

YORKSHIRE REGIONAL BLOOD TRANSFUSION SERVICE

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IT IS SAFE AND WE ARE ASKING YOU

The Yorkshire Blood Transfusion Service, based in Leeds, is mounting a massive campaign to reassure donors and non-donors alike that there is no risk of infection when giving blood.

Research conducted on behalf of the Service, following a sharp decline in donor attendance, revealed that a significant number of people felt they were at risk.

"Some people we interviewed were worried that they might become infected when they came to give blood," said BTS Director, Dr. Angela Robinson,

The BTS is so worried about the situation that the Regional Health Authority agreed to fund a multi-media campaign to change the public's awareness of the situation.

"We desperately need to put people's minds at rest by showing them, once and for all, that all the equipment we use for our donors is used once only, for that individual donor and then incinerated. No equipment is shared, so there is no risk of cross-infection," said Dr. Robinson.

To get the campaign on the move, the BTS is going "on the 'buses". The message is also "getting there" at railway stations, where matching posters make it clear, in black and white: "If it wasn't safe, we wouldn't ask you".

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There are smaller posters, too, finding their way to doctors' and dentists' waiting rooms, as well as leaflets with a tear-off card which makes it simplicity itself to register as a donor.

"There will also be a video which we shall use as part of our donor recruitment package," said Dr. Robinson. "We are just finalising it at the moment and it's no secret that part of my script is, "If it wasn't safe, we wouldn't ask you!"

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