18 July 2012 – To raise the awareness of journalists on voluntary blood donation,A media workshop to promote voluntary blood donation was conducted on 18 July in Khartoum the World Health Organization (WHO) Sudan office, in collaboration with the National Blood Transfusion of Service of the Federal Ministry of Health, organized a one-day workshop on the role of the media in promoting voluntary blood donors on 18 July 2012 at the Corinthia Hotel in Khartoum.

A total of 16 journalists participated in the workshop and were drawn from major TV, radio and print media outlets in Sudan.

During his opening remarks, Dr Ahmed Hassan, Director of the National Blood Transfusion Service stressed the importance of media in the over-all campaign to promote voluntary blood donation in Sudan.

The National Blood Transfusion Service in Sudan currently collects 49% of its blood from voluntary donors. The target is to reach 100% blood donations to come from voluntary blood donors by 2020.

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