



New blood transport system to be launched

In the previous issue of the Blood Beat, SANBS gave feedback on the blood transportation programme that was screened on Carte Blanche earlier this year. In the meantime, the situation has progressed and the following outcome is currently in existence.

The South African National Blood Service (SANBS) has designed a new system for managing the quality and costs related to the transport of blood from its blood banks to private hospitals.

Less than 30% of all units issued go to private hospitals without a blood bank depot at the hospital. The majority of hospitals therefore have a blood bank depot at the hospital where no transport is required.

SANBS already has an accredited well-developed system to transport blood products internally and the new system will ensure the same high-standards are followed when blood and blood products leaves SANBS's controlled cold-chain.

The organisation has validated and purchased 3000 blood transport

containers and have engaged the services of a company that will assist with the tracking of deliveries and management of blood on a returnable basis, to ensure optimal use of every unit of blood.

Discussions have also been held with the senior management of all the major private hospital groups where SANBS has presented its proposal.

In future, courier companies will have to attend and comply with SANBS's training and certification programme if they want to transport blood. These courier companies are currently contracted by hospitals to transport blood and not by SANBS.

SANBS uses state-of-the-art technology to ensure that their blood is safe for transfusion and would like to assure the donors that every measure is taken to make optimal usage of every unit of donated blood.

For more information, contact Jan Scholtz on 082 3928 or Ravi Reddy on 083 231 3306.

SANBS scoops International Awards

At the recent congress of the Association of Donor Recruitment Professionals (ADRP) held in Fort Worth, Texas, SANBS walked off with three major awards.

We won the best TV advertisement, the best newsletter (Blood Beat) and the best educational material (Peer Promoters Manual).

Entries came from countries around the world and to have won these awards is an indication of the very high standard that we set ourselves here at SANBS.

Congratulations to all in the Marketing Department, you have made SANBS proud.



Fltr: Irene van Schalkwyk, Nicolette Duda, Gail Nothard, Ricky Pillay, Jenny Keddie and Ianthe Exall. Absent: Idelette Brugmans

Road safety at your fingertips

In a country such as South Africa, where people mostly rely on their own transport, the accident and death toll on roads are much higher than in countries where a reliable public transport system is in place.

South African motorists are therefore at a much higher risk of dying in a car accident or being seriously hurt. This risk increases during peak times such as Easter and December, when people travel to and from their holiday destinations.

With so many motorists on the road at



any given time, Arrive Alive has realised the importance of sharing information on road safety with South African road users through the Arrive Alive website.

Adv Johan Jonck initiated the website after he came across *arrivealive.com* in the United States and decided he could do something more effective in South Africa, instead of focusing mainly on drunken driving. The website went live on 13 March 2003.

Since then, it has become a popular information portal for motorists, journalists and everybody involved in road usage and safety. It aims to enhance awareness of road safety and ultimately change behaviour and save lives. The website contains loads of information related to road safety, from safe driving techniques, drunken driving, speeding, pedestrian safety, road safety and health and even blood donation.

"The website has been very successful in getting the message across.

It had 401 000 visits during May and has been on the first page of a worldwide search on Google for the term "road safety" – seventh out of more than 200 million search results!" says Adv Jonck.

It has also gained extensive coverage in the media such as Carte Blanche, Huisgenoot and You, Drum, Femina and various radio stations, to name a few.

Adv Jonck says the most successful website campaign to date has been the positive interaction with the public, the thousands of requests for information on specific questions and the ability to provide answers to these questions.

"It has enabled us to identify the needs of the public and to make these available in new developments, such as the ability to report bad drivers," Adv Jonck says.

These reported drivers receive a letter stating that they have been reported as bad drivers and their details go on record.

Arrive Alive also teamed up with other

continued on page 4

Newly appointed national medical director

SANBS's new National Medical Director, Dr Sam Gulube, was appointed at the beginning of May 2006.

Says Dr Sam Gulube:

"I am greatly honoured and humbled to have been called to serve the South African National Blood Service as the National Medical Director.

The universal access to safe blood is the lifeline for the healthcare system of any nation. As South Africans we should all be proud of our dedicated and selfless, voluntary donors who regularly donate blood to save the lives of children with life-threatening anaemia, trauma victims and women with pregnancy-related complications.

