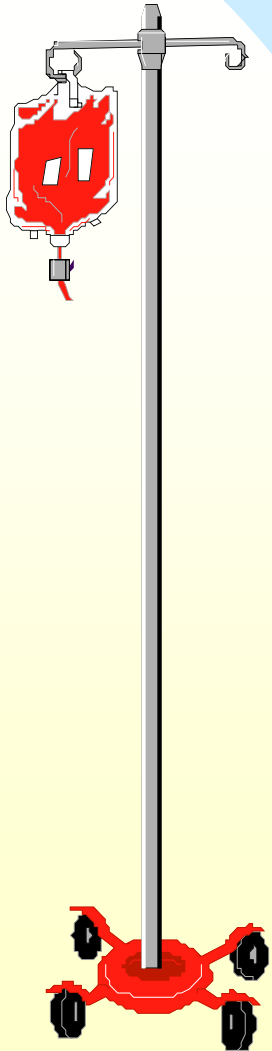


# National Blood Service

Robert Campbell  
Kingfisher Practice Management

June 2011



# National Blood Service

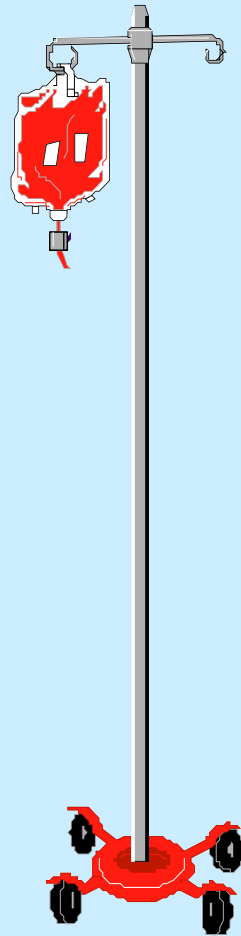
## **Fact:**

It collects over 2.5 million blood donations per annum.

- The National Blood Authority guarantees to deliver blood, blood components, blood products and tissues from 15 blood centres to anywhere in England and Wales.



# Blood Transfusions



## QUESTION:

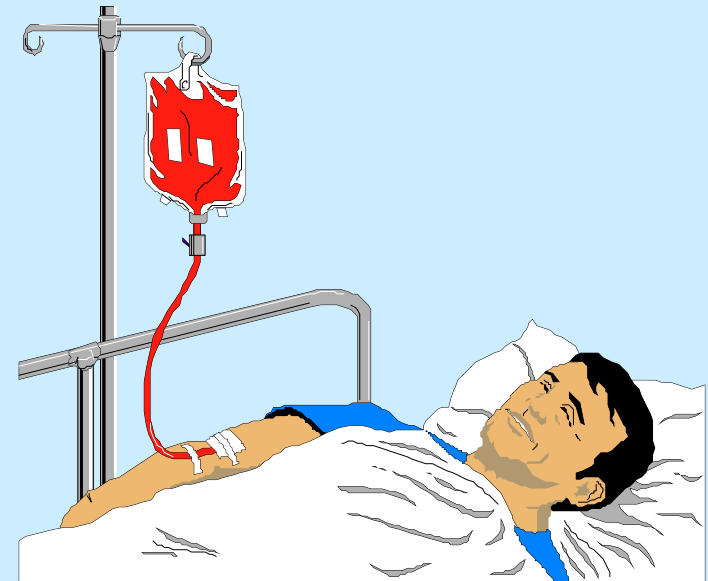
How long does it take to give a blood transfusion?

- Most people can lose 2/3 pints of blood, which can be replaced by a salt solution. Iron tablets can help. Beyond that a blood transfusion is the best.
- Around 5000 litres are used per day; rising by 45% each year.
- But Blood has a short shelf life.

