

The Uplifting Edition

Gaz'lam

The blood that binds us together

ISSUE 21 | www.sanbs.org.za



Zizo

Zizo lends her voice
to the donor cause



SANBS
South African National Blood Service

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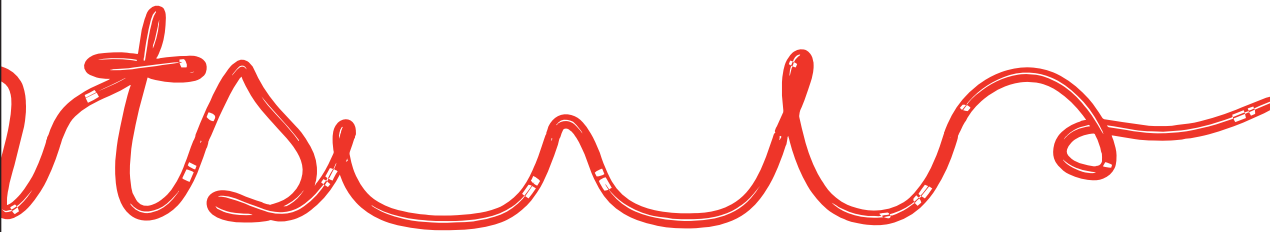
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The mission of the South African National Blood Service is to provide all patients with sufficient, safe, quality blood products and medical services related to blood transfusions in an equitable and cost-effective manner.

The SANBS is a non-profit organisation, an incorporated association not for gain.

SANBS receives no funding from Government. With 27 branches and 86 permanent collection sites, SANBS manages the blood supply and provides products and services to all South African provinces except the Western Cape.

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SANBS Marketing & Communications

1 Constantia Boulevard,
Constantia Kloof
www.sanbs.org.za
marketing@sanbs.org.za
Toll-free no: 0800 11 9031



Facebook: /SANBS



Twitter: @theSANBS



Instagram: @thesanbs



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Gaz'lam

noun - /gaz-lam/
Zulu word for "blood relatives
or brotherhood"

MESSAGE FROM THE ACTING CEO

THE PREVIOUS QUARTER WAS A TRYING PERIOD FOR THE ORGANISATION. Blood collections for the year under review were lower than units collected in 2016. As the cornerstone of healthcare, our organisation endeavours to

reach all patients in need and we constantly remind ourselves that, in spite of the challenges we face, we need to deliver on this mandate. This means that we need to increase our supply of blood in the coming year. Our sustainability is dependent on how we achieve this through operational innovation, efficiency, and cutting-edge medical science and technology. It is critical that we integrate our needs

with those of our stakeholders. To this end, we are implementing a formal and focused stakeholder engagement strategy and plan based primarily on information gathered directly from our stakeholders through formal interactions, roadshows and surveys. The primary focus for the coming year will, therefore, be on listening attentively to all our stakeholders to ensure that their needs and aspirations are aligned to those of SANBS. During this year, we have already been privileged to enjoy the involvement of our key stakeholders, including leaders in government, doctors and other professionals, who continue to give us the opportunity to discuss issues of common interest and focus. We appreciate your ongoing support. The year under review also saw SANBS management, with the guidance of the

Board, revisit the five-year strategy and align the corporate business plan to the strategic objectives. In the coming year, we will focus on our people and on transforming our organisational and core processes to ensure that we are well positioned to achieve our strategy and sustain improved donor care and patient outcomes.

Technology has brought about rapid changes in how organisations, and particularly medical/ blood services, achieve their mandates. SANBS cannot be left behind if it is to remain relevant and sustainable. Embracing value-adding services presented by technological and medical advances will ensure that we retain our noble cause of improving patient outcomes, while improving and sustaining the health of our donors.

We are committed particularly to donor health and patient care.

We are committed particularly to donor health and patient care. Hence, our renewed focus on iron deficiency and caring for donors whose donations have been deferred for medical reasons.

For critically ill patients, we do our utmost to meet the demand for platelets. The current business plan provides for additional platelet collection sites as well as the implementation of pathogen inactivation to ensure that we can meet the demand.

Finally and most importantly, I thank the many special people out there without whom we would not exist – our loyal and selfless donors – you are not only donating blood, you are saving a nation. SANBS could not do this without you. ♦

Healthy regards,

Jackie
Acting CEO



Jackie Thomson - Acting CEO



Thank you
Your blood runs through our system

sanbs.org.za



Zizo

LENDERS HER VOICE TO THE DONOR CAUSE

Zizo Tshwete is a shining example of what young South Africans can achieve.

Born and raised in the Eastern Cape, Zizo took the Miss SA Teen crown in 2007 and it's been a whirlwind journey since. Today, she's a television presenter, voice-over artist, columnist and philanthropist. Hard work and dedication are her watchwords.

South Africans should understand that they can contribute to saving lives. This is the greatest gift one can give another.

Last year, having married Mayihlome in 2015, she added another major achievement to her resume – the birth of Vukile in March. Fortunately for SANBS, she's

also aligned herself with the blood donor cause.

Gaz'lam caught up with this super achiever.

WHAT'S HAPPENING IN THE LIFE OF ZIZO?

My greatest passions are being a present mama and wife! In my professional space, I am a projects and PR executive at Dandelion Breeze, a through-the-line agency, I broadcast for the SABC, on both TV and radio (SABC 2 Live Lotto show and drive time radio show Masigoduke on UmhloboWeneneFM). I teach TV presenting classes, work as a brand ambassador for Garnier, and am a brand influencer for Cuddlers nappies. I work as a master of ceremonies and speaker. I am also a director at HDI for Good. It's a lot to get through on any day, but I am extremely blessed to be able to do all that I love.

WHAT DO YOU THINK OF THE WORK OF SANBS AND THE IMPORTANCE OF BLOOD DONATION?

The work that SANBS does is SO important! The campaigns are impactful in letting South Africans understand that they can

contribute to saving lives. This is the greatest gift one can give another.

WHEN DID YOU BECOME INVOLVED WITH SANBS?

It has been a number of years now. I was only too happy to lend my voice to SANBS to educate about the importance of donating blood.

SHARE WITH US YOUR PERSONAL EXPERIENCE OF BLOOD DONORS IMPACTING ON YOUR FAMILY?

My father was shot in a robbery and desperately needed a blood transfusion. He was able to access blood from SANBS and survived the attack. He walked me down the aisle at my wedding, a dream I always had. Donors saved his life. I will always be grateful to the donors for this.

WHAT WOULD YOU SAY TO PEOPLE WHO DO NOT YET DONATE BLOOD?

I would encourage them to become part of this amazing group of people who are lifesavers who don't seek recognition. If you are healthy and able and meet all the criteria to donate safely, then please do so. You will change people's lives by giving them the best gift in the world – life.▲



Giving blood: TOP TEN TRUTHS

Giving lifesaving blood is giving another person a second chance. Furthermore, it is also its own reward. There are also some very interesting aspects to donating, which Gaz'lam shares in this article.



1 Barely any eligible donors donate

Of the approximate 55 million South Africans less than 1% actually roll up their sleeves and donate blood. Studies also indicate that if every eligible donor gave three times a year, blood shortages would be rare.

2 Donating may uncover an unknown diagnosis

Every donation undergoes four tests, among them tests for infectious diseases such as HIV, hepatitis B and C, and syphilis. If any test is positive, a medical liaison officer from SANBS will inform you of the diagnosis, of which you may have remained unaware until it was too late.

Donors also undergo a mini medical check-up before donation, which includes checking blood pressure, pulse and iron levels.

3 It can take more than a month to replenish cells

Whereas plasma replaces itself in about a day or so, red blood cells can take four to six weeks to replenish fully. The iron lost could take even longer (up to eight weeks) to return to its previous level, which is why we at SANBS advise against donating whole blood sooner than 56 days after the previous procedure.

6

Someone is in need every 30 seconds

Many people have been in need of a transfusion in the time it's taken you to read this far into the article. Daily, an estimated 3 000 units of red blood cells are needed.

7

Donating may be good for the heart

Some studies suggest that regular blood donation can reduce the risk of a sudden heart attack, as your body creates new, strong red blood cells and reduces overall viscosity.

8

Trauma patients aren't the only ones who need blood

Most donated blood is used for cancer patients and anaemia treatments, and to replace blood lost during surgery.

5

Every unit of blood is tested

Every blood donation goes through the same stringent testing. So it does not matter if it is your first time or if you are a regular donor. Each unit is tested for HIV, HBV, HCV, syphilis and blood type.

9

It is absolutely safe to donate blood

All needles and finger-prick lancets are sterile and used once only. After use, each lancet and needle is placed in a special medical-waste container and incinerated.

Trained staff are employed to collect all blood donations and strict protocols are followed. Since the introduction of NAT testing we have had no reported cases of HIV transmission.

10

Group O blood is needed the most.

Group O Rh negative blood can be transfused to anyone, so these donors are referred to as "universal donors". Group O Rh negative patients on the other hand, can receive only group O Rh negative blood. Group O blood is the most versatile and adequate stocks of group O blood are vital. If for instance, group A blood is not in stock, group O blood will be used. However, all blood groups are required to ensure adequate stocks at all times.

