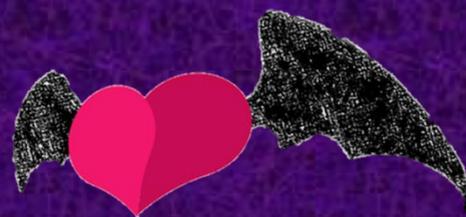


Blood donation campaign “VAMPIRE CAMPAIGN”



Activity report of day of world blood donor day

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1. Activity report of world blood donor day

Hello, everyone. I'm Kohei Shoji, public health officer of APS-Japan.

We've been held a "VAMPIRE CAMPAIGN" as part of an campaign to promote blood donation since last year.

This is its report in 2012.

It was held earlier than world blood donor day at Ikebukuro in Tokyo because it is June 14, weekday.

Location: 1-chome Minami Ikebukuro Toshima-ward
Tokyo-to Japan

Time and Date: June 9 Sat, 2012 10:00~17:00

Weather: Rain

Staff: 15 participants

Blood donor: 45 cooperators



It was a bad weather, but we could call in many people. We wore the costumes, like a domestic, vampire, kimono and karate uniform and so on, to stand out and attract people. And we also handed out the leaflet written about blood donation to people include he or she wasn't able to be a blood donor or post up the poster because we want to know all people about reality of Japanese blood donation. After the blood donation, we pharmaceutical students took the questionnaire and counseled them. At a later date, the blood donation centers send the blood table of ingredients to the blood donor in Japan. The aim of counseling is to achieve their understanding of what the table of ingredients, and to promote their self-medication. For example, in the table of ingredients, there is item glucoalbmin that can check the risk of DM. The campaign to promote Japanese blood donation has to continue for stable blood supply. It tends to be short of it when winter season, especially cold day, the end-of-year and the-new-year season, long vacation seasons and April and so on. They're just overlapping the blood shortage season and students vacation. So we can make efficient use of our vacation.



2. History and current condition of Japanese blood donation

(a) History

Japanese Red Cross Society does all blood donation concern. So cooperation between Japanese Red Cross Society and APS-Japan has permitted this activity.

In past days, there was not only Japanese Red Cross Society but also blood bank in the private sector.

And the bank'd bought people's blood.

But it led the bad situation; poor people became habitual to sell their blood frequently to earn money.

Surprisingly, some of them sold it more 70 times a month before their red blood cell recover to standard concentration.

Its blood didn't contain enough red blood cells.

Hence the government came down on them, and only Japanese Red Cross Society's done all blood donation concern.

The institution's changed sold blood to voluntary.

At the moment, blood donation concern has worked out like this.

(b) Current student

According to Health, Labour and welfare Ministry report in 2011, the ration that people are indifferent to blood donation is 56.3% within young people among 16 to 29 years.

This result is deteriorating from 2008, 2.1 % decreasing.

Now we're facing aging society aging population combined with the diminishing number of children, so this decreasing is serious problem.

And only 40.7% people know about accessing blood donation.

In fact, only 3% has been used for freak accidents and 83.5% has been used for treatments such cancer.

3. As for a campaign to promote Japanese blood donation

Japanese student's blood donation campaign has implemented by using vacation, the year change period and annual end-of-classes.

"VAMPIRE CAMPAIGN" has started at Osaka, and now gradually gone around in Japan.

On December 11st in 2011, it was held at Kyouhashi station in Osaka, too.

The students who were disguised as Vampire implemented the campaign.

We gave out the handout that appeared on "your blood isn't only used for freak accidents but also treatments such cancer."

Then we could gather 106 cooperators, by ordinary 60.

And we implemented the campaign on May 4 and 5 in 2012 again and then we could gather 91 cooperators on 4th and 94 cooperators on 5th.

On June 24th in 2012, it was held at Kyoto. We wore traditional clothes because Kyoto is ancient capital.

Then 70 cooperators came.

Japanese Red Cross Society center have different institution each areas, so we need contacts by location.

We are planning documents to be ease going around host all over Japan.

Thanks to it, "VAMPIRE CAMPAIGN" is spreading to Niigata Prefecture.

We will keep on going.

How about try this with costume play in the world?

Thank you!