Answer – 2 hours

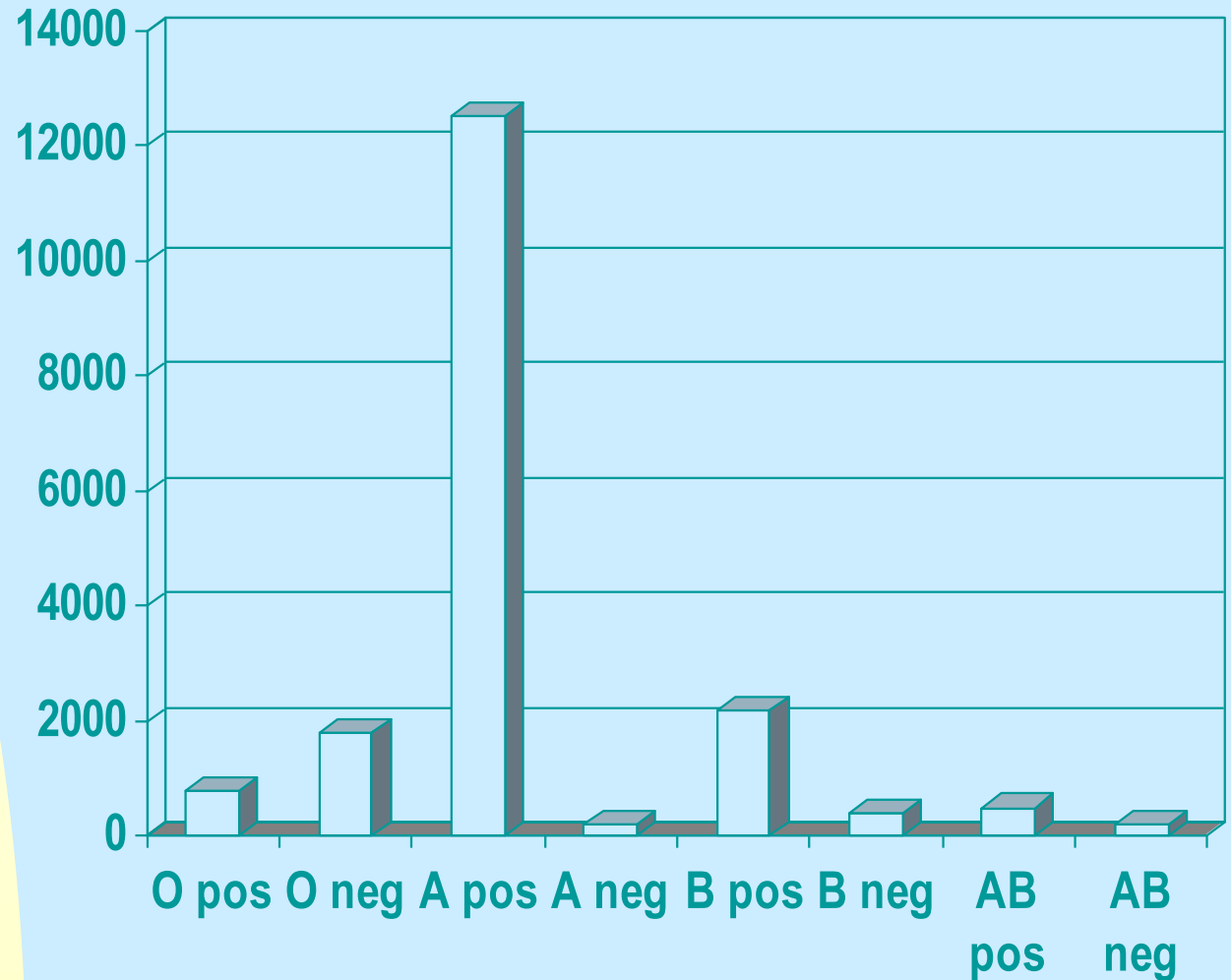
# Blood Groups

- Four main blood groups:
- A, B, O, & AB
- With either rhesus positive or rhesus negative types

