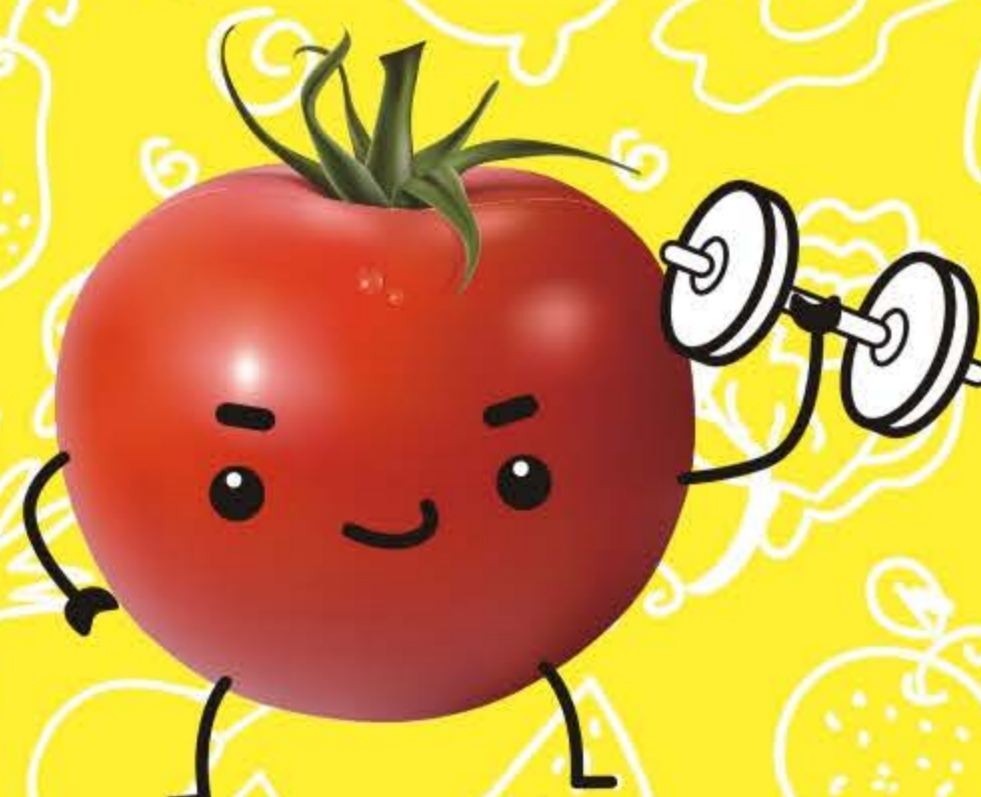
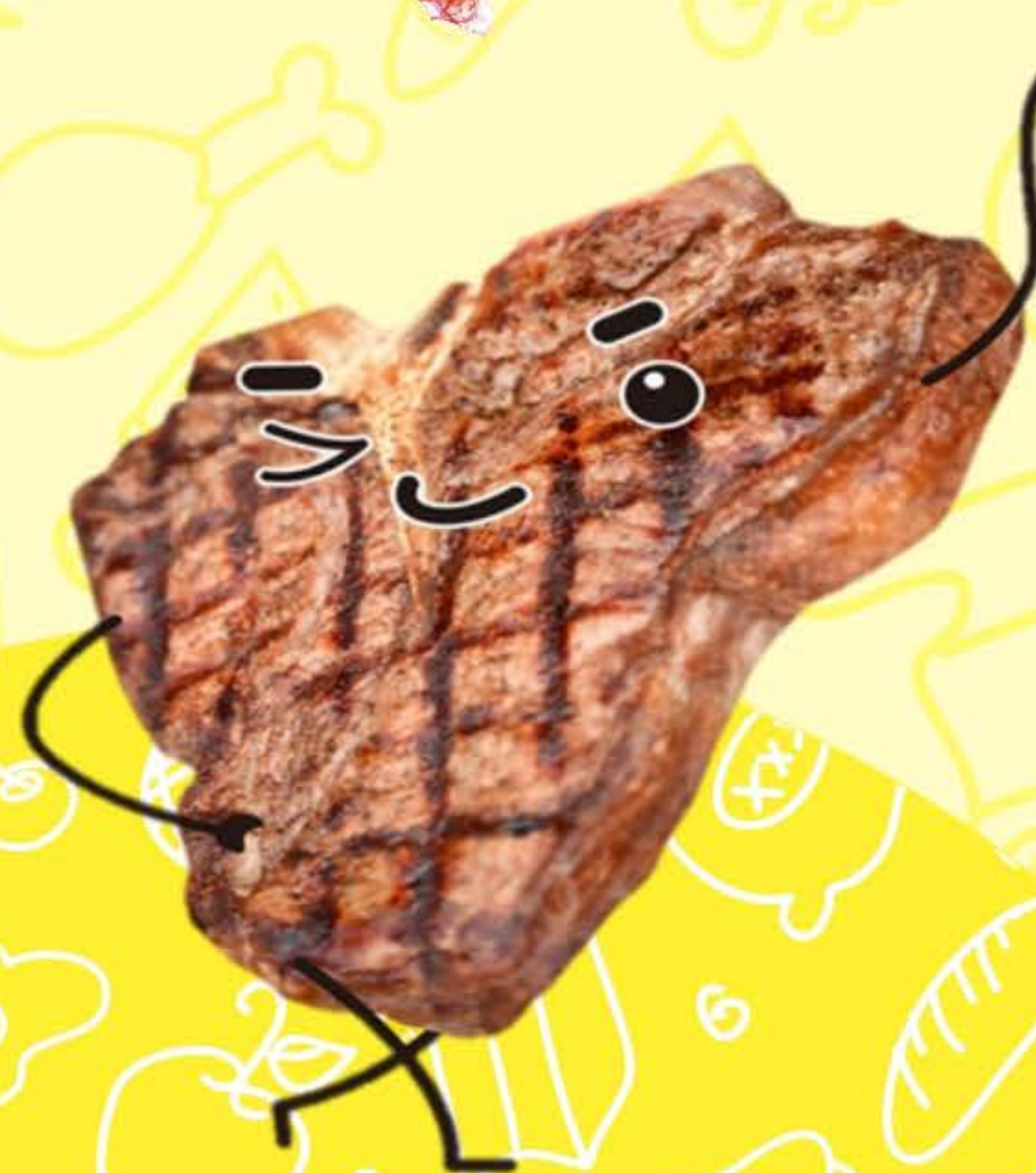


