National Blood Service

Robert Campbell
Kingfisher Practice Management

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National Blood Service

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

Fact:
It collects over 2.5 million blood donations per annum.
Blood Transfusions

- 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.

QUESTION:
How long does it take to give a blood transfusion?

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 sued 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

- O pos
- O neg
- A pos
- A neg
- B pos
- B neg
- AB pos
- AB neg
Advertising Campaigns

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

National Advertising campaigns ‘kick in’ when stocks are low.