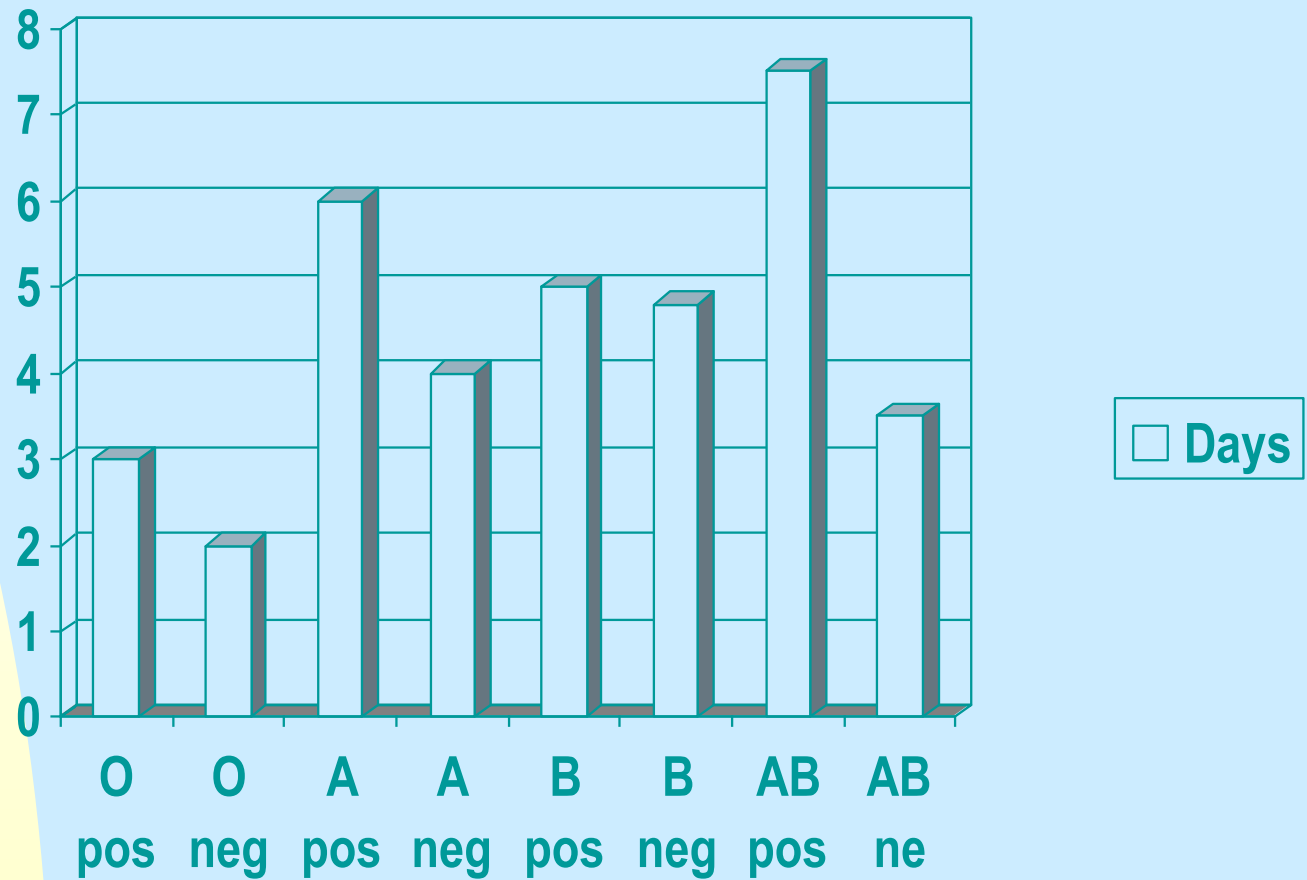


Blood Products: Red blood cells contain Hemoglobin used for anemia & during operations, White cells fight infection, Platelets assist clotting and Plasma helps treat hemophilia, burns, immunoglobulin's and infectious diseases.

# Stock Levels - litres



# Stock by Days



# Advertising Campaigns

National Advertising campaigns 'kick in' when stocks are low.

- Local campaigns
- Arising from major emergencies
- National Campaign supported by 'celebrities'.
- Cup of tea and biscuit