BLOOD POST

Newsletter

BLOOD
事通訊

新動向
之好友
負使命
之花絮



捐得有營



「捐得有『營』從鐵開始」

中心在2016年招募了328,318人前來捐血，相比2015年的321,722人，上升2.1%。但是，成功收集的全血及成份血卻只有258,222個單位，較2015年的261,166單位下跌1.1%。為什麼捐血登記人數多了但收集量卻下降呢？主要是因為在2016年被暫緩捐血的人數上升了，當中因血紅素不足而被暫緩捐血的人士佔大多數。

由於有很多市民因為血紅素不足而被暫緩捐血，中心在2017年開展了一連串以「捐得有『營』從鐵開始」為中心的宣傳活動，鼓勵市民透過日常均衡飲食增加鐵質吸收，並了解自己的飲食習慣，時常保持身體健康，讓身體內的鐵存量維持在健康水平，從而提升血紅素指數。

「捐得有『營』從鐵開始」全年的活動計劃包括：有「營」捐血食譜設計比賽、BTS@Kitchen有「營」烹飪班及有「營」分享講座等。中心亦會與醫生和營養師合作拍攝短片，定期推介不同的有「營」食譜和分享健康心得，希望市民活得有「營」，捐得有「型」！

Stay on Nutritious Diet, Start with Iron

In 2016, BTS has recruited 328,318 blood donors; an increase of 2.1% compared to 321,722 donors in 2015. However, only 258,222 units of whole blood and apheresis donation were collected, resulting in a 1.1% decline, compared to 2015's 261,166 units. Why would an increased number of donors result in decreased blood collection? This is because the donation deferral numbers in 2016 has increased, of which many of them were due to low haemoglobin levels.