The Medical Division of SANBS is forever grateful to our donor community for ensuring that our beautiful country has a sustainable availability of adequate supplies of safe blood and blood products accessible to all patients requiring transfusion. We commit ourselves to make SANBS a world-class organisation in the provision of safe blood and blood products to all in need of this critical liquid of life".

Dr Gulube served as the Chief Executive Officer of the Universal Service Agency of South Africa from 2003 to 2006. From 2000 to 2003 he was the Director of the

National Telemedicine Research Centre at the Medical Research Council (MRC) of South Africa. Under his leadership the MRC and the International Digital Partnership established the Telemedicine Test bed in the Mpumalanga Province of South Africa that serves as a Centre of Excellence in the introduction of Telemedicine in Southern Africa. Dr Gulube's medical studies at the University of Natal were interrupted by the student uprisings of 1976. He resumed his medical studies at Morehouse School of Medicine in Atlanta, Georgia in 1986. He completed the General Surgery Residency Program at the University of South Florida in Tampa, Florida. While training young surgical residents as an assistant professor in Florida in 1995, Dr Gulube participated in the establishment of a Telemedicine/Tele-education Network of the University of South Florida that expanded over five hospitals in three cities. That experience stimulated his interest in Information Technology and Telemedicine as a viable tool to improve quality and equity in education and healthcare services. On his return to South Africa in 1997 he led the SA Military Health Services Telemedicine project and became the chairperson of the National Telemedicine Task Team that drafted the

National Telemedicine Strategy for South Africa in 1999. He is a member of the Presidential National Commission on Information Society and Development. He is also a member of the Business Advisory Council of the United Nations Office for Project Services (UNOPS).

Dr Gulube is married with two children and stays in Pretoria.



Dr Sam Gulube will also provide editorial input in future **Blood Beat** editions.

continued from page 3

organisations such as the Global Road Safety Partnership on the website. "I believe that nobody has all the knowledge and whoever can make a contribution will be welcomed to assist. The website should be a collective effort to make a collective difference".

People might wonder why they need to visit the website and what difference it will make in their life? "The website provides you with the opportunity to gather information on road safety that could possibly change your behaviour on the road. It also gives you the ability to contribute towards a better life for another by sharing your intellectual capital or even reporting bad driving by others and possibly saving a life in future!," Adv Jonck concludes.

For more information, visit the website at www.arrivealive.co.za

Sweet success of Cuppa for CANSA Day

When the South African National Blood Service's (SANBS) corporate marketing department at its head office in Constantia Kloof learnt of Cuppa for CANSA Day on June 2, they knew that SANBS had to support this fundraising initiative.

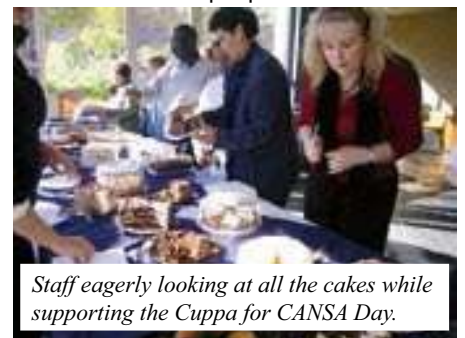
This is because so many of CANSA's cancer patients receive blood and blood products daily as part of their treatment. Each of SANBS's staff members contribute to the treatment of cancer patients indirectly as they are all working towards safe blood donation, collection and supply.

The corporate marketing department decided to add a bit of sweetness to Cuppa for CANSA Day. Instead of letting the staff pay for their cups of coffee and tea, they held a cake sale.

Divisions within the corporate marketing department and a couple of individuals from other departments, supplied the delicious cakes for the cake sale.

SANBS's regular caterer, Jesse Bijoux, was on board within minutes after hearing about the cake sale and sponsored 18 cakes. Pieces of cake were sold at R5 a piece and by 12 o'clock a whopping R2 070 was raised for CANSA.

SANBS hopes to make this an annual event as it knows that a sister organisation such as CANSA depends, as does SANBS, on the support from the community to make a life-saving difference in other people's lives.



Staff eagerly looking at all the cakes while supporting the Cuppa for CANSA Day.