4

A good meal is important

By not eating before donating, your chances of having a reaction after donating are greatly increased. It would, therefore, be unwise to take your blood unless you've had something to eat (a light snack) within the preceding four hours.



A photograph of a SANBS (South African National Blood Service) stand at a conference. The stand is white with a red top section and a red vertical banner on the left that reads "South African National Blood Service". The main part of the stand is a large, stylized graphic of a blood bag with a white label and red liquid inside. The background is a blurred conference hall.

SANBS stand *wows* conference crowds

The long walk to HIV prevention took centre stage at the eighth South African Aids Conference, held in Durban at the International Convention Centre from 13 to 15 June 2017.

With more than 2 500 delegates, 200 speakers and 400 poster presentations, the event was a remarkable gathering of people whose talent, innovation and passion were inspiring

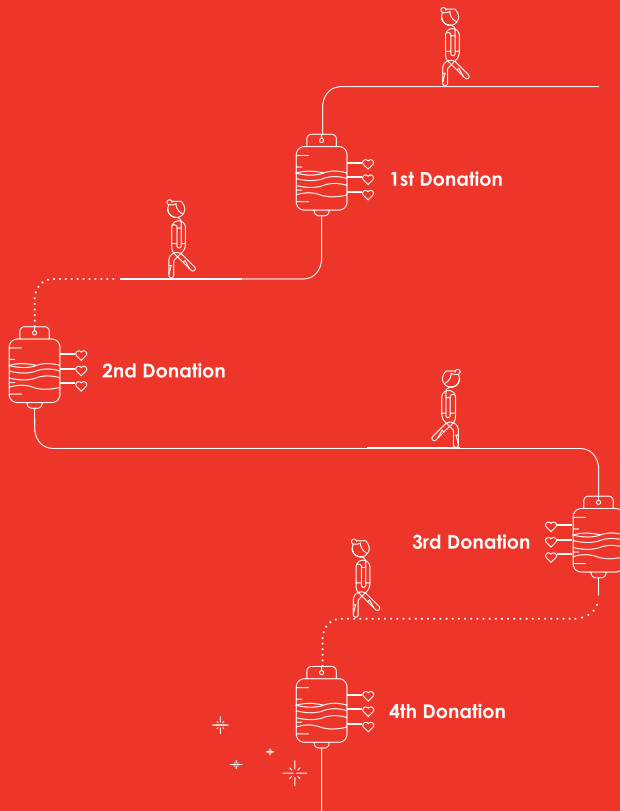
*more than 2 500 delegates,
200 speakers and 400 poster
presentations*

to all who attended. This gave SANBS the opportunity to interact with all visitors at the conference by building brand awareness, educating them about the organisation, as they could turn into donors in the future.

This was also a great opportunity to establish new partnerships with other companies in the health services sector and to say thank you to existing donors.💧



Commit to donate blood 4 times in 2017



Receive a
limited-edition
cooler bag
commitment
gift



Thank you
for donating blood

sanbs.org.za



Innibos

The Innibos National Arts Festival is the annual pinnacle of entertainment in the Lowveld.

Over 100 000 patrons from all over South Africa rolled up for four days of fun and excitement at the event, which was hosted at Hoërskool Bergvlam in Nelspruit.

Since the festival's inception, SANBS has earmarked the event as a key platform to not only collect blood but also to position the

brand as a lifestyle brand that celebrates life. The blood drive at the festival is strategically placed to make donating as convenient and easy as possible, while providing the patrons with information about blood donation and the incredible impact it has on society.

This year, the call to save our nation was heard loudly and clearly and blood donors came in their droves. With a remarkable 26% increase on the previous year's collections the Innibos blood drive yielded enough blood to potentially save over 1000 lives.

Undoubtedly the highlight of the blood drive was when a

group of students from Lady Grey Arts Academy in the Eastern Cape who came to perform at the festival also came to donate blood. They were all enthusiastic first-time donors – and after donating, they performed for us.

Not only is this event important in terms of collecting sufficient blood for Mpumalanga but the awareness created, social media interaction and participation will help sustain blood stocks all over our great country. 📌



**EVERY TIME YOU SIT DOWN
TO DONATE YOU COULD SAVE
THREE LIVES.**









Gazlam

noun · /gaz-lam/

Zulu word for "blood relatives" or "brotherhood"

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Walk the Talk

Every year SANBS joins the annual 702 Walk the Talk event in Johannesburg.

Over 50 000 people gathered in support of numerous causes and initiatives in an effort to raise awareness and support. This year SANBS assembled 341 staff who took to the streets to encourage their fellow South Africans to save our nation by donating blood.

Team SANBS could not be missed as all of them were dressed in distinctive red capes. This look contributed

to the life-saving message the team conveyed at the event.

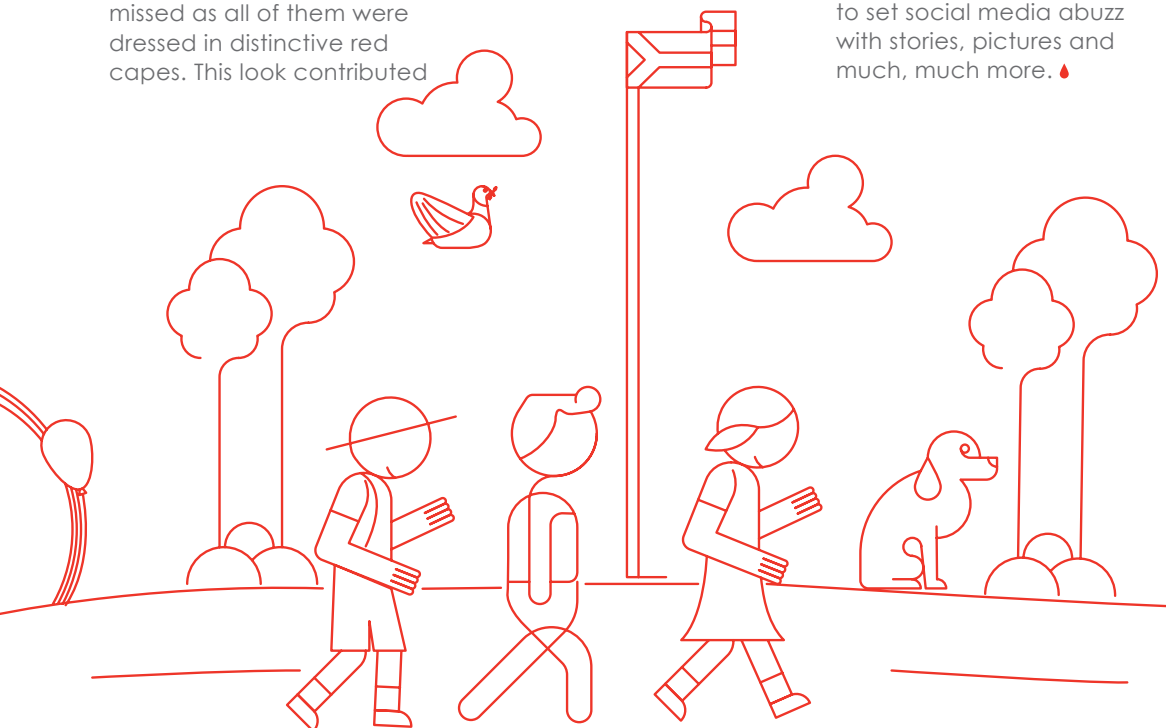
Walk the Talk is all about standing up for what you believe in and showing support for a variety of good causes. It also generates a huge amount of media coverage and is an excellent platform to promote the amazing work done at SANBS.

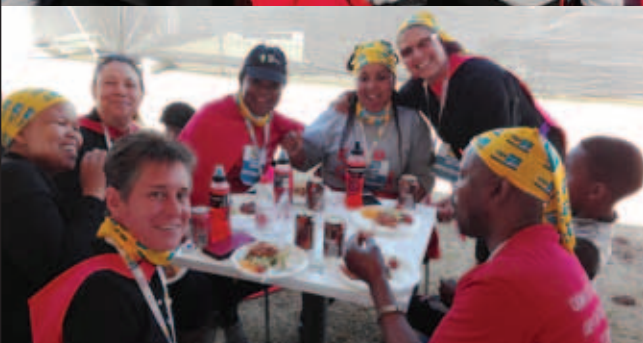
Along the route there were power zones and water points at regular intervals to ensure our heroes stayed motivated and hydrated.

At the end, there was some of the best live entertainment in the country, which helped our team forget about sore muscles as we got up and danced away the afternoon.

Walk the Talk is all about standing up for what you believe

Through the hashtags #gazlam #yourbloodsaveslives and #MTN702Walk we were able to set social media abuzz with stories, pictures and much, much more. ♡





The Power to change lives



During the winter months, blood donation hit the airwaves of new Gauteng talk radio station Power FM.