Since there are large numbers of deferrals resulting from low haemoglobin level, BTS has launched a "Stay on Nutritious Diet, Start with Iron" programme to encourage citizens to maintain a balanced diet and increase their iron intake. This allows them to evaluate their eating habits, to stay healthy and maintain a good haemoglobin level.

The series of "Stay on Nutritious Diet, Start with Iron" activities include a Nutritious Recipe Competition, BTS@Kitchen Nutritious Cooking Class and Nutritious Seminars and Workshops. We are also working with doctors and dietitians in producing healthy and iron-rich recipes to share with the public. We wish all a nutritious life and happy donation!



Blood 之好友

Blood Buddies

分享生命 捐血救人

本年度的「分享生命·捐血救人」電視宣傳片很榮幸獲得人氣藝人劉心悠小姐(Annie)義務參與演出。Annie的家人曾有大量失血的病歷，需要接受輸血治療，因此她十分明白捐血的重要性。她表示：「健康好重要，你每次捐血都可以救助最少三個人的生命，除了拯救病人，其實亦變相救助了病人整個家庭。你不需要是醫生或護士，亦可以做到『分享生命，捐血救人』，希望大家多多支持！」她知道近年比較少年青人參與捐血，因此她呼籲更多年青人加入捐血救人的行列，讓社會更充滿愛。

Share Life, Give Blood

BTS is honoured to have actress Miss Annie Liu to voluntarily star in our TV commercial this year. One of Annie's family members has experienced massive blood loss, and as a result she deeply understands the importance of blood donation. Annie shared "Maintaining a good health is crucial; you can save at least three lives every time you donate blood. By donating blood, you are not only saving the patient, but also their entire family. You don't have to be a doctor or nurse to save lives. I hope everyone could support the theme - Share Live, Give Blood." Annie is aware of the low participation rate of blood donation among the millennial group, she hopes to encourage them to step forward, start donating blood and fill the society with love.



