

AFTER WORLD RED CROSS DAY

In its April issue, the *International Review* announced 1974 World Red Cross Day and recalled the theme: " Give blood—save life ". In this number we are publishing an article which is connected with the subject since it illustrates the theme by describing new aspects of blood transfusion.

In most countries, World Red Cross, Red Crescent and Red Lion and Sun Day is commemorated on 8 May. But a commemorative ceremony was held at the League two days earlier, in the presence of representatives of the Geneva authorities and leaders of international and national organizations involved in health questions, blood transfusion and blood programmes. Senior officials of Red Cross institutions having their headquarters in Geneva also participated in the event with their staff. Professor Hans Haug, League Vice-Chairman and President of the Swiss Red Cross, spoke of the necessity to strengthen blood donor recruitment everywhere in order to meet ever growing needs. Addresses were also delivered by representatives of the World Health Organization and the International Federation of Blood Donor Organizations, as well as by the Director of the League's Information Bureau, who spoke of Henry Dunant's personality.

This year, World Red Cross Day achieved wide coverage thanks to the efforts of National Societies and the use of the most effective communication media. Radio programmes in English, French, Spanish, Arabic and other languages were broadcast by different stations, and through the European Broadcasting Union ten television stations showed the film " Blood is red all over the world ".

A number of National Societies used the opportunity to launch a blood donor recruiting campaign and organize ceremonies, processions, exhibitions, film shows, symposia, and so forth, which showed the importance of blood in the present-day world. In addition, some countries issued postage stamps and posters which made a great many people more fully aware of the work of the Red Cross in that specific field.