

This year the world celebrates World Blood Donor Day on 14 June with the theme “Thank you for saving my life”.

Under the slogan “Give freely, give often. Blood donation matters”, World Blood Donor Day focuses on thanking blood donors who save lives every day through their blood donations and encourages more people all over the world to donate blood voluntarily and regularly. This year’s theme emphasizes the critical role that voluntary non-remunerated blood donors play in supporting government efforts to ensure availability of safe blood for patients in need.

World Blood Donor Day is an occasion to raise awareness of the need for regular blood donations to ensure quality, safety and availability of blood and blood products for patients in need.

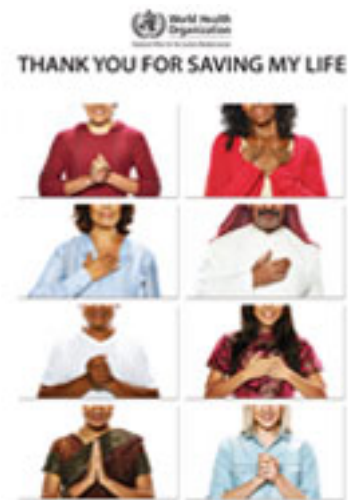
In many countries, demand exceeds supply, and blood services face the challenge of making sufficient blood available while also ensuring its quality and safety.

An adequate supply can only be assured through regular donations by voluntary unpaid blood donors. WHO’s goal is for all countries to obtain all their blood supplies from voluntary unpaid donors by 2020.

Advocacy materials



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