**World Blood Donor Day 2019 – ‘Safe Blood for All’**

The theme of this year’s campaign is blood donation and universal access to safe blood transfusion, as a component of achieving universal health coverage. ‘Safe Blood for All’ aims to encourage more people all over the world to become blood donors and donate blood regularly Safe means free from known infectious diseases and having a consistent supply to meet patients requirements.

“As part of World Blood Donor Day (WBDD) 2019, the Irish Blood Transfusion Service (IBTS) has worked closely with the Irish Haemochromatosis Association (IHA) on a new initiative to make it possible for people with Haemochromatosis (HH) to attend blood donation clinics nationwide to have their condition treated.

“HH patients now have the opportunity to become blood donors at any one of our clinics throughout the country. For these patients, it is a chance to save a life. They can check out the specific HH and blood donation criteria at [www.giveblood.ie](http://www.giveblood.ie).”

The IBTS is also asking our donors to be ambassadors for us and encourage others to donate by taking a photograph at the clinic with the World Blood Donor Day caption. These are our role models and we place these images on our social media platforms.

WBDD is also a call to action to all governments, national health authorities and national blood services to provide adequate resources and put in place systems and infrastructures to increase collection of blood from voluntary, regular unpaid blood donors; to provide quality donor care; to promote and implement appropriate clinical use of blood, and to set up systems for the oversight and surveillance on the whole chain of blood transfusion.

The objectives of this year’s campaign are:

* to celebrate and thank individuals who donate blood and to encourage those who have not yet donated blood to start donating;
* to highlight the need for committed, year-round blood donation, to maintain adequate supplies and achieve universal and timely access to safe blood transfusion;
* to focus attention on donor health and the quality of donor care as critical factors in building donor commitment and a willingness to donate regularly;
* to demonstrate the need for universal access to safe blood transfusion and provide advocacy on its role in the provision of effective health care and in achieving the goal of universal health coverage;
* to mobilize support at national, regional and global levels among governments and development partners to invest in, strengthen and sustain national blood programmes.

**Host for World Blood Donor Day 2019 events**

The host country for World Blood Donor Day 2019 is Rwanda. The global event will be held in Kigali, Rwanda on 14 June 2019.

**ENDS**