

**Annex 16 — Template of Project Fiche for IPA programmes  
/ component I - decentralised management**

**Standard Summary Project Fiche – IPA decentralised National programmes**  
**(maximum 12/15 pages without the annexes)**

**1. Basic information**

- 1.1 CRIS Number: TR2010/0328.01  
1.2 Title: Recruitment of Future Blood Donors  
1.3 ELARG Statistical code: 03.28 Consumer and Health Protection  
1.4 Location: Turkey

**Implementing arrangements:**

1.5 Implementing Agency:

The Central Finance and Contracting Unit (CFCU) will be Implementing Agency and will be responsible for all procedural aspects of the tendering process, contracting matters and financial management, including payment of project activities. The director of the CFCU will act as Programme Authorizing Officer (PAO) of the project. Mr. Muhsin ALTUN (PAO-CFCU Director)

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1.6 Beneficiary (including details of SPO):

-Main Beneficiary and SPO:

Ministry of Health; General Directorate of Curative Services

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(The other beneficiaries of this project are Ministry of National Education and Turkish Red Crescent Society. The details of co-beneficiaries are given in Annex 3)

**Financing:**

- 1.7 Overall cost (VAT excluded)<sup>1</sup>: 2.500.000 Euro  
1.8 EU contribution: 2.250.00 Euro  
1.9 Final date for contracting:  
2 years after the signature of the Financing Agreement  
1.10 Final date for execution of contracts:  
2 years following the end date for contracting  
1.11 Final date for disbursements:  
1 year following the end date for execution of contracts

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<sup>1</sup> The total cost of the project should be net of VAT and/or other taxes. Should this not be the case, the amount of VAT and the reasons why it should be considered eligible should be clearly indicated (see Section 7.6)

## 2. Overall Objective and Project Purpose

### 2.1 Overall Objective:

The overall objective of this project is to contribute to the improvement of community health by preventing problems in supplying safest blood.

### 2.2 Project Purpose:

The purpose of this project is to supply the safest blood from voluntary & non-remunerated donors regularly.

### 2.3 Link with AP/NPAA / EP/ SAA

This project emphasizes the importance of Blood Services relevant to health protection, Chapter 28 in Council Decision 2008/157/EC of 18 February 2008 on the principles, priorities and conditions contained in the Accession Partnership with the Republic of Turkey and repealing Decision 2006/35/EC. Council Decision of 23 January 2006 on the principles, priorities and conditions contained in the Accession Partnership with Turkey (2006/35/EC); “Further align with the consumer and health acquis, including in the areas of blood, tissues and cells and tobacco, and ensure adequate administrative structures and enforcement capacity” emphasizes alignment with the acquis under the chapter of consumer and health protection as a significant priority.

The new law on blood and blood products (Numbered 5624) published in 2nd May, 2007 in line with the EU directives 2002/98/EC, 2004/33/EC, 2005/61/EC and 2005/62/EC. “*Establishing Regional Blood Centres in accordance with new law on blood and blood products and restructuring of current blood centres in accordance with the regulation on 2008 – 2009*” is a requirement in Consumer and Health Protection, Chapter 28 in the NPAA, 2008. This project will contribute to the implementation of the rearranged national blood services in accordance with the NPAA, 2008.

The “Safety and Quality Assurance Manual for Organs, Tissues and Cells” of the European Council stresses that all donations should be for humanitarian purposes and donation should not consider and monetary gains. The manual recommends these services to be delivered under the leadership of national or international civil society organizations. It means there is a necessity for increasing awareness and participation for the public. That is why, TRC is important as a civil society organization for new rearranged national blood services.

The European Council and Parliament Principle dated 27 January 2003 and numbered 2002/98/EC which improves the Directive numbered 2001/83/EC and which regulates standards on distribution, storage, processing, testing and collection of human blood and blood components supports improvement of non-remunerated voluntary blood and plasma donation in order to be self-sufficient in terms of blood products and suggests that states are responsible for taking relevant measures.

The Commission Principle dated 22 March 2004 and numbered 2004/33/EC to implement the European Council and Parliament Principle numbered 2002/98/EC on technical requirements

for blood and blood products and the relevant European Union Official Gazette define information to be provided to potential blood donors. The project aims to provide such information using visual, audio and physical educational materials.

