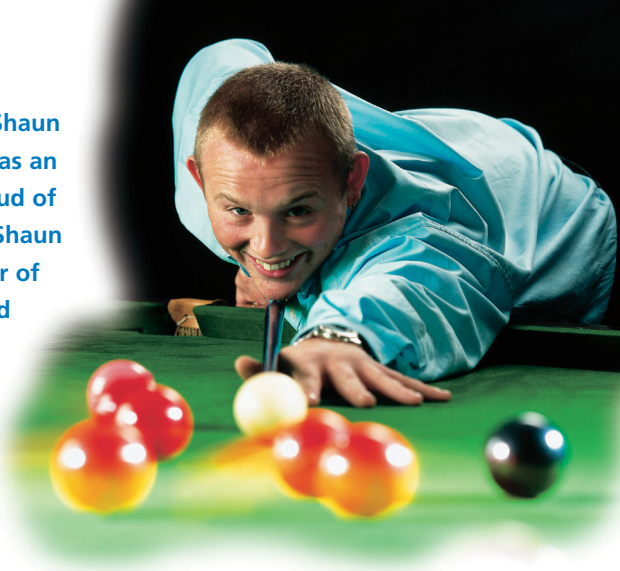
Diane Crawford has had Sickle Cell disease all of her life. She gave birth to a daughter, Chi, after receiving 19 units of blood during her pregnancy.

"Blood donors gave me the chance to have a family," says Diane.

"Now I want to play my part in encouraging more people from the African and Caribbean communities to help others like me by giving blood."



Snooker is a passion for Shaun Williamson. So is his job as an entertainer. He's particularly proud of his Laurel and Hardy routine. Shaun was diagnosed with bone cancer of the knee. Shaun has had numerous blood and platelet transfusions. "Blood donors are special people," says Shaun. He should know because they've supported him all the way.



As new treatments are developed for cancer etc. and more operations carried out, hospitals throughout the country need more blood, all year round. For example, the National Blood Service, which covers all of England and North Wales, needs nearly two and a half million blood donations each year to help the NHS save lives.

But, only 6% of the UK population who are eligible to give blood currently do so.

It's all types of blood we need - not just rare ones. In fact, the commoner the blood type, the more we need.

So even if your blood is one of the most common types - group O, for example - you can be sure that by donating regularly, three times a year, you really are doing something amazing.

Do something amazing today

Save a life

Give blood

It's

amazing

how

easy it is

to save a life

Becoming a blood donor really is very simple. If you would like more information or advice, or you want to enrol to become a blood donor, ring our donor helpline on **0845 7 711 711**.

Our donor helpline is open 24 hours a day – every day of the year. Alternatively, return the coupon at the back of this booklet. We'll send you a new donor welcome pack and an invitation to the next donor session, either at a centre near you or at one of our mobile collection units.

Before you donate, you should always drink plenty of liquid (but not alcohol).

Eat regular meals - and let us know if you've missed a meal or are on a diet.

Your session will last about an hour in all. When you arrive, we'll ask you a few routine questions about your health. If it's your first visit, these will be quite detailed, but for regular donors it's a much shorter interview. It's very important - for your own well-being and that of patients who receive your blood - to answer these questions fully and honestly.

We'll then take a drop of blood from your finger just to make sure you're not anaemic. If all is well, we'll take your donation.

This only takes about ten minutes during which time we collect 470ml. (about three quarters of a pint) of blood. Most people hardly feel a thing, and after a short rest, a drink



At four months old, Beth Heaton was diagnosed with a rare blood disorder called aplastic anaemia. While waiting for a vital bone marrow transplant, her survival depended on regular transfusions of blood and platelets. The eventual transplant was a success.

Today, Beth has just turned two, and her condition has been cured, thanks to the support of so many blood donors.

and biscuits, you'll be up and about and ready to go.

Naturally, we carefully control how we collect blood. Only trained staff, under the supervision of doctors and nurses, can take blood

donations. All equipment used in the collection of your blood is new and sterile and is *never* re-used, so you don't have to worry about risks to your health in the collection of your blood.

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Practically anyone can

do something amazing

As a rule, as long as you're in good health and aged between 17 and 60, you can become a regular blood donor.

A confidential health interview helps us be sure that you are fit to give blood and that your blood will be safe for the patients who receive it.

And even if there are health reasons why you can't actually give blood, you

can still help do something amazing, for example by encouraging your family and friends to donate.

As well as checking that you are not anaemic, we'll also need your agreement that we can test your donation later. This will tell us your blood group and screen for any infection. If the tests reveal any problem, we'll inform you in the strictest confidence and advise you who to consult.

A few days after he was born, doctors noticed that Bradley Osborne appeared jaundiced. Tests revealed that his bilirubin levels were dangerously high. An immediate transfusion was needed. It took over four hours and three pints to replace his blood completely. Thanks to blood donors, he is now fully recovered and is as healthy and energetic as any other two-year old.





While infections are very rare in people who have given blood, you should ring our donor helpline on **0845 7 711 711** as soon as possible if you become unwell (except for a cold) in the 2 weeks following your donation, or if you believe there is a reason

Jo McAuliffe has a rare blood disorder known as TTP. During five years of treatment, she has received around 1000 units of plasma and many units of red blood cells. These transfusions have saved her life. "I feel so lucky to be here," Jo says. "I'm able to enjoy and appreciate my favourite things again, thanks to the dedication of blood donors."

that your blood should not be transfused to a patient.