The campaign actively engaged the Power FM listeners through in-depth interviews, on-air commercials and social media conversations about blood donation and even dispelled some of the most pressing myths around why people don't donate blood. Internationally acclaimed journalist and media personality, Iman Rapetti, was the on-air ambassador for the initiative

and regularly encouraged her avid listeners to save the nation through donating. The highlight of the partnership was when the SANBS National Marketing Manager, Silungile Mlambo, introduced the Power FM listeners to two amazing people: Mbali Blose and Mpumelelo Mncube. These two matriculants are not only keen supporters of blood donation, they are recipients of the precious liquid our donors give.

Mbali has a condition called Severe Aplastic Anaemia and at one stage had to receive weekly blood transfusions. Thanks to her medical team and the hundreds of blood donors who donated the blood which she received, she has recovered and hasn't needed any further transfusions for the last

three years. Mpumelelo is in remission after recovering from leukaemia. He too received a substantial number of blood transfusions, which helped him on the road to recovery.

These two youngsters were genuine inspirations not only to the people with whom they have engaged during their involvement with SANBS but to the hundreds of thousands of Power FM listeners who heard them tell their stories of recovery.

We could see the remarkable difference this campaign had on encouraging South Africans to engage with SANBS and become true advocates for the cause. 🩸





Sport, Health & Fitness

exchange

Now in its fourth year, the annual Sport, Health & Fitness Exchange took place at Moses Mabhid Stadium on 10 June. The core focus of the event is about motivating people to get moving, healthy and fit and is aimed at fitness enthusiasts and those who follow (or seek to follow) a healthy lifestyle.

The event is not just for those who are already active, it's for everyone; from those who are trying to get more information so that they can make the right decision as to what works for them, to those who are well on their way, to enthusiasts who want to stay on the right track on their fitness and healthy lifestyle journey. It's all about

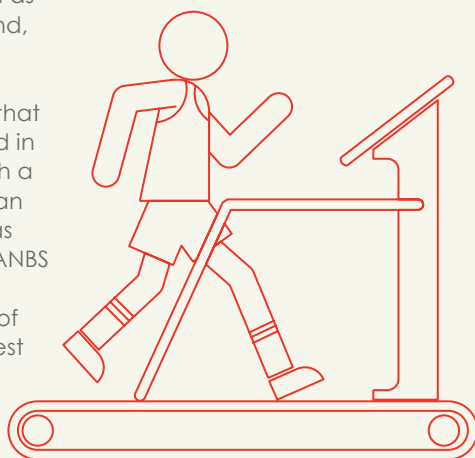
motivating people to get moving, healthy and fit.

The event also provides an opportunity for participants to take part in different activities, interact with health and fitness professionals and interact with specific and specialised services such as SANBS, the Sunflower Fund, CANSA and others.

2017 is the second year that SANBS has been involved in this event, providing both a mobile clinic, as well as an information stand. As was the case last year, the SANBS stand and mobile donor clinic proved to be one of the most popular and best supported.

The synergy of the event

target market with the SANBS target market created the perfect platform for educating, creating awareness and recruiting young donors. ♦



Naledi given the gift of

motherhood



Naledi Whitney malapane

Naledi Whitney Malapane became a new mum in June last year – an exciting time for any woman.

However, not all went according to plan. Here, Naledi shares her experience, which, she says, had a positive impact on her life...

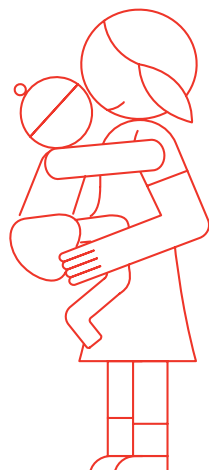
'I gave birth on 6 June 2016 in Philadelphia Hospital in Limpopo. I went to the hospital at midnight on 28 May 2016, suspecting that I was in labour. It was a false alarm and I was told to book for a C-section due to the baby's size. Blood tests were done before I could go to theatre and I was told that I did not have enough blood. I needed a blood transfusion to save me and my unborn baby's lives. I was devastated, but the doctor was very kind and explained that there are heroes out there who donate blood to save people such as us. I needed blood to enable me to have the C-section and I was fortunate enough to receive my own blood type (AB+).

On 6 June, my beautiful baby girl was delivered through C-section.

'By collecting safe blood from heroes, SANBS saved our lives and I am grateful for that. Today I am called a mum and I wake up every morning next to this beautiful and healthy baby girl because of that blood transfusion I received. We could both have lost our lives.

'I named my child Thatoentle Keratilwe, which means "It is goodwill". We have been loved so much by total strangers who allowed God to use them to save our lives. We love SANBS. May the good Lord strengthen you to continue doing your good work.💧

'Thank you so much.'



Blood types

So what...

Blood type are you?

Blood Type	Donates blood to	Receives blood from
A+	A+ AB+	A+ O+ A- O-
O+	A+ O+ B+ AB+	O+ O-
B+	B+ AB+	O+ B+ O- B-
AB+	AB+	Everyone
A-	A- A- AB+ AB-	A- O-
O-	Everyone	O- O-
B-	B+ AB+ B- AB-	O- B-
AB-	AB+ AB-	A- O- B- AB-



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A PROUD ASSOCIATION BASED ON

donation

During 2017 a powerful partnership was formed in the donor community.

The Organ Donor Foundation and SANBS joined forces to strengthen their common goal of saving and improving lives through patients in need. Henceforth SANBS will allow the Organ Donor Foundation to participate in SANBS events and blood drives and distribute information about organ donation at SANBS blood drives and donor centres.

The arrangement helped the Organ Donor Foundation in creating a huge amount of media attention, which led to the registration of many new organ and tissue donors. SANBS looks forward to achieving great things with the Organ Donor Foundation for many years to come.

What is organ donation?

Organ donation is the surgical procedure whereby an organ or tissue is transplanted from one person (the donor) to another (the recipient). This is done where the recipient has suffered organ failure and, in many cases, would die without a life saving transplant.

Transplantation today

Transplantation today is seen as a safe and relatively routine procedure. If you're wondering why, then, there aren't more transplants, the answer is, simply, that there aren't enough organ donors. South Africa currently has more than 4 300 people on the waiting

list for life-saving organs, yet only about 500 transplants take place each year.

So why the shortage?

Chief among the reasons for the shortage in organ donors is lack of awareness. The Organ Donor Foundation works extremely hard to correct this, but, with limited resources, including finance, it cannot communicate the message to everyone.

Added to that are misconceptions and fears, religious and cultural reasons, limited knowledge among some medical professionals and a lack of resources in hospitals.

Who can register?

Absolutely anyone can register to be an organ donor, but the decision

about your suitability as a donor is made by medical professionals at the time of death. If you would like to be a donor, don't let ailments, chronic diseases or your chronic medication deter you. Register and leave the rest to the doctors!

How many lives can I save?

One organ donor can save up to seven lives by donating, as one body can provide a heart, a liver, a pancreas, two lungs and two kidneys.

But it doesn't stop there. You can also donate your tissue and improve the lives of up to 65 people by donating your skin, bone, corneas and heart valves.

One organ donor can save up to seven lives by donating

So what are people afraid of?

The cost

There is absolutely no cost involved in either registering to be an organ donor or actually donating your organs at the time of death. From the moment brain stem death has been declared and the family has given consent for organ donation, the hospital or the state takes on all medical expenses. Your family or estate will not be left with a medical bill.

My body will be left disfigured

Medical professionals treat the donor's body with absolute respect and surgeons will stitch up the body carefully in the same way as they would after any other operation. The donor could have an open casket funeral and no one would know that he or she was a hero and donated his or her organs!

It'll delay funeral arrangements

Procuring organs from a donor takes only a couple of hours, after which the family is free to continue with funeral or cremation arrangements. It is suitable even for cultures or religions that dictate that the body be buried within a certain time.

What if I'm not dead?

It is a legal requirement that two doctors, independent of the transplant team, do a series of internationally recognised tests to confirm brain stem death before a donor's organs and tissue are procured. Medical professionals maintain the highest standards.

How do I register?

Registering to be an organ donor is easy, costs nothing and takes only a few moments. You can register online at www.odf.org.za or call the toll free line 0800 22 66 11.

Upon registering, the Organ Donor Foundation will send

you an information pack with an organ donor card to place in your wallet and organ donor stickers to put on your ID, drivers' licence and medical aid card.

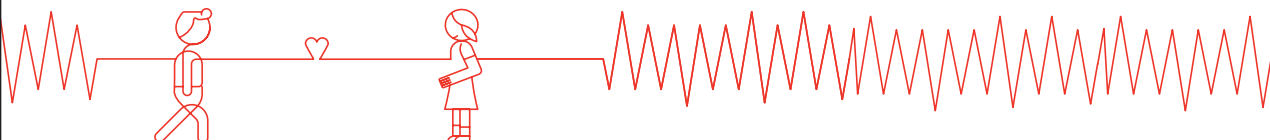


The next extremely important step is to let family members know that you have registered and request that they honour your wishes upon your death. Their consent is required, even if you are a registered organ donor.