Considering educational activities of the member states based on the European Council and Parliament report dated 17 May 2006, the importance of promoting voluntary young donors and educating them in this field was highlighted. The activities of this project are mainly focusing on increasing the level of awareness and recruiting young blood donors. Education is the baseline to achieve this aim.

#### 2.4 Link with MIPD

This project is geared for the enforcement of the Blood and Blood Products Legislation which falls under the Institution Building component to support the transposition and implementation of *the acquis communautaire notably health policy* in the MIPD, 2009 - 2011.

#### 2.5 Link with National Development Plan (where applicable)

This project will contribute to the policy of “Making an Efficient Health System” foreseen under the title “Strengthening Human Development and Social Solidarity” of the 9<sup>th</sup> Development Plan (2007-2013). The National Development Plan foresees;

- prevention of transfusion transmitted diseases through safest blood supply
- strengthening priority of preventive healthcare
- supporting public awareness-raising on blood donation and healthy lifestyles with audio-visual materials

This Project is also closely related with the “Citizen Focused Service Provision” plan prepared by the State Planning Organization “sharing of stocks in blood banks and single point searching for blood with the help of electronic channels (SMS, the internet, etc.)” defined under the “Article 33: Data Sharing In the Blood Banks”.

#### 2.6 Link with national/ sectoral investment plans(where applicable)

With regards to the enforcement of the regulation (Numbered 14319) on new Blood and Blood Products Law (Numbered 5624, Dated 2nd May, 2007) was published on 4th December. National Guide of Blood and Blood Products was published in accordance with the regulation on new Blood and Blood Products Law by MoH.

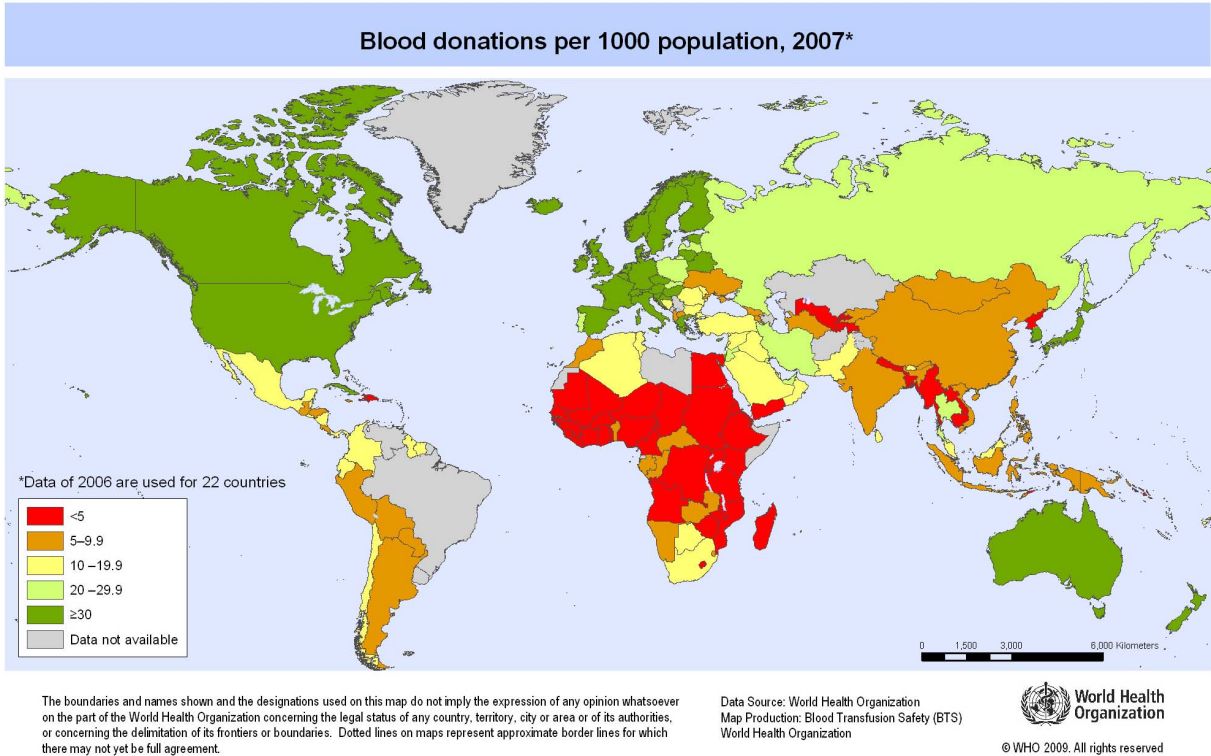
As a requirement the New Blood and Blood Products Law, three centers are identified within rearranged national blood services; Regional Blood Center, Blood Donation Center, and Transfusion Center. Ministry of Health has started gradually to convert and rearrange the blood centers (to be completed by 2015) within the new blood and blood products law. Regional Blood Centers and Blood Donation Centers have been planned within Turkish Red Crescent Society by MoH. Transfusion Centers have been planned with conversion of Hospital Blood Centers. Regional Blood Centers are responsible on their regional blood services. Blood Donation Centers collect blood units from voluntary & non – remunerated blood donors. These collected blood units are processed and tested in Regional Blood Centers. Transfusion Centers’ need of blood units will be provided by TRC Regional Blood Centers.