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**what we
can do with blood**

Put simply, blood is made up of red cells, platelets, white cells and plasma. From your donation we make good use not only of whole blood, but of its components. For example :

Whole blood and **red blood cells** are used in cases of acute blood loss, e.g. road traffic accidents, during operations and when a person has an illness that leads to anaemia.

Platelets are needed where bone marrow cannot work properly following anti-cancer treatment (e.g. leukaemia) and in patients who cannot produce normal platelets.

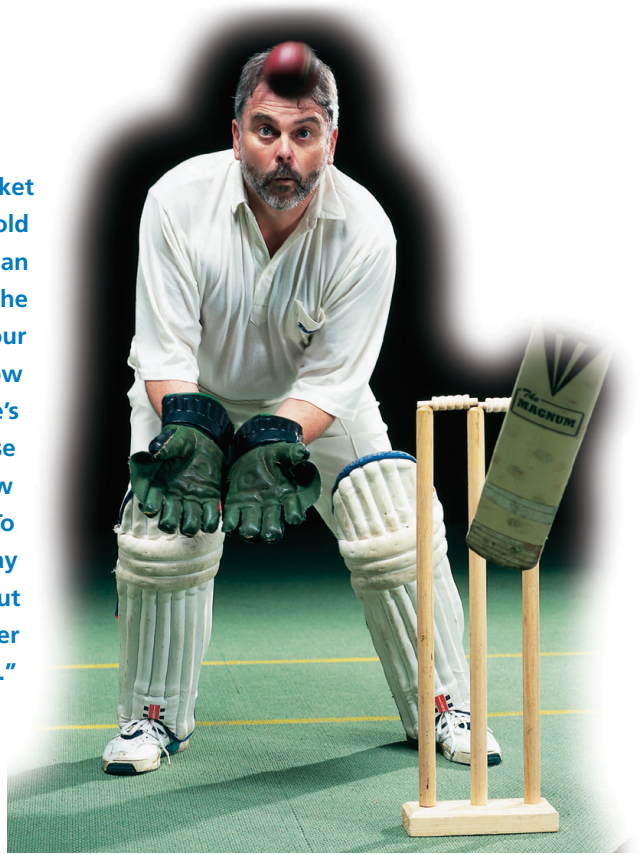
White blood cell transfusions are needed to help patients whose resistance to serious infection is low, e.g. during some cancer treatments.

In December 1993, Tim Wood was diagnosed with leukaemia. He fought the disease and even went into remission for 10 months, but in May 1996 he relapsed. A bone marrow transplant had become critical.

By the end of his treatment, Tim was estimated to have received more than 75 units of blood and 250 units of platelets, which equates to at least 1000 donors.



Tony Peverett has played cricket all his life. In 1998 he was told he had cancer. During an operation to remove the tumour, Tony received four blood transfusions. Now recovered from cancer, he's playing cricket again. "Those transfusions gave me a new lease of life," he says. "To potential donors, I would say that giving blood is about ordinary people helping other ordinary people."



Plasma is used for critically-ill patients who have lost large volumes of blood and need replacement of the full range of essential proteins contained in plasma. Plasma is also used to make clotting factors, albumin (often vital to

burns victims), Anti-D (given to rhesus negative expectant mothers who are carrying rhesus positive babies) and other immunoglobins, commonly known as antibodies.

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How you can do something

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Alternatively, complete the coupon at the top of the opposite page, and send it to us at the Freepost address shown on the back of the coupon - you don't need a stamp.

Once enrolled, we'll send you a welcome pack and let you know when your next local session is. Of course, you can always turn up at a public donor session.

You can help us too by encouraging others to give

blood. Why not use the other two coupons on the page opposite to involve friends and your employer?

If you've given blood before and have since changed address, let us know by ticking the box on the top coupon and send us your new details.



Data Protection

All information and data processed by the NBS is in accordance with the provisions of the Data Protection Act 1998. If you wish to find out more about our commitment to protecting the confidentiality of your data, please ask for the **"Data Protection - A guide for donors"** leaflet.

I'd like to **save a life**

Simply fill in your name and address, pop this coupon into an envelope and send it to the Freepost address shown on the back of this card. You don't need a stamp.

Tick here if you have given blood before and are using this card to tell us your new address

Please tell us your donor number (if known) _____

Surname (Mr/Mrs/Miss/Ms) _____

Forenames _____ Date of birth _____

Home address _____

Postcode _____

Email address _____

Home telephone _____ Mobile _____

Employer's address (if you wish to donate at or near your place of work) _____

Telephone _____

Signature _____ Date _____

I know **someone** who'd like to do something amazing

Simply fill in the name and address of a *friend* or *relative* who might like to become a blood donor, pop this coupon into an envelope and send it to the Freepost address shown on the back of this card. You don't need a stamp. **Don't forget to ask permission from your relative or friend before you send this card to us.**

My relative/friends details are:

Surname (Mr/Mrs/Miss/Ms) _____

Forenames _____ Date of birth (if known) _____

Home address _____

Postcode _____

Email address _____ Telephone _____

Please tell us your donor number (if known) _____

Your signature _____ Date _____

My **employer** would like to do something amazing

If you think your *employer* might arrange blood donation sessions at work, simply fill in the details of your employer, pop this coupon into an envelope and send it to the Freepost address shown on the back of this card. You don't need a stamp.

My employer's details are:

Employer's name _____

Company _____

Address _____

Postcode _____

Email address _____ Telephone _____

Please tell us your donor number (if known) _____

Your signature _____ Date _____

Pop this coupon in an envelope and send it to:

National Blood Service
FREEPOST (BFH 1272)
Cranmer Terrace
London
SW17 7YB

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