Blood 負使命

Blood Rh- Mission

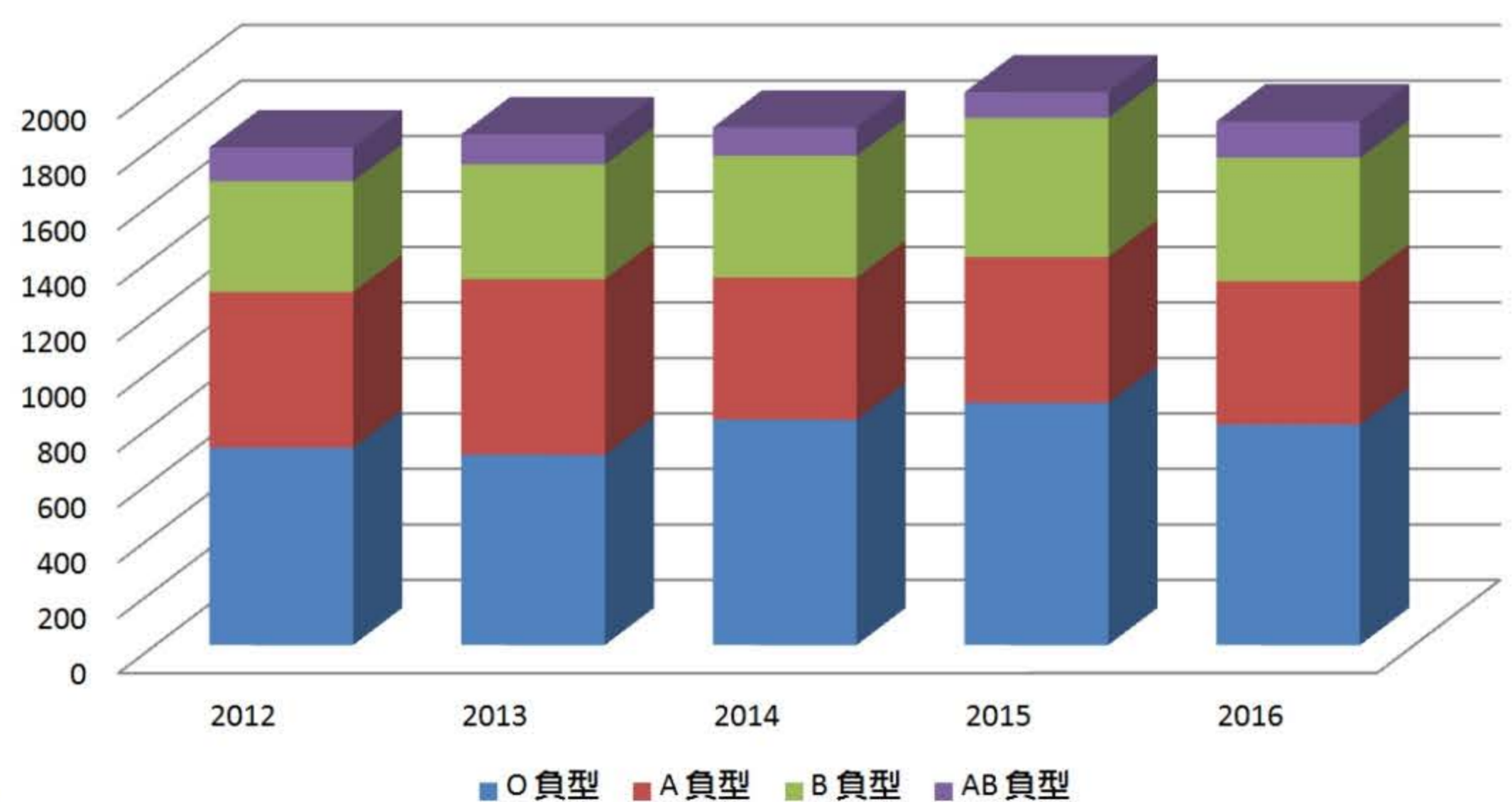
根據紅十字會輸血服務中心過往記錄，僅1萬名負型血者曾捐血。按此推算本港目前少於1%人為負型血，即約7萬人；負型血於本港的人口血型比例，大約A負型為0.19%、B負型為0.14%、O負型為0.31%及AB負型為0.05%。有鑑於本港的血液需求不斷上升，本中心鼓勵負型血捐血者每年定期捐血兩次以確保血液供應穩定。為答謝每位無私奉獻的負型血捐血者，捐血達兩次便可獲贈精緻玻璃瓶一個。

According to the statistics from Hong Kong Red Cross Blood Transfusion Service (BTS), about 10,000 Rhesus negative blood donors have donated blood. It is possible to connote that only 1% of the Hong Kong population is Rhesus negative, which is around 70,000 people. Rhesus negative blood type frequencies in Hong Kong are approximately 0.19% for A Neg, 0.14% for B Neg, 0.31% for O Neg and 0.05% for AB Neg. In view of the progressively increasing demand of blood products, BTS encourages Rhesus negative blood donors to regularly donate twice a year regularly to ensure a steady blood supply. An exquisite souvenir will be presented to the Rhesus negative blood donors who have given blood twice in 2017 to express our appreciation of their generous donation.



負型血液分發量

Negative blood product supply statistics



中心榮獲香港中小型企业聯合會「香港星級品牌2016 - 非牟利機構獎」

中心榮獲香港中小型企业聯合會頒發「香港星級品牌2016 - 非牟利機構獎」。與其他香港星級品牌一樣，中心在品牌建立和宣傳推廣工作上，敢於發揮創意，探索新方向。中心積極發展社交媒體和影像互動平台，以全方位、全天候的方式接觸公眾。中心亦重新編排Facebook頁面，擴展接觸年輕人士的層面並加強彼此的互動，招募他們成為恆常捐血者。中心在策劃市場推廣時亦密切留意和掌握潮流的躍動，推出不同形式的主題活動和紀念品，引領公眾關注中心的信息及和應捐血呼籲。

