



WORLD BLOOD DONOR DAY 2021

You could help save a life, and it
will take less than an hour

Together, all the way.™



WHAT'S WORLD BLOOD DONOR DAY ABOUT?

The slogan for this year's World Blood Donor Day is '**Give blood and keep the world beating**'.

Organised for the first time in 2005, World Blood Donor Day is a joint initiative of the World Health Organization (WHO), the International Federation of Red Cross and Red Crescent Societies.

On **14 June 2021**, countries around the world will celebrate World Blood Donor Day by thanking selfless donors for their voluntary and life-saving gifts of blood while continuing to help raise awareness of the need for safe blood and blood products in the future.

World Blood Donor Day aims to educate people worldwide about the need for regular blood donations and why it's essential to keep the health industry with a stable supply.

The month of **June** also marks the opportunity to celebrate the hard work of medical professionals who work in the research and development of new technology and uses for donated blood.

To get involved in an event, visit www.who.int/campaigns/world-blood-donor-day for more details.

WHY IS IT IMPORTANT TO DONATE BLOOD?

Blood is a precious resource in healthcare across the globe. Donated blood helps people who have lost blood in an accident or have an illness such as anaemia, sickle cell disease, or haemophilia.

Blood donations are also invaluable for cancer patients going through chemotherapy that suppresses bone marrow function and stops a patient's blood count from recovering. A blood transfusion can save lives.

WHAT SHOULD YOU DO BEFORE YOU GIVE BLOOD?

- › **Make sure you feel good.** Don't give blood if you feel ill.
- › **Eat a good breakfast or lunch.** But try to avoid fatty foods.
- › **Stay hydrated.** Drink plenty of water.
- › **Ensure you are well rested.** Get a minimum of 7-8 hours of sleep the night before.

About 1 pint (480ml) of blood is taken when you donate. You can expect the whole process, including answering questions and a short exam, to take up to an hour.

Ensuring a constant supply of blood is crucial at all times. The World Health Organization (WHO) has recognised the efforts of blood donors in many

countries who have followed safety measures to donate blood and plasma throughout the pandemic.

WHAT TO DO AFTER YOU GIVE BLOOD

It's normal to feel nauseous, lightheaded or dizzy after donating blood. If this happens, it typically only lasts a few minutes.

- › **Drink plenty of fluids.** This will help replace the lost fluid.
- › **Eat foods that have a lot of iron.** This includes foods such as lean red meat or beans.

- › **Take it easy.** Limit your physical activity for several hours.
- › **Spread the world.** Tell your friends and family – and encourage them to donate!

CIGNA IS HERE FOR YOU

World Blood Donor Day is the perfect opportunity to celebrate our members, staff and customers who have selflessly donated blood to help others. Please reach out to us if you have any questions.



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