



12 June 2017, Cairo – Every year, on 14 June, countries around the world celebrate World Blood Donor Day. The event serves to thank blood donors for their life-saving gift of blood and to raise awareness of the need for regular blood donations throughout the year to ensure the availability of safe blood supplies for patients in need.

This year's campaign focuses on blood donation in emergencies.

Risks to health caused by emergencies, including natural disasters such as earthquakes and floods; and man-made disasters such as road accidents and armed conflicts are a major concern in the WHO Eastern Mediterranean Region.

There are more than 76 million people affected by humanitarian emergencies, including almost 16 million refugees and 10 million internally displaced people in the Region, where some of the most affected countries in the world are located. In these countries, the health systems have been weakened or destroyed and health workers provide health services in insecure and under

difficult circumstances.

Humanitarian emergencies increase the demand for blood transfusion and make its delivery challenging and complex. An adequate and safe supply of blood can only be assured through a well-organized blood service that is adequately prepared to meet the increase in demand during emergencies.

In any crisis or emergency situation, the natural human response is “What can I do? How can I help?”.

You can help to save lives by giving blood regularly and voluntarily, so that sufficient blood is available before an emergency arises. This year's campaign underlines the role every single person can play in helping others in emergency situations, by giving the valuable gift of blood.

WHO thanks those donors who donate blood regularly and voluntarily to save lives and we encourage others to begin doing so.

Give blood. Give now. Give often.

Blood donation saves lives.

Related links

[World Blood Donor Day 2017 video](#)

[Message from Dr Mahmoud Fikri, WHO Regional Director for the Eastern Mediterranean, on the occasion of World Blood Donor Day](#)

[Read more about World Blood Donor Day 2017](#)

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