BTS awarded with The Hong Kong Star Brand Award 2016

BTS is deeply honored to receive the Hong Kong Star Brand Award 2016 - Non profit-making organization organized by Hong Kong Small and Medium Enterprises Association. Similar to other Star Brands in Hong Kong, BTS strives for excellence in brand building and publicity works. We constantly push our creative boundaries and explore new directions. BTS actively engages in social media and visual interactive platforms, aiming to interact with the public in an wholistic manner. We have also restructured our Facebook page to extend the reach of our page and connect better with the public. Our marketing plans are strategically kept up-to-date with the current trends in Hong Kong. BTS endeavors to raise public awareness and present the important message of donating blood regularly.



Blood 之花絮

Blood Activity Snapshots

2017年度新聞發布會

為回顧中心過去一年的工作，中心於2月28日舉行了周年發布會，匯報2016年血液收集及供應的工作，及介紹2017年「捐得有『營』從鐵開始」的宣傳計劃。除了於發布會預備了多款高鐵食品供各位享用外，中心更即席分享了含豐富鐵質的涼拌黑木耳的做法，希望藉此增加大眾對鐵質吸收的認知及帶出均衡飲食的重要性。



2017 Press Conference

A press conference was held on 28 February 2017 to review BTS' blood collection and usage from last year, and explain the collection challenges in the years ahead. We also took this opportunity to introduce our publicity campaign in 2017 - "Stay on Nutritious Diet, Start with Iron". A variety of iron-rich food were provided at the press conference. We also demonstrated the making of Iron-rich Jew's Ear Salad to enhance public's awareness on iron intake and the importance of a balanced diet.



骨髓捐贈者嘉許禮2017

香港骨髓捐贈者資料庫在2017年3月11日舉行了一場骨髓捐贈者嘉許禮，表揚54位骨髓捐贈者。嘉許禮牽繫了兩對受髓者和捐髓者的首次會面，真情分享大家的生命歷程。現時，資料庫已有超過11萬人登記捐贈骨髓。中心深信有著市民的熱心支持，一個又一個的感人故事將會不斷誕生!

The Bone Marrow Donor Award Ceremony 2017

The Hong Kong Bone Marrow Donor Registry hosted The Bone Marrow Donor Award Ceremony 2017 on 11 March 2017. 54 bone marrow donors received the recognition. At the ceremony, two pairs of bone marrow donor and recipient met each other for the first time and shared their unforgettable experience with the public. More than

110,000 people in Hong Kong have now registered for voluntary bone marrow donation. With the support from the kind-hearted members of public we believe there will be more touching stories to come!

情人節捐血有驚喜

中心時常於捐血站舉行各式各樣的活動為捐血者帶來驚喜，就像今年的情人節，中心就舉辦了「留住甜蜜時刻」活動，送贈肖像速繪給予成功捐血者，為他們留下甜蜜的一刻。在白色情人節亦於捐血站設置了3D背幕，讓捐血者留下倩影。想參與這些活動，就要密切留意中心Facebook!



Valentine's Day Special

BTS loves to bring surprises to donors via different activities. For this year's Valentine's Day, we organized "Capture the Sweet Moments" promotion and invited an artist to draw portraits for our donors. 3D backdrop photo booths were also set up on White Valentine's Day for donors to take specialized selfies. Stay tuned for more special events on our Facebook page!

得意宣傳車巡遊

今年2月，中心的得意宣傳車正式出動，到全港各區推廣「捐1次血可救3個人」的信息，呼籲市民積極捐血。由於反應非常熱烈，中心將於未來一年再次推出宣傳車活動，大家要密切留意!



Exhibition Minivan Tour

BTS exhibition minivan toured around Hong Kong in February to promote "One Blood Donation Saves 3 Lives". Thanks to the positive response, we decided to launch another tour! Watch out for our interactive exhibition minivan!

