

## C2.THE IMPORTANCE AND IMPACT PARTNERSHIP BUCHAREST BLOOD BANK WITH DIFFERENT ORGANIZATIONS IN PROMOTING BLOOD VOLUNTARY DONATION

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Modern blood transfusion practice was founded on the principles of voluntary donation, anonymity of donor and recipient and volunteer donor, absence of any profit from the units involved in blood transfusion services.

Voluntary and unpaid blood donation is a factor that can contribute to raising the standards of safety for blood and blood components and thus the protection of human health.

In Romania, by law, be required to provide biological support blood donation through the allocation of food stamps used by the donor for the purchase of food and soft drinks. While it was found that due to the deterioration of living standards and socio-economic context, getting food vouchers became, for some donors, a possible source of income, thereby distorting the real purpose of humanitarian act, but having the effect of increasing the number of blood donors.

For this period, this result was expected, and achieved the stated purpose of some broader campaign to promote blood donation, on the other hand, however, need to comply with EU recommendations, requires a new approach to the promotion policy and strategy supported by strong partners involved politically, economically and socially, by blood transfusion services.