The final step is to **BE PROUD** to be an organ donor. It is an honourable decision to make and knowing that one day you could save up to seven lives and improve many, many more with organ and tissue donation should make you feel fantastic! ♦

**proud
organ
and tissue
donor**
odf.org.za

ORGAN DONOR
FOUNDATION
SAFE SEVEN LIVES



Pearl's plight spurs Sunflower Fund

support



Nonkululeko Pearl Malinga

Nonkululeko Pearl Malinga undergoes blood and blood platelet transfusions almost weekly, one of the many recipients of the almost 70 000 transfusions that take place monthly in South Africa. But ultimately, she needs a blood stem cell transplant to survive.

Pearl, a 29-year-old single mother from Durban, has been diagnosed with acute myeloid leukaemia (AML), a cancer that starts in the bone marrow and can spread quickly to other vital parts of the body. She requires extensive chemotherapy.

Prompted by the plight of patients such as Pearl, The Sunflower Fund, a South African non-governmental

organisation, endeavours to find potential blood stem cell donors who could be a life-saving match for her and others suffering from chronic blood disorders. 'Blood donors play an essential role in the success story of leukaemia patients awaiting a stem cell transplant,' says the Fund's CEO Alana James. 'Every donation saves lives.'

One unit of blood can save up to three lives. About 28% of all donated blood is issued to patients suffering from blood disorders and cancers such as leukaemia and aplastic anaemia, where the high doses of chemotherapy deplete blood cell stores and weaken the immune system. As the hope continues for her perfect match, Pearl will still require blood transfusions. She urges people to continue or start donating blood. 'Keep giving!' she urges. 'And to those who already do, thank you. Your contribution is ensuring my survival.'

The Sunflower Fund, a South African non-profit company, is dedicated to creating awareness of, educating the public about and handling the registration process for those joining the

South African Bone Marrow Registry (SABMR), funding the cost of testing.

The chance of finding a matching donor is 1 in 100 000 – and as ethnicity plays a significant role in the search for a donor, South Africa's rainbow nation is at a distinct disadvantage, requiring a large pool of prospective donors.

Should you wish to become a donor, support one of the fundraising projects or make a financial contribution, please contact The Sunflower Fund on toll-free number: 0800 12 10 82. Visit www.sunflowerfund.org.za to learn more or look out for the 'donate' button to make a cash donation via the website. ♡

Blood donors play an essential role in the success story of leukaemia patients awaiting a stem cell transplant

Sunflower Day 2017

It's the **ordinary, everyday people** who do the most **extraordinary** things that make a real difference. Meet PEARL MALINGA – Mother, Optimist and Leukaemia Patient.

Give the hope of life to patients suffering from blood disorders like Leukaemia and help us celebrate **SUNFLOWER DAY** on **Friday 15 September 2017**.

Buy a **TOPE** and be the Hope.
R25 each at all Pick n Pay stores
or online at Zando.



The Sunflower Fund
Hope begins with you

#IamHope

Call us toll-free on **0800 12 10 82**
For more info visit www.sunflowerfund.org.za



Calendar

for Good is where it's appening

Good deeds often cost nothing, but always mean the world.

Now, a good deed is just an app away, with the SANBS Calendar for Good initiative. Those who download the app receive a suggestion every morning of how to make a real difference to someone else's day.

These are just simple gestures such as complimenting someone, surprising a friend with a chocolate, sharing snacks at work, inviting someone to exercise with you. They don't take much effort at all.

Along with the daily suggestions, Calendar for Good encourages users to donate blood – a simple act that can be a life saver.

Find the app at the Apple App Store or Google Play Store and click on download. It's free. Share the news with friends and family and talk about it on social media, using #calendarforgood.

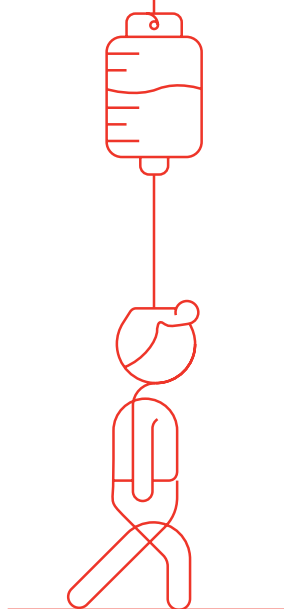
Now that's an app that keeps giving, 365 days a year. ♡

**Try to do
a good deed a day,
with the calendar
for good app.**



www.sanbs.org.za Toll-free 0800 11 90 31

We don't take
any chances, so
that you can have
a second chance



At SANBS we pride ourselves in using the healthiest blood from the healthiest donors and every aspect of the transfusion process is meticulously monitored to ensure the absolute safety of our donors and recipients. Your blood saves lives.



SANBS Staff members contribute their all at

comrades

Every year, the athletes taking part in the Comrades Marathon leave their sweat and tears on the roads of KwaZulu-Natal, and occasionally, even their blood. But the field – 17 000 strong this year – is just one element of this world-class 'ultimate human race'. It just wouldn't be the same without the efforts of the organisers, sponsors and those who line the route year after year.

June saw the 47th running of the race over 86.73km from Durban City Hall to Pietermaritzburg's Scottsville Racecourse.

At station 31 in Cato Ridge, 60km into the route, was a very special bunch of people – the SANBS crew, dispensing not only cooling water and other refreshments, but all the encouragement the runners needed to forge ahead. It was SANBS's fifth year of participation and, as usual, it was a time of feverish activity and great excitement.

130 SANBS volunteers descended on station 31, preparing refreshments for the runners.

Before dawn on Sunday, 130 SANBS volunteers descended on station 31, preparing refreshments for the runners. As the sun started to cast its golden glow over the horizon, the front runners were almost in view. They were met with enthusiastic SANBS cheers. The pace picked up tremendously as the day progressed and team members literally had their hands full providing runners with everything they needed.

In addition, clean up teams were removing packets, peels and the like from the road to prevent any tripping or slipping. Once the last

runner had passed by, final clean-up operations started in earnest, with staff ensuring that no litter was left.

A tired, but happy, group of volunteers enjoyed a scrumptious meal before heading home to catch the final action on their televisions, knowing they had given their utmost to the ultimate race.

Speaking to all runners – finishers and non-finishers – one comment constantly stands out: 'We could not do this without the support of the public and, most importantly, the volunteers who run the water points'.

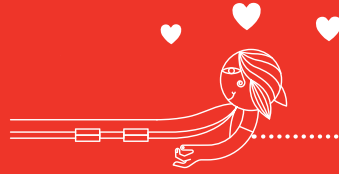
A huge thank you to all involved!

Sadly for around 3 000 runners, the 12-hour limit just wasn't enough. But there is no doubt that most will be back next year to pound the streets once again. ♦

Journey of Blood



A unit of blood is drawn from a volunteer donor.



Blood is transfused to patient in need. Just one blood donation has the potential to save three lives.



Blood is collected into a sterile bag and labelled.



Units are transported to the nearest SANBS testing and processing lab.



SANBS
South African National Blood Service

Your blood saves lives.



In the processing laboratory, blood is spun down in a centrifuge and then separated into its different components.



Local hospitals place orders with SANBS for blood products based on their needs.



Blood is tested to ensure that it is safe for transfusion.



Plasma
Contains proteins and clotting factors used to treat patients with massive bleeding or clotting factor deficiencies.



Red blood cells
Contain haemoglobin, a protein that carries oxygen throughout the body. Used to treat patients with anaemia or blood loss due to trauma or surgery.



Platelets
Crucial in helping blood clots. Patients with low platelet levels often suffer from bruising and bleeding.

Blood products are stored prior to transfusion. The shelf life of blood is limited.

Platelets expire in 5 days. Red blood cells expire in 42 days. Plasma has a 1 year shelf life from the day of collection.



SANBS AND 3M NEXCARE

stick TOGETHER

A sweet drink and a plaster are all blood donors need to make their efforts worthwhile.

During Blood Donor Month in June, SANBS and 3M Nexcare joined forces to promote blood donations and increase participation in the drive.

3M, the manufacturer of waterproof plasters lent their support to SANBS as part of its global Give campaign, which, this year, adopted the theme 'Give where you live', highlighting the need for blood donation all over the world – not just in South Africa. Each Nexcare plaster

handed out during June celebrated famous landmarks and architecture from around the world.

Steve Hemmings, managing director of the South African subsidiary of 3M, explains that, through Give 2017, the company sought to challenge other organisations to encourage their staff and staff members' families to donate blood.'

'Our staff donate regularly and we'd like to see new donors signing up and becoming part of the small army of regular donors who genuinely save lives,' says Hemmings. ♦



MYTHS AND FACTS

busting

BLOOD DONATION MYTHS

Myths and misunderstandings abound in relation to blood and blood transfusions.

SANBS encounter strange beliefs and curious assumptions daily, as it interacts with thousands of people from different towns, cities and walks of life.

It's time to unmask some of the myths and set the record straight.

