

APS-Japan Activity Report

Name (Anna Takaki)

【Vampire Campaign / Blood donation campaign】

【Back Ground】

In recent years, the number of the young people who donate blood has decreased. It has decreased by 30 % over the last 10 years. According to the Survey on Attitude toward Blood Donation by the Ministry of Health, Labour and Welfare(MHLW), half of the young people who have never given blood before said they aren't interested in blood donation. There's a tendency that such people don't donate their blood after becoming an adult. In addition to this, the birthrate is on the decrease and population aging is continuing in Japan. This is the reason that the decreasing number of the blood donor is a serious problem because the number of blood recipient has been increasing. Therefore, we will be facing on the issue of the shortage of blood in the future if we leave this situation. It is said that demand for donated blood is at its peak in 2027, and then we need more than 850,000 people who will donate in Japan. If we will face on this situation, many people will not get most stable medical treatment because of the lack of donated blood.

It is very serious problem, so we would like to encourage young people to donate their blood.

【The Aim】

Let people, especially young people, have interest in blood donation and know there are some lives who can be saved by our donated blood. And learn about how they use our blood after the blood donation.

In addition to this, most of donated blood will become blood products. Pharmacists should know about these products and how these products are made. This event will be a chance for pharmaceutical students to show it. We, public health committee, hope that they will understand how donated blood is important.

【Schedule】

If you have any comments or questions, please ask CP of APS-Japan.
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1. Learn about the blood donation in our country.
2. Call for blood donation wearing unique costume to attract people's interest.

【Details】

APS-Japan has been held this event science a few years ago. The activity is now spreading whole over Japan, Tokyo (Kanto area), Osaka (Kansai area) and Nagoya (Tokai area). This time, we held it in Nagoya.

First, we took some lectures about blood donation at blood donation room at Kanayama for about 30 minutes. The staffs of the room taught us kindly and simply.

Second, after having lunch and preparing for promotion for blood donation, we move to Sakae. Then we called for people to let them be interested in blood donation for 2 hours.

Finally, we took commemorative photographs of the day.

In addition to this, sometimes, when we held this campaign with wearing a vampire costume. This is a unique point of the event. This interests people who walk on streets. To attract young people, we did wear popular characters with young people, like Mario and Luigi. In Japan, we have a unique culture that is called “Cosplay”, people wear favorite character’s costume. That is one of the reasons people get interest on our activity. This time we wore Mario and Luigi Cosplay and many people found it interesting.

【Comment】

Through this event, we could learn how donated blood is used. It is used for not only people who are suffered from accident but also for many patients. However young people lose their interest in blood donation year after year, so we supposed that we should tell people about the importance of being interested in blood donation by ourselves. We also got to know it is important to let people visit blood donation room at least once to make them be interested in blood donation.

APS-Japan kept doing this event for a few years now. This time, we noticed that there are people who got a chance to visit the blood donation room by our activity. The time flew by, we felt happy to help pack the room.

In the future, we would like to spread the importance of blood donation, and to tell people,

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especially young people, that there are lives that can be saved by our blood.

【pictures】



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