There are 1574 hospitals in Turkey (which blood used in there). 1490 hospitals of them have established Transfusion Centers or rearranged their hospital blood centers as Transfusion Centers. These transfusion centers have already been coordinated with TRC Regional Blood Centers. Their need of blood units are provided by TRC Regional Blood Centers. Other 84 hospitals of them have a big capacity of hospital blood centers which are annual 900.000 units blood donations of stock capacity totally. These 84 hospital blood centers were identified “Transitory Regional Blood Center” and will be rearranged and coordinated gradually depending upon increased TRC capacity until 2015. Therefore, TRC by 2015 will become the role body to supply country’s blood needs within rearranged blood services of Turkey in accordance with the new blood and blood product legislation.

**3. Description of project**

**3.1 Background and justification:**

Blood transfusion saves lives and improves health, but millions of patients needing transfusion do not have timely access to safest blood in the world. Around 85.4 million units blood donations are collected per year all over the world. But 65% of all blood donations take place in developed countries, which accounts to 25% of the world's population. The average donation rate in developed countries is 38.1 donations/1000 population, where as it is between 10 – 19,9 units donations/1000 population in Turkey ( <http://www.who.int/mediacentre/factsheets/fs279/en/index.html> ).



There are three types of blood donation which identified: voluntary & non-remunerated donations, family/replacement donations and paid donations. Studies reveal that donors who give blood voluntarily and for altruistic reasons have the lowest prevalence of HIV, hepatitis viruses and other blood-borne infections, as compared to ad hoc donation which comes from

people who donate for family members or in lieu of payment. Sufficient supplies of safest blood can only be assured by regular donations from voluntary & non-remunerated donors. (<http://www.who.int/mediacentre/factsheets/fs279/en/index.html>).

According to Turkish Red Crescent Society's 2009 statistics; around 45% (848.586 units) of the blood donation was collected from voluntary & non-remunerated donors by Turkish Red Crescent Society's blood centers, whereas 55% (around 950.000 units) was collected from family/replacement blood donors by hospital blood centers. TRC has enough physical and technical infrastructures within 15 Regional Blood Centers and 62 Blood Donation Centers, which have 3 million units blood donation of stock capacity nationwide but they can use just 30 – 35 % because of lack of voluntary and non-remunerated blood donors. Due the absence of safest blood donation, family/replacement blood donation method is applied within Hospital Blood Centers. This figures indicate that the replacement donation, which is considered to be unsafe by WHO, is a more common practice in Turkey.

This may be due to the lack of coordination among the existing blood centers across the country, which leads to collection of unsafe blood and waste of resources. With the new legislation on Blood and Blood Products, the operational structure is redesigned and established of Regional Blood Centers are foreseen to ensure better coordination.

Turkey is now in the process of making the necessary administrative changes in the system to ensure safest blood transfusion in line with the new legislation. As such, the Turkish Red Crescent Society is kept responsible in supplying country blood needs from voluntary & non-remunerated blood donors through Regional Blood Centers and Blood Donation Centers in collaboration with 1574 Transfusion Centers of the Ministry of Health. These administrative changes should be supported with awareness raising intervention to encourage voluntary & non-remunerated donation in the country.

However, there is *lack of knowledge and awareness about safest blood donation in the country*, which can be tacked under three main titles, i.e. educational, social and institutional.

- In the field of education, the problems are as follows: curricula (curriculum of Science and Technology, Social Science, Biology, Health etc) do not include effective topics on blood donation at primary and secondary schools. Education is based on theory but is not supported with educational materials, which leads to gaps in education. As World Health Organization (WHO) is supporting initiatives on blood as well as available IEC materials developed by WHO, including training kits. While preparing the materials and training kits during the project, the materials and training kits prepared by WHO will be used and adapted. Moreover, education is not supported in family environment.
- Social problems include knowledge misconceptions, prejudices and superstitious beliefs about blood donation, knowledge gap about blood and sexually transmitted diseases (HIV/AIDS, Hepatitis B and C, Syphilis), risky behaviors, inadequate sensitivity for blood donation and failure of community leaders to provide satisfactory guidance.
- Institutional problems include;
  - Lack of coordination between MoH, MoNE and TRC,

- Lack of number of activities to encourage potential donors and provide information about blood donation,
- Lack of effective and efficient campaigns,
- Lack of effective use of the media,
- Difficulties in obtaining safest blood when needed and high risk of disease transmission through transfusion

With the project, it is envisioned to create change in attitude and behavior in the coming years through education at young ages and improve community awareness on safest blood donation starting from early ages. This project will contribute to:

- Building up of institutional capacity about national blood services for Turkey in accordance to EU directives,
- The effective coordination between MoH, MoNE and TRC,

Revised curricula and developed educational materials within the project will be integrated in line with EU directives and WHO policy. In this way, the understanding of the importance of blood donation among primary and secondary school students will be increased by the revised curricula and developed educational materials implemented nationwide. A structure (including 300 focal points) will be established within MoNE Provincial National Education Directorate. The project will be implemented through the focal points who will be assigned at MoNE Provincial National Education Directorates. MoNE will ensure continuity of the position of focal point. Focal points will coordinate the training activities at central level of provinces through TRC and MoH. Creating awareness on the importance of blood donation among the student families will increase implemented in 500 pilot schools from 81 provinces. The awareness of the public on blood donation will increase by Media & Public Relation Campaigns implemented nationwide.

### 3.2 Assessment of project impact, catalytic effect, sustainability and cross border impact (where applicable)

The project impact will be ensured by the developed curricula and the educational materials for all the students at primary and secondary school levels. The next generations in Turkey will increase their understanding on the importance of blood donation by this way.

Developed curricula and educational materials will play a substantial role for the project's sustainability, because the students will understand the importance of blood donation and they are expected to be future blood donors for the following years after the project period.

A stimulating culture will be provided by the campaigns, awareness raising and capacity development activities. The blood donors will be role models, thus will encourage the other members of the society to become voluntary blood donors. That will cause a catalytic effect and increase the sustainability of the project. This project is aiming not only to collect safest blood but also to recruit voluntary and non remunerated blood donors within the society in accordance with WHO policy about blood donation, ensuring the sustainability of the project.

This project will have a direct impact on the well being of the population by decreasing complications caused by unsafe transfusion of blood. By improving the quality, safety and adequacy of the blood transfusion system, the infectious diseases burden in the region concerning viral agents like hepatitis viruses, HIV, bacterial agents like Treponema and

parasitic agents like malaria etc, will be alleviated. That will result in the sustainability of the project and also reflects the importance of the project impact.

As a consequence, the activities of blood donor recruitment are a universal and continuous need, even if the countries has different rate of blood donation of population. This project will be an example for other countries to implement such a project so that will result in the cross border impact of the project.

### 3.3 Results and measurable indicators:

Result 1: The knowledge and understanding level of students on importance of voluntary & non-remunerated blood donation is increased nationwide.

#### Indicators:

- The revised curricula and developed educational materials on blood donation for primary and secondary school levels from end of first year after project start (on Educational Years of 2012 – 2013).

Result 2: Capacity of MoNE, MoH and TRC human resources is developed on voluntary & non-remunerated blood donor recruitment.

#### Indicators:

- A structure within MoNE including focal points which will work in collaboration with the MoH and TRC at central level of provinces.

Result 3: The awareness of the public on blood donation is raised by 2 Blood Donor Education & Recruitment Campaign in 500 pilot schools and Media & Public Relation Campaign nationwide.

#### Indicators:

- Reached 80% (250.000) students from 500 pilot schools by trainings
- Reached 10% (25.000) members of trained students' families twice during 2012 – 2013 Educational Years by trainings
- Recruited 15.000 voluntary and non-remunerated blood donors from 25.000 trained members of students' families
- Collected 30.000 unit blood donations from recruited voluntary and non-remunerated blood donors during 2012 – 2013 Educational Years (around twice donation per year from blood donors)
- The cartoon and spots in national and volunteer TV Channels broadcasted and ads in newspapers and magazines published.

### 3.4 Activities:

**Activity 1** Revising the existing curricula at primary school and secondary school levels and developing materials considering the importance of blood donation in line with implementation of EU Member States.



Activity 1.1: Revising the existing curricula considering the importance of blood donation at primary and secondary education.

- Organizing a workshop with participation of experts and stakeholders to discuss the changes on the curricula.
- Preparing draft curricula considering workshop final reports, considering implementation of EU members, existing curricula in terms of acquired competencies and practice regarding blood donation.
- Presenting the final draft curricula to Board of Education for approval.
- Organizing an information meeting to share the changes in the curricula with the public.

Activity 1.2. Developing and distributing educational materials (a booklet and a CD (consisting of a cartoon, a fragment about web site and online computer games, presentation in different levels)) on blood donation in accordance with curriculum appropriate for different age groups of students at primary and secondary education in national wide.

- Organizing a workshop with participation of experts and related stakeholders including NGOs/CSOs on identifying the contents of educational materials on blood donation.
- Developing the educational materials (a booklet and a CD (consisting of a cartoon, a fragment about web site and online computer games, presentation in different levels)) for primary and secondary schools considering the workshop.
- Developing appropriate "training kits" on importance of blood donation, the revision on the curriculum and the campaigns to be used at the trainings and information meetings.
- Preparing a communication/information package (booklets, banners, brochures, e.t.c.) of the project and its outputs to be used at the activities.
- Presenting the final draft educational materials for approval of Board of Education.
- Printing and distributing the educational materials and making suitable educational materials available on the internet.

Activity 2 Developing capacity of MoH, MoNE and TRC human resources and raising awareness on voluntary & non- remunerated blood donor recruitment in line with implementation of EU Member States.

- Organizing 2 study visits to European Countries to observe educational implementations and conducted Blood Donor Education & Recruitment Campaigns and Media & Public Relation Campaigns.

- Training 150 personnel from Provincial Health Directorates on the implementation of EU Member States, the legislative structure, the responsibilities of institutions, the revisions on the curricula, the developed materials and the campaigns conducted by the project.
- Organizing 150 information seminars for staff from Transfusion Centers by Provincial Health Directorates Personnel in 81 provinces.
- Assigning and training of 300 focal points from central and provincial level (They will be selected by central and Provincial National Education Directorates and their assignments will continue after the project period).
- Organizing information meetings by focal points with the participants of TRC Regional Blood Centers, Blood Donation Centers, Provincial Health Directorates and NGOs.
- Preparing action plans for 81 provinces by focal points considering the meeting reports.
- Organizing 300 information seminars for MoNE administrators and at least 50 school directors at 81 provinces (on importance of blood donation, the revision on the curriculum, the campaigns) by focal points.
- Training 85 Blood Collecting Teams (including medical doctors, Blood Donor Recruitment Specialists and nurses from TRC Blood Donation Centers) for the project communication/information strategy about recruitment of children as future blood donors and organize Blood Donor Education & Recruitment Campaigns and Media & Public Relation Campaigns in their provinces.
- Training Blood Donor Recruitment Specialists from Blood Collecting Teams for trainings to families including member of Parent Teacher Associations at Blood Donors Education and Recruitment Campaigns.

**Activity 3** Organizing 2 Blood Donor Education & Recruitment Campaigns in 500 pilot schools and Media & Public Relation Campaigns in nationwide from end of first year after project start (on 2012 – 2013 Educational Year).

- Determining 500 pilot schools from each 81 provinces.
- Developing the content of the Blood Donor Education & Recruitment Campaigns and Media & Public Relation Campaigns.
- Preparing and distributing the Blood Donor Education & Recruitment Campaigns and Media & Public Relation Campaigns materials for announcement (a poster, a brochure, an invitation card, balloon mascots, stand & roll up e.t.c), encouraging & reminder (maskots, booklets, pencils, notebooks, rosettes, thanks certificates, plates

e.t.c.) and media (TV and Radio Spots, newspaper and magazine ads and news, outdoor ads, web banners, electronic bulletins, mailings e.t.c.).