If my blood is transfused to a patient, I am then related to that patient

Absolutely not. A patient's genetic makeup will not change as a result of a blood transfusion.

People with group O blood are immune to HIV

This is a very dangerous myth. There is no evidence to suggest that people

with group O blood have any resistance to HIV. The reason SANBS places so much emphasis on recruiting O donors is because the blood group is not only the most common, but group O negative is also known as the universal blood type and can be given to a person with any other blood type in an emergency.

If I donate blood, I will get blood for free if I need a transfusion

Unfortunately not. If SANBS implemented this, it would place a significant financial strain on the business and potentially raise the cost of blood. It would also discriminate against people who are willing to donate blood but are not able to. The practice may also encourage people to start donating blood for the wrong reasons, which could increase the risk to patients.

SANBS doesn't use blood from black donors or accept blood from homosexual men

This is not true. SANBS accepts blood from anyone who meets the minimum criteria for blood donation. As long as a person is in generally good health, is between the ages of 16 and 65, weighs more than 50kg and leads a safe lifestyle, he/she can donate blood.

I donate my blood for free, but SANBS sells it for a huge profit

SANBS is a non-profit organisation that doesn't receive funding from government or any other institution. The fees SANBS levies for blood and blood products are used to cover the costs it incurs in the collection, transportation, processing, testing, issuing and distribution of the blood. Without these processes, safely tested blood products would not reach patients in desperate need of transfusions. ♦

A helping hand for haemophiliacs

Way back in 1963, the World Federation of Haemophilia (WFH) was established to raise support and awareness for the one in 100 000 people born with the disease. The organisation uses its flagship event, World Haemophilia Day on 17 April, to highlight issues important to sufferers. This year, the 17th such event, threw the spotlight on women and girls living with haemophilia or knowing someone who does.

Haemophilia is a bleeding disorder, but haemophiliacs do not bleed any faster than normal, just longer, because their blood does not have an adequate clotting factor, a protein that controls bleeding.

People are born with haemophilia and it is usually inherited from a parent's genes, in a similar way that genes determine hair and eye colour, for example. It can occur even if there is no family history, which is called sporadic haemophilia and affects about 30% of sufferers. It cannot be contracted, as other illnesses can.

If a person's clotting factor level is mildly reduced, he or she may bleed only after surgery or trauma. If severe, it may cause spontaneous bleeding.

Spontaneous bleeding may lead to:

- ◆ Unexplained and excessive bleeding from cuts or injuries, or after surgery or dental work
- ◆ Many large or deep bruises
- ◆ Unusual bleeding after vaccinations
- ◆ Pain, swelling or tightness in joints
- ◆ Blood in urine or stool
- ◆ Nosebleeds without a known cause
- ◆ In infants, unexplained irritability

Signs and symptoms of haemophilia include:

- ◆ Sudden pain, swelling and warmth in large joints, such as knees, elbows, hips and shoulders, and in arm and leg muscles
- ◆ Bleeding from an injury, especially in severe forms of haemophilia
- ◆ Painful, prolonged headache
- ◆ Repeated vomiting
- ◆ Extreme fatigue
- ◆ Neck pain
- ◆ Double vision

Haemophilia is diagnosed by taking a blood sample and testing the levels of clotting factor VIII and IX. Although it is not curable, effective treatment has become available, predominantly due to the advancement of technology to extract the relevant protein from donated blood and administer it to the affected individual.

The WFH – a global network of patient organisations in 134 countries – is doing great work improving and sustaining care for people with haemophilia.

For its part, SANBS continues to impress upon South Africans the great need for blood products and blood transfusions in the country and encourages them to donate regularly.



A *lifeline* for Guy



Guy

Guy was diagnosed as a 19% (mild) factor VIII haemophilic at the age of 13. Up until then he was an active sportsperson and it came as a real blow to him and his family. Life was never the same from that day on.

He is now 53 and through the years he has had many internal bleeds that have left him debilitated for

several months at a time. 'If it was not for the care and dedication of the haematology teams who treated me, I would not be healthy enough to be out pursuing my passion for hiking, fishing and golfing. I also owe a huge debt of thanks to the blood donors who gave the blood, which was and still is a vital part of my treatment.' ♡

Club 25



Over 30% of the blood collected annually comes from people under the age of 26

Not only are these people a vital cog in the wheel of life, but they are also the future

of blood donation in South Africa.

Every year SANBS celebrates youngsters who have donated up to 20 units of blood before their 26th birthday. That is the core of Club 25. As soon as these donors reach this amazing milestone they are invited to the prestigious Donor Awards function for their

respective branch where they are recognised for their incredible contribution towards the lives of the countless lives they have saved.

At one of the prestigious awards evenings in Pretoria, several new Club 25 members were honoured for reaching their milestones. ♡

fire

LEAVES SANBS TEAM GUTTED



For years the SANBS Blood Donor Centre and Egoli East branch headquarters was situated in the Braampark Centre in Braamfontein, Johannesburg.

The site served as a multi-disciplinary site where donors could donate whole blood as well as platelets. It was also the hub of the SANBS' central Johannesburg activities.

On 18 April 2017 disaster struck! At approximately 13:55, a fire broke out on the 5th Floor of the building where the SANBS site and many other companies were located. The fire rapidly spread to the adjacent building which was gutted in a few minutes.

Firefighters were at the scene quickly and after a lengthy struggle, managed to bring the inferno under control. Fortunately there were no reported injuries or lives lost during this catastrophe.

The donor centre and admin offices which were on the ground floor were severely damaged as a result of the deluge of water which was used to quell the blaze. The damage was so bad that the site has had to be shut down permanently.

SANBS wishes to thank the many Braampark donors for their overwhelming support

Fortunately, this setback has not affected collections and the SANBS wishes to thank the many Braampark donors for their overwhelming support and for continuing to donate the gift of life at other donor centres and blood drives. 🩸



SANBS is an

employer

of choice

here is some proof.

The SANBS brand stands for giving life and giving lifetimes to millions of South Africans. It is the brand of a respected global leader in blood transfusion and in the supply of safe and high-quality blood and blood products to people in need.

Underpinned by the principles of empathy and kindness, SANBS is a world-class brand that is at the forefront of enhancing people's lives. As such, it has earned several accolades over the years. It is a brand built on the generosity of ordinary South Africans from all walks of life who give their blood to save others.

The organisation guards jealously the important role bestowed on it by the nation – the role of saving lives.

Those who work for SANBS pride themselves on their role as life savers and nation builders. They experience a sense of achievement daily that very few other jobs could provide. The fact that they prolong lives through their work also drives them to strive to deliver ever-better service.

Diversity rules

SANBS actively promotes a culture of diversity. It ensures that information about equity and diversity is widely publicised and communicated. All employees should have an understanding of and commitment to employment equity and diversity. Equity and transformation are business strategies for performance excellence, and support is provided to employees to enhance competence and commitment. In consultation with the Employment Equity and Skills Development Committee, the transformation specialist coordinates and integrates any training indicated in the business plans so that the initiatives are effectively integrated into the culture of the organisation. The committee members, with the assistance of the human resources team, identify and make recommendations to eliminate unfair discrimination in the workplace.

SANBS identifies positions suitable for employees with disabilities and actively recruits such candidates.

Below is a testimonial that proves that the brand 'SANBS' is on the right track.

'As a blind person, I have had to learn to adapt to the sighted world.'

'I started working at SANBS in April this year, and I immediately felt welcome. More than that, I felt wanted. I did not feel like a "status symbol" that the company would use to show the world how good it is to have employed a disabled person.'

'I did not feel as though I had to make all the adjustments. The company was willing to accommodate and support me. It's a two-way street, where both SANBS and I do our best to do our best for one another!' – Estine Smith; Telerecruiter ♡



Estine Smith

Khensani on the mend

thanks

to donor community

The Sibiya family from Kempton Park was not expecting the drama that unfolded one Sunday. Here, mother of 11-year-old Khensani shares her story...

'That Sunday was one of the most life-changing days in my entire life. While getting ready for church my daughter, Khensani, told me she didn't feel like going to church as she had a headache. As a parent, you think she is trying to get out of going to Sunday school. However, I let her get away with it and she stayed home. We later had lunch at a friend's place and I noticed my daughter was not her normal self, so I gave her flu medication and she slept the whole afternoon.

'I remember telling myself that I would take her to the local clinic the next day if her condition hadn't improved. That evening, stranger things

were happening and my child started feeling dizzy and passing bloody stools. At one stage, she woke me up and asked me to take her to the toilet. She walked two steps and then collapsed. I saw that this was really serious and called the ambulance to take her to hospital.

'During the admission process, she had a few more episodes and I was really beginning to panic. After admission, she began vomiting lots of blood. That is when she received her first transfusion. She was then whisked away to theatre to check what was wrong. It was the most frightening thing to see. She was diagnosed with portal hypertension, which is pressure on the portal vein. It can be fatal if not treated promptly. The hospital we were in did not have the resources to treat the illness, so we were transferred to Steve Biko Hospital in Pretoria. There, the best surgeons were waiting for us and, within 30 minutes, she was back in surgery. The surgery was a success, but she had lost so much blood that she had to receive another four pints of blood as well as platelets. She was then on her way to recovery.'