「千禧捐血新型人」計劃

中心在2016年推出「千禧捐血新型人」計劃，舉辦不同形式的活動向年青人傳遞「捐血救人」的重要性，亦特別鼓勵2000年出生而陸續踏入16歲的「千禧BB」前來捐第一次血，並成為恆常捐血者。計劃的成績令人鼓舞，在2016年，16歲首次捐血登記人次錄得8%升幅，由7,323人增加至7,908人。

在過去一年，中心除了與不同的中學合辦「千禧捐血新型人」生日會，又舉辦了中學生捐血標語創作比賽。同學反應相當熱烈，有61間中學參加，收回超過6,000份表格！中心希望透過創作比賽，與年青新一代互動，喚起捐血的重要性。一齊看看得獎作品：

Millennium Donors Programme

"Millennium Donors Programme" was launched in 2016 to raise youth's awareness on blood donation. It encouraged millennials, who were gradually turning 16, to step forward for their first blood donation and become a regular donor. The result of the programme is encouraging, and the number of new donors at the age of 16 recorded an increase of 8% from 7,323 to 7,908.

In the past year, BTS has also worked with several secondary schools to hold "Millennium Donation Birthday Party" and organized a slogan competition to attract more Millennials to participant in blood donation. The slogan competition has received an enthusiastic response and collected over 6,000 pieces of creative works with more than 61 participating schools. Let's have a look at the winning slogans:



千禧捐血新型人 x 「捐血救人」標語創作比賽

是次比賽旨在激發學生的無限創意，設計出宣揚「捐血救人」信息的標語。比賽分為初中組及高中組，另設「最積極參與學校獎」，供全港中學生參加。比賽共有61間中學超過6,000學生參與。比賽結果如下：

初中組得獎名單		
獎項	得獎標語	得獎學生所屬學校
冠軍	千禧孩童已成長，齊來捐血同讚賞。	裘錦秋中學(元朗)
亞軍	血庫需求日漸增，捐血助人救一生。	香港管理專業協會李國寶中學
季軍	全民來捐血，血庫不再缺！	晉色園主辦可譽中學暨可譽小學
優異獎	型人攜手齊捐血，千禧年代不可缺。	嘉諾撒聖心書院
優異獎	捐血救人快起行，舉手之勞何用等？	德望學校
優異獎	年滿十六去捐血，健康生活不可缺。	仁濟醫院王華湘中學
優異獎	捐血救人新力軍，健康人生齊護蔭。	嘉諾撒聖心書院
優異獎	捐血助人要及時，救命扶危不可遲。	明愛粉嶺陳震夏中學

高中組得獎名單		
獎項	得獎標語	得獎學生所屬學校
冠軍	捐血使命全城撐，你捐我捐人人讚。	瑪利諾修院學校
亞軍	捐血救人 so easy! 嘗試捐血不推辭。	明愛莊月明中學
季軍	千禧新血注活力，捐血救人最積極。	基督教香港信義會元朗信義中學
優異獎	熱心助人成習慣，齊來捐血最抵讚。	順德聯誼總會梁銑琚中學
優異獎	千禧捐血新力軍，扶助他人福滿分。	順德聯誼總會梁銑琚中學
優異獎	一代傳一袋，捐血弘大愛。	順德聯誼總會梁銑琚中學
優異獎	年輕新一代，捐血無障礙！	順德聯誼總會梁銑琚中學
優異獎	生命危急有時限，捐血救人好易辦。	鄧鏡波學校
優異獎		東華三院李嘉誠中學

最積極參與學校獎
神召會康樂中學

鳴謝：英文校對 譚芷諾

Acknowledgement: English proof reading - Gillian Tam

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希望您享受這期的會訊，如有任何意見，歡迎電郵至rcbts@ha.org.hk

We hope you will enjoy this issue of the newsletter.

If you have any suggestions, please feel free to contact us at rcbts@ha.org.hk

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新血會合點專頁 New Donors Rendezvous Fanpage:

http://www.facebook.com/newdonorhkrcbts



Facebook



Website



Donation Due Date Calculator