- Organizing a launching event for the campaigns.
- Conducting Blood Donor Education & Recruitment Campaigns in the selected 500 pilot schools.
  - Organizing 1000 seminars (500 for each semester) in pilot schools for families including members of Parent Teacher Associations by Blood Donor Recruitment Specialists.
  - Evaluating and reporting the seminars impact on families.
  - Collecting blood donation from participants of seminars.
- Conducting Media & Public Relation Campaign (including the activities; Broadcasting of the cartoon, TV and Radio Spots, Publishing newspaper and magazine ads and news, Publishing outdoor ads, Publishing project web banner, electronic bulletin, mailing, Participating TV Programs).
- Choosing 3 most successful schools for a closure event of the campaign with an award ceremony.

### 3.5 Conditionality and sequencing:

The new rearranged legislation on Blood and Blood Products is an important key point for project conditionality. For the launching of the tendering process, the beneficiaries will have a protocol signed, describing the roles and responsibilities, duties to be undertaken by each player as well as the coordination and monitoring mechanism. Project Coordination Unit will be established to implement the project activities and to work close to the beneficiaries after signed protocol.

For sequence of the project; related curricula will be revised, educational materials will be developed and focal points and pilot schools will be assigned before training of related MoNE, MoH and TRC human resources. MoNE, MoH and TRC human resources will be trained before Blood Donor Training and Recruitment Campaigns. Media & Public Relations Campaign will not be started before prepared media materials.

During the implementation of the project all components will run in parallel sequence. Strengthening the Blood Supply System Project (CRIS Number: TR080215) has already started the activities. All activities will be ensured harmonization with Strengthening the Blood Supply System Project. Developed national blood services (regional blood centers, national guideline, human resources as an experts committee and trainers and a data management system within Strengthening the Blood Supply System Project) in accordance with the new Blood and Blood Products Legislation will be light of this project. Such a rearrangement will be explained to related MoH human resources within information seminars.

### 3.6 Linked activities

This Project is complementary to the Project of Strengthening the Blood Supply System Project CRIS Number: TR080215. This two year Project aims to develop a national blood services that is regional blood centre based and that is underpinned with legislation, national guideline, human resources as an experts committee and trainers and a data management system. With “Recruitment of Future Blood Donors Project”; it is aimed to revise curricula and develop educational materials, increase awareness and develop capacity of related personnel, and conduct campaigns. The activities and target groups of the two projects are different and complementing each other.

### 3.7 Lessons learned

It was understood that Turkish Red Crescent Society (TRC) should be added the activities because of acquired experiences on blood services. TRC is an important partner in this field which has supplied around 50% country blood needs until now. As such TRC also serves as a civil society organization in the context of “Safety and Quality Assurance Manual for Organs, Tissues and Cells” of the European Council.

Blood Donor Education and Recruitment Campaigns encourage people to donate blood according TRC statistics in parallel with the European Council and Parliament report. TRC collected 848.586 units blood donation with Blood Donor Education and Recruitment Campaigns (includes seminars) in 2009 within its increased capacity (TRC collected 342.146 units blood donation in 2005). TRC has already proved its capability to supply safest blood need of country by increased capacity.

Considering educational activities of the member states based on the European Council and Parliament report dated 17 May 2006, the importance of promoting voluntary young donors and educating them in this field was highlighted. Education starts in family and schools that awareness on blood donation need to be learned from early ages. Awareness on blood donation will be transferred to future by new generation continually. Consequently families and members of the Parent Teachers Association take an important role in project activities to support importance on blood donation in family environment.

#### 4. Indicative Budget (amounts in EUR)

			SOURCES OF FUNDING										
			TOTAL EXP.RE	TOTAL PUBLIC EXP.RE	IPA CONTRIBUTION		NATIONAL PUBLIC CONTRIBUTION					PRIVATE CONTRIBUTION	
ACTIVITIES	IB (1)	INV (1)	EUR (a)=(b)+(e)	EUR (b)=(c)+(d)	EUR (c)	% (2)	Total EUR (d)=(x)+(y)+(z)	% (2)	Central EUR (x)	Regional / Local EUR (y)	IFIs EUR (z)	EUR (e)	% (3)
Technical Assistance	X		2.500.000	2.500.000	2.250.000	90	250.000	10	250.000	-	-	-	-
TOTAL IB			2.500.000	2.500.000	2.250.000	90	250.000	10	250.000				
TOTAL INV			-	-	-	-							
<b>TOTAL PROJECT</b>			<b>2.500.000</b>	<b>2.500.000</b>	<b>2.250.000</b>		<b>250.000</b>		<b>250.000</b>	-	-	-	-