She says she has blood donors to thank for the blood given when her daughter needed it. 🩸



Khensani Sibiya



THE perfect match



Mitsie Tolmay

For the past 18 years, Mitsie Tolmay has worked for SANBS. Her main role at SANBS is to facilitate administration, ensure bills are paid and see that any maintenance issues are resolved. But through mixing with the variety of people at work, she realised her purpose was to save lives.

After being exposed to the SANBS and Sunflower Fund partnership, Mitsie was moved by the call for employees to become blood stem cell donors. She registered as a donor, but for years didn't give it another thought.

When Mitsie was first contacted over a decade after registering, she was very excited. She had to do some initial tests and finally she was told that she is a perfect match for someone who required the much-needed transplant. Mitsie recalls how amazing it felt to know that

she could be responsible for saving another human being's life. In early 2017 her mother died from cancer and the traumatic experience really reinforced her decision to become a donor.

Mitsie recalls how amazing it felt to know that she could be responsible for saving another human being's life

It doesn't stop with just Mitsie. She explained the importance of what she is doing to her children and told them that when you donate something you can't expect to get anything other

than the emotional reward of knowing that you have saved someone's life. She also advises that those who want to become stem cell donors have to be honest. They must decide to do it for the right reasons and follow through with the process.

In some instances, the patient receives extensive treatment the week before the transplant and if the donor cancels, then the patient could die. Mitsie reiterates that: 'It is not a decision that can be taken lightly and a stem cell donation is not just a donation, it's a commitment and a gift of hope.'

Mitsie is scheduled to make her donation later in the year and we wish her all the best. 📌



Donating a lifetime of happy

memories

Life is about the choices you make.

Once in a while you get dealt something you didn't choose, nor care for. My family and I are witness to this.

My husband and I have three children, two girls and a boy. The girls were born in 1994 and 1997 and the boy in 2006. We live on a farm in the Bothaville district in the Free State. The girls were happy healthy kids, living life to the fullest each day.

In 2005 our lives started to change as both girls were diagnosed with Fanconi anaemia. This hereditary anaemia leads to bone marrow failure. It is a blood disease that affects all systems of the body. Developing cancer

because of Fanconi Anemia is extremely likely – mainly leukaemia, head, neck and oesophagus cancers. There is no cure and no treatment for Fanconi Anemia.

This diagnosis was made after Hesmé, our younger daughter, had numerous fever spikes and woke up one morning with blood in her urine. She was eight years old at the time and in Grade 2. After numerous blood tests and bone marrow biopsies the disease was confirmed with both of them.

Because of the bone marrow failure the body can't produce enough red blood cells and platelets, and therefore transfusions are needed to provide life.

A bone marrow transplant (stem cell) transplant can be done to provide a better

quality of life, but the patient still ends up with other complications or often some form of cancer. The decision to go this route is a very difficult one and we chose not to go for a transplant for either of our girls. Our main reason was that there was not a matched sibling donor (which gives you the best success rate) but there were many other things to consider as well.

From 2005 up to 2013 the girls got sick from time to time owing to infections and they were then admitted to hospital for IV treatment of antibiotics and blood transfusions. At first they didn't receive transfusions often as the body reacts quickly to the medicine. However, the need for these lifesaving substances increased with time.



Our daughters played sport – hockey and athletics – participating on provincial level, and excelled academically at school too. We enjoyed many seaside and bushveld holidays and made the best of each opportunity to spend quality family time... as one should.

On 16 August 2013 Hesmé, then 15 years old, was diagnosed with Acute Myeloid Leukaemia. The Paediatric Oncology Ward at Netcare Unitas Hospital in Pretoria became our home away from home. Hesmé received platelets twice a week in the beginning, and later on blood as well as platelets. At this point we were challenged with another huge decision to make... do we tell her she has cancer, or not? We chose not to tell her. It was not because we pitied her, but because she deserved not to know. Often times knowing you have cancer creates a whole new mindset. You start thinking about “the end” and stop living. We only told her that

the bone marrow was not doing its job but that the platelets and blood would stimulate the bone marrow to start functioning again. And thus Hesmé continued to live life to the fullest in her usual positive way of doing things. She fought Fanconi Anemia, and gave it a good fight. Besides us, her parents, only the doctor and school principal knew about this diagnosis.

In January 2014, our eldest daughter Annemé started university in Potchefstroom. She developed problems with her colon, and this was the beginning of many infections and setbacks for her. She was admitted to hospital often, and because of the infections, for long periods of time.

“you gave us a lifetime of memories, something money can't buy, but something that we will always treasure in our hearts.”

Both our daughters' need for blood, platelets and plasma reached alarming highs at this time. Often both were in hospital at the same time, and occasionally even shared a bed. Unitas became our home and

we only visited our home in Bothaville for short periods of time – sometimes for one night only before we had to go to hospital again.

On 23 April 2015 Annemé was diagnosed with Acute Myeloid Leukemia too.

From 16 August 2013 to the 26 April 2015, my daughters received the following blood products: 112 red blood cell units, 119 platelet units and 11 plasma units.

We call these units “Bags of Life”, because without them there is no life. And there is no generic substance for this.

My daughters are however no longer in need of a bag of life. Hesmé passed away on the 22 July 2014, and Annemé on the 26 April 2015. But with blood products from donors, they led a full and happy life, even though they were very very sick.

I would like to thank each donor, and each employee of SANBS for their commitment and care – especially the Medi Village Donor Centre in Vereeniging. We had a team of donors donating platelets twice a week to be reserved exclusively for my daughters. Thank you is a very small word, but it comes out of our hearts. Besides giving a bag of life, you gave us a lifetime of memories, something money can't buy, but something that we will always treasure in our hearts.💧

Jump starting the *blood drive*

They've been bright pink, they've been camouflaged and now they are well and truly **in the red**.

Congratulations if you worked out that they are the latest in a series of funky car batteries. You either have your finger on the pulse of South African marketing or you're a serious petrolhead.

SANBS has partnered with Willard Batteries, a leading producer of vehicle batteries and supporter of great causes, on this clever marketing campaign. Willard previously pioneered limited edition pink batteries in support of breast cancer awareness, followed by

camouflage batteries to spark awareness of rhino preservation.

Now, each blood-red LifeSaver limited edition battery sold will make the buyer aware of the need for regular blood donation. As you may know, each unit of donated blood can save three lives, but it can be stored only for 42 days. This means, simply, that donors need to roll up their sleeves regularly, and more people must sign up as donors.

While the striking LifeSaver batteries will be displayed in SANBS donation centres and other places of interaction with donors and potential donors, your support is needed to make the campaign a huge success. Lead the battery charge by telling people about the initiative, about the partnership with Willard and about how your friends and family can make a difference by buying a LifeSaver battery and donating blood. 🩸



On the 3rd of October 2014 at the age of six
Tsepo Makate received a life saving blood transfusion.
This is his new life.



Donate a **Lifetime**

Toll free 0800 11 9031
www.sanbs.org.za



SANBS
South African National Blood Service

Sello gives donor drive his full-blooded support



Sello Makhura

Sello Makhura has lived the blood donation story from every angle and it continues to make a deep impression on him.

His professional life involves educating potential donors and he is more than equal to the task. He was appointed SANBS Northern Zone Donor Educator in May 2012, having obtained a Diploma in Nursing Science from the University of Pretoria, specialising in nursing administration and education. He already had a passion for teaching and grabbed the opportunity that presented itself to educate potential blood donors.

But Sello's journey with blood started way before

SANBS. It began when he was admitted to intensive care with multiple fractures after a motorbike accident. He received six units of red blood cells, which not only gave him life, but changed the way his life would unfold.

'If it hadn't been for blood donors, I would not have had the privilege of being a father to three beautiful boys,' he says. 'Today, I am able to make the community aware of the importance of blood donation.'

Sello's passion for blood donation spurred him to increase the number of high school blood drives in Limpopo to 35 schools.

Three of these schools were among the top ten performers of 2016. He also successfully implemented the Peer Promoter project at most of the schools, which helps to ensure safe blood collections.

His focus is to increase blood donation awareness at schools in rural areas and the communities in these area as a whole. 'People are eager to learn,' he says. 'They are hungry for education. I love my work and I thank all blood donors for making time to save lives such as mine.' 🩸

"If it hadn't been for blood donors, I would not have had the privilege of being a father to three beautiful boys"

YFM puts blood donation into *the mix*



YFM 99.2 is outspoken on many issues, but is particularly vocal about the need to increase the number of blood donors. Thus, it teamed up with SANBS this winter to communicate to young South Africans the important role they can play in ensuring the sustainability of blood supply.

YFM characterises its core audience as 'young South Africans who are imaginative, curious and ambitious. They are continuously seeking new ways to improve their lives and their communities so that they are able to lead successful and rewarding

lives' – just the type of people SANBS needs to woo into its donor centres.

Through a strong on-air campaign including interviews and commercials, SANBS drove home the importance of what blood donations mean to South Africa. The campaign was further reinforced by DJ appearances at some of the featured blood drives.

The highlight of the campaign was when YFM joined the Lakeside Mall blood drive in Benoni on World Blood Donor Day, 14 June. By getting shoppers in the mood to save lives, the team collected double its target for the

day. Very encouraging was that 33% of the people who took part had never before donated blood.

One of the first-time donors was YFM's DJ Zan-D, who has pledged to become a regular lifesaver. ♡



Donor drive pumps at *outside* broadcast



The Gaz'lam campaign hit the airwaves in a big way at the end of Blood Donor Month, when SANBS joined forces with popular radio stations, 94.7 and 702, to stage a blood drive during a live broadcast from Eastgate Shopping Centre in Johannesburg.

Things started off quietly on the Friday morning, with a handful of donors entering into the spirit. However, when the broadcast started at 13:00, eager participants queued for the opportunity to save lives.

The 94.7 afternoon duo of Greg and Lucky dressed as super heroes and Lucky even rolled up the sleeves of

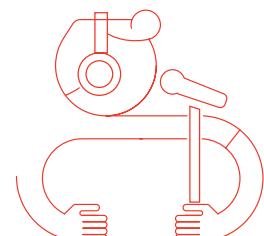
his Batman suit to donate. The event took a delicious turn when Krispy Kreme joined in over the weekend, dishing out freshly baked doughnuts to everyone patiently waiting in the queues. The Organ Donor Foundation was also in attendance to chat to shoppers.

On the Sunday, the heroes kept on rolling up to the musical accompaniment of Kenny Maistry's soulful playlist on 702.

More than half the donors were newcomers or people who hadn't donated for a long time. The blood collected over the three days could potentially save

1 000 lives and the drive resulted in a remarkable 46% increase in collections at Johannesburg donor centres compared to the corresponding weekend in 2016.

Donor community, Eastgate management and Primedia – SANBS salutes you.▲



World Blood Donor Day Delivers The **Life-Saving** Goods



SANBS celebrated World Blood Donor Day, 14 June, in great style, drawing precious blood from 5 334 people at blood drives and donor centres nationally.

This was a whopping 13% increase in attendance over World Blood Donor Day 2016 and proof that South Africans don't just donate blood; they save the nation.

World Blood Donor Day, which is celebrated globally on 14 June, is for our blood donors. It gives us the opportunity to acknowledge their gift and to say thank you. Thank you for saving the life of that mother, thank you for saving the life of that car accident victim, thank you for saving the life of that premature baby. Thank you

for giving them a lifetime of memories.

The theme for World Blood Donor Day 2017 was blood donation in emergencies. While the global campaign was aimed at helping people in emergency situations, such as natural disasters and trauma situations, incidents of trauma make up only a fraction of the demand for blood in South Africa.

The greatest proportion by far, is required in other situations, such as in childbirth and for cancer patients. In South Africa blood shortages occur most often during school holidays and they are predominantly caused by lower collections of blood as a result of schools and universities closing and the demand staying consistent.

The day is a highlight of SANBS's annual calendar, as it is an opportunity to thank

its 485 000 committed blood donors, who attend blood drives and donor centres to provide the 3 000 units of blood the country needs every day. These special individuals donate at over 79 centres and more than 20 000 blood drives annually across the country.

They know first-hand that donating is a simple, virtually painless procedure that demands no more than about 30 minutes of their time every two months. They are spurred on by the fact that their bodies contain the very lifeblood of the nation's healthcare sector, of clinical and surgical medicine, and, increasingly, of research that's helping scientists understand (and find cures for) immune diseases, many cancers and a range of blood disorders.

They are not worried that their status as donors doesn't afford them preferential treatment, as any patient needing blood will benefit from SANBS's work, whether a private- or public-sector patient, covered by medical aid or not, young or old.

Most importantly, they know that their blood will save lives, as it undergoes rigorous testing using the world's best blood testing equipment to ensure that it is completely safe. 📌



R19 144 BILLION

IS LOST TO ABSENTEEISM

EVERY YEAR IN SOUTH AFRICA



ICAS has the capacity and experience to meet your unique requirements and reduce your absenteeism. Through optimal tried and tested effective solutions and interventions, ICAS can provide you with people-focused solutions that will improve your company's productivity.

We look after 1 200 000 employees across all sectors

DIVERSE AND TAILORED SERVICES

Your workforce and business are constantly changing and evolving, which is why everything we do is tailored to change and evolve along with you.

BUSINESS INTELLIGENCE

Our Business Intelligence department is at the steering wheel of analytics. Enable ICAS to help shape your business in relation to the behavioural risks posed by your human capital.

OUTCOMES ASSESSMENTS

ICAS is the only South African provider that's able to measure the impact of intervention by applying a unique impact assessment pre and post intervention. Solution focused tools ensure that employees are equipped with appropriate coping skills that enable them to return to optimal productivity.

OUR EXTENSIVE OFFERINGS



Employee Health and Wellness Programme



Absenteeism Management, Data Analysis and Reporting



Incapacity and Disability Management



Performance Learning



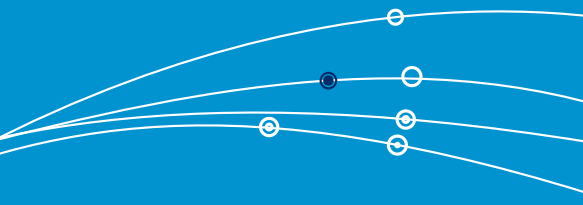
Musculoskeletal Health Management



Occupational and Primary Healthcare Services



Candidate Screening and Profiling



To learn more visit our website www.icas.co.za.

thankful

employees tell a great tale


The names Melinda Samuels, Sarah Ramokgatlwa and Roelof Badenhorst may not ring a bell, but these SANBS staffers are extremely proud ambassadors of the company for which they work. While acknowledging the expert care of their doctors and nurses, all had blood donors to thank for their lives before they even joined SANBS.

They are among the first members of the SANBS team to feature in the new 'staff stories' digital campaign, which shares

the experiences of staff members who have benefited from a blood transfusion. Naturally, by virtue of the work they do, SANBS staff are very aware of the importance of donors, but for these three, it got very personal. They know the ability to save a life courses through their veins.

They know that for the donor, it's a few minutes every 56 days, but, for the recipient, it's the key to a lifetime of memories. It's not just blood. It's saving a nation.

It's a few minutes every 56 days, but, for the recipient, it's the key to a lifetime of memories.

Watch out for more 'staff stories' in the coming months. 





SANBS partners with Loeries

The Loeries is Africa's and the Middle East's premier initiative that recognises, rewards, inspires and fosters creative excellence in the brand communication industry.

SANBS joined Loeries as the official sponsor of the public service award. This award recognises campaigns within the public service and/or charity industry. All winners of Gold Loeries were eligible to win the public service award. As a non-profit organisation, the Loeries provides the highest accolade for creativity and innovation across our region. It promotes and supports creativity by helping marketers, agencies and consumers appreciate the value of ideas and fresh thinking.

'At SANBS, we value the power of creative solutions to influence behaviour. In South Africa, less than 1% of people donate blood and we are often faced with critical blood shortages. We believe that changing behaviour is one of the most difficult tasks that marketers and agencies face,' says Silungile Mlambo, Senior Marketing Manager at SANBS.

Mlambo adds, 'we decided to partner with the Loeries on this award because we believe such a feat should be celebrated and can make a sustainable difference to society.'

The award was presented at the final awards evening on 20 August and SANBS public service award went to the Western Cape

Government's television commercial 'Everybody Knows' by Y&R South Africa.

What's more, SANBS won a bronze award in the Digital and Interactive category for its Blood Bag Banner submission. Check it out by visiting youthem.co.za. ♦



Factory first

fuels

blood donor centre

Sasol staff members are superheroes when it comes to blood donation.

Since 1996, when the company decided to open – in Secunda, Mpumalanga – the world's first fixed blood donor centre to be established at a factory, it has supported the initiative wholeheartedly.

Donor Relations Practitioner for the Secunda area, Dot Prinsloo, had this to say about the largest coal liquefaction plant in the world: 'Its consistency, commitment and willingness to support the life-saving call to action makes the

SANBS relationship with Sasol indispensable. This relationship is not just critical to the blood supply in Secunda but plays a vital role in providing blood to thousands of other patients across South Africa.'

Furthermore, the centre has the distinction of having achieved the highest donor retention rate in South Africa: remarkable given the fact that it is open only to Sasol employees and then only from Mondays to Fridays. Over the past two decades, its people have contributed to saving the lives of more than 150 000 patients needing transfusions. ♦

Its consistency, commitment and willingness to support the life-saving call to action makes the SANBS relationship with Sasol indispensable.



Plasma and platelets, cells and solutions

The majority of donors donate whole blood, which is then processed into packed red cells, plasma and platelets.