NOTE: DO NOT MIX IB AND INV IN THE SAME ACTIVITY ROW. USE SEPARATE ROW

Amounts net of VAT

(1) In the Activity row use "X" to identify whether IB or INV

(2) Expressed in % of the **Public** Expenditure (column (b))

(3) Expressed in % of the **Total** Expenditure (column (a))

*In the context of beneficiary staff participating in missions outside of Turkey paid for under a contract, the maximum amounts eligible for accommodation costs and daily allowances ("per diems") are the official rates provided for by EuropeAid for the destination country (see website for the latest rate). Provided the total cost of daily allowance and accommodation charged to the contract remains below these maximum rates, the applicable Turkish rules and regulations for per diems shall be applied when reimbursing these costs for public servants from the beneficiary institutions. Where a contract foresees the reimbursement of such expenses for Turkish public servants and other beneficiaries of IPA projects during missions inside of Turkey, the maximum costs reimbursed under the contract will be those provided for domestic missions under the applicable Turkish legislation provided that they are subject to the same ceiling for maximum rates. This provision cannot be construed and applied in contradiction with the IPA Framework Agreement and in particular the IPA Implementing Regulation.*

## **5. Indicative Implementation Schedule (periods broken down per quarter)**

Contracts	Start of Tendering	Signature of contract	Project Completion
Service Contract	2nd Quarter of 2011	2 <sup>nd</sup> Quarter of 2012	2 <sup>nd</sup> Quarter of 2014

## **6. Cross cutting issues (where applicable)**

### 6.1 Equal Opportunity

Equal participation of women and men will be ensured in the design of projects and access to the opportunities they offer. One of the objectives of the project in the field of training and employment is to guarantee equal opportunities. The principle of ensuring equal access to services for men and women will be established as one of the main criteria in the selection of beneficiaries of the project. All persons irrespective of gender enjoy equal opportunities when applying for training or work.

### 6.2 Environment

The project does not foresee new construction works therefore the operation will have no impact on the environment. The project will take care of environmental safety in all activities.

### 6.3 Minorities and Vulnerable Groups

According to the Turkish Constitutional System, the word minority encompasses only group of people defined and recognized as such on the basis of multilateral or bilateral instruments to which Turkey is a party. The project has equal access to each individual in the country regardless of minorities and no negative impact on minority or vulnerable groups.

Project activities will take place in 81 provinces to ensure that people who are in need of do have access to safest blood. Revised curricula and developed educational

materials will be used in each school nationwide. Media & Public Relations Campaign will be reached most citizens overall the country. The piloting process will be implemented within 81 provinces at selected 500 schools.

#### 6.4 Civil Society

The “Safety and Quality Assurance Manual for Organs, Tissues and Cells” of the European Council stresses that all donations should be for humanitarian purposes and donation should not consider and monetary gains. The manual recommends these services to be delivered under the leadership of national or international civil society organizations. Turkish Red Crescent Society which is also civil society organization is a co-beneficiary of this project that TRC has had a lot of experiences and physical and technical infrastructures since 1957 (First Blood Centers date of Turkey by TRC). On the other hand, other Civil Society Organizations which are related blood services will join the seminars, meeting, with all activities.

## **ANNEXES**

- 1- Log frame in Standard Format
- 2- Amounts contracted and Disbursed per Quarter over the full duration of Programme



**ANNEX 1: Logical framework matrix in standard format**

LOGFRAME PLANNING MATRIX FOR Project Fiche	Programme name and number	
RECRUITMENT OF FUTURE BLOOD DONORS	Contracting period expires 2 years after the signature of the Financing Agreement	Disbursement period expires in 1 year following the end date for execution of contracts
	Total Budget: € 2.500.000	IPA Budget: € 2.250.000

Overall objective	Objectively verifiable indicators	Sources of Verification
To contribute to the improvement of community health by preventing problems in supplying safest blood.	<ul style="list-style-type: none"> <li>• Increased 30% awareness on importance of blood donation on teachers, students and