The plasma portion of a donation is made up by the body in a few hours, whereas the red cells take up to six weeks to be regenerated by the bone marrow. Therefore, a minimum eight-week span between donations is required.

Plasma donors donate by a process known as plasmapheresis. It is a combination of two words, 'plasma' and 'apheresis' (Greek word meaning 'withdrawal of'). It is used to denote the withdrawal of plasma from a donor without depleting the donor's red blood cells. Following blood donation via a cell separator, the plasma is separated from the red cells and retained, after which the red cells are reinfused into the donor.

Why is plasma donation necessary?

The procedure is used to obtain antibodies present in the blood donor's plasma. Because the antibodies are carried in the plasma and not in the cells, in plasmapheresis, the red cells are returned to the donor and donations may be made as frequently as every two weeks. At present, plasmapheresis is performed on donors who have recently recovered from shingles, or have been immunised against rabies, tetanus or hepatitis B. The antibodies carried in the plasma of these donors are concentrated by a process known as fractionation and the final product is a clear solution contained in an ampoule.

The product obtained from donors, who have recently recovered from shingles, is administered to children suffering from leukaemia or adults on cancer therapy. Such patients have suppressed body defence mechanisms and are protected by the immunoglobulin from contracting chickenpox, which in these cases

could be fatal. The immunoglobulins made from plasma from donors who have been immunised against rabies, tetanus and hepatitis B are used to give people immediate protection should they have been exposed to the risk of contracting one of these diseases.

How do you become involved?

If you have been immunised against rabies, hepatitis B or tetanus, or have recently recovered from shingles and you meet all the other criteria, you can become a plasma donor. If none of the above applies to you, but you still want to become involved, you can volunteer to become a plasma donor and SANBS will provide you with a course of immunisations. 📌

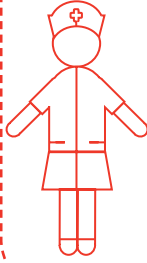


This is the journey of hyperimmune plasma.



Step 1

A donor decides to get involved in the process.



Step 2

The donor must meet criteria, is assessed and is given rabies, tetanus or hepatitis vaccines. The donor will also be required to sign a consent form for each vaccination. The donor will then receive his or her first immunisation.



Step 4

The third vaccination will take place 21 to 28 days after the first immunisation.



Step 3

After seven days the donor will receive a second immunisation.



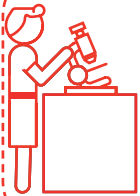
Step 5

Four weeks after the third immunisation, the donor's antibody level will be tested.



Step 6

If the antibodies are high enough, the donor's plasma will be extracted via plasmapheresis.



Step 8

The donated plasma is sent to the National Bioproducts Institute where it is made into immunoglobulins.



Step 7

These donors are able to donate plasma once every two weeks and ongoing antibody tests will be conducted to ensure that appropriate levels are maintained.



Step 9

These immunoglobulins are then sent to pharmaceutical companies, which create the vaccines to be given to patients potentially exposed to rabies, hepatitis or tetanus.

Super new *site* a fitting SANBS showcase

With its new look and feel and ease of navigation, the revamped SANBS website is the perfect platform for sharing the views of both blood donors and recipients.

Unlike the previous site, this one is totally mobile-friendly, so it will be accessible to those who are always

on their mobile devices, particularly the younger generation.

All the useful and essential information on blood and blood donation is there at the user's fingertips, but the stories of everyday blood donor heroes will feature more prominently.

Visit www.sanbs.org.za and see for yourself. Your feedback and suggestions are always welcome, as the organisation is constantly on the lookout for ways to improve customer interaction. 



If **money** talks, what would it say about your bank?

Would it say your bank is something to bank on
and give credit to, and that they show you the
right kind of interest? sasfin.com

business | wealth | banking

sasfin
beyond a bank

Blood donation reigns at royal

show

Taking the blood drive to leading trade shows is an integral part of SANBS marketing, as it means access to a large number of potential donors.

The 2017 Royal Agricultural Show in Pietermaritzburg, which took place from 26 May to 4 June, was no exception. With thousands

of visitors attending every year (this year they had to brave the chilly, windy conditions), being among the 450 commercial, industrial and services exhibitors is a good place to be.

The SANBS blood drive area was perfectly positioned in the arts, crafts and market section, ensuring good traffic and high visibility. It was gratifying to note the great interest shown

by younger donors and the sight of a veteran of more than 100 donations seated next to and offering encouragement to a first-time donor was priceless.

As always, the show demonstrated why it is the king of agricultural shows and, through hosting a blood drive, how South Africans as a whole, benefited royally. ▲





Mandela Day *miracle*

Mandela Day has been celebrated every year since 2010. In 2009, on former Pres Mandela's birthday, the United Nations declared July 18 Nelson Mandela International Day.

At first the call was for people to dedicate 67 minutes of their time – representing the 67 years of his life that Mandela gave to social justice – to volunteering and community service. The campaign shifted to encourage individuals and organisations to act throughout the year, and not just on one day.

By donating a unit of blood every eight weeks, blood donors are able to live up to the ideal of Mandela Day by performing voluntary service throughout the year. Every time they do, they potentially save the lives of three people. What better way to honour the life and service of Nelson Mandela?

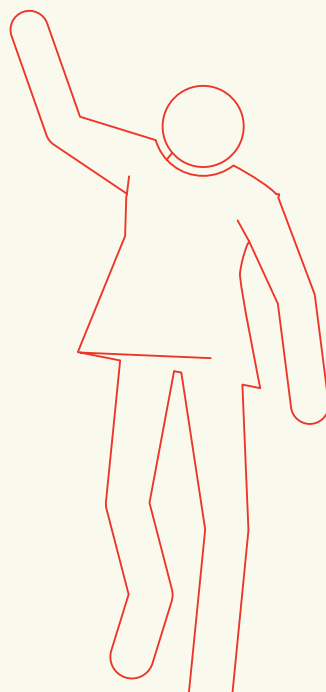
The public truly rose to the occasion this year, with an incredible 29% increase in attendance from the previous year. What's more, 38% of people who attended blood drives and donor centres had either never donated blood before or had not donated blood in a very long time.

SANBS extends its sincere gratitude to every South African who makes an effort to donate blood and continues to make every day a Mandela Day. ♦

The public truly rose to the occasion this year, with an incredible 29% increase in attendance from the previous year.

Every year, on 18 July, people around the globe do their bit in support of Mandela Day to make the world a better place.

But how many will be able to say they saved the lives of three people?



The **A to Z** of *Hepatitis D*

In this edition of Gaz'lam, the World Health Organisation's (WHO) focus falls on Hepatitis D.

highlights

Hepatitis D is a form of hepatitis, or liver infection. You can get only it if you already have hepatitis B. Like hepatitis B, hepatitis D is transmitted through exposure to the bodily fluids of an infected person, such as blood or semen. It's possible to get both hepatitis B and hepatitis D at the same time.

Hepatitis D is rare. However, there's no cure or vaccine for the virus.

It is also known as the delta virus and can cause the liver to become inflamed. This swelling can impair liver function and cause long-term liver problems, including liver scarring and cancer. High-prevalence areas include the Mediterranean, Middle East, Pakistan, Central and Northern Asia, Japan, Taiwan, Greenland and parts of Africa (mainly the horn of Africa and West Africa), the Amazon Basin and certain areas of the Pacific. Prevalence is low in North America and Northern Europe, South Africa and Eastern Asia.

Hepatitis D can be acute or chronic. Acute hepatitis D occurs suddenly and typically causes more severe

symptoms. It may go away on its own. If the infection lasts for six months or longer, the condition is known as chronic hepatitis D. The long-term version of the infection develops gradually over time. The virus might be present in the body for several months before symptoms occur. As chronic hepatitis D progresses, the chances of complications increase. Many people with the condition eventually develop cirrhosis, or severe scarring of the liver.

There's currently no cure or vaccine for hepatitis D, but it can be prevented in people who aren't already infected with hepatitis B. Treatment may also help prevent liver failure when the condition is detected early.

In order to maintain world-class standards, SANBS tests every single blood donation for HIV, syphilis hepatitis B and hepatitis C to ensure that the blood issued to patients is safe. ◆



Milestone Donors Recognised

On Thursday 20 April 2017, the Pretoria Donor for Life Award ceremony for milestone blood donors was held at Utopia Place in Tshwane.

At this event, committed blood donors were acknowledged for their contribution to saving lives at a glitzy gala dinner that celebrated the people who have been saved by these amazing individuals.

Every branch of SANBS hosts its own Donor for Life awards and regular blood donors who reach specific milestones are invited to these prestigious events the year after reaching their achievements.

Most blood donors donate blood for purely altruistic reasons so this function is a small recognition from SANBS of the incredible contribution to society these individuals have made.

'Knowing that I have saved a life is the greatest reward of all. It is great to know that in less than an hour you become a hero to someone you will never meet, but whose life you have changed forever' was what one of the 350 recipients in Pretoria had to say. 📌



**It's not just blood.
It's saving a nation.**



Donate blood. Your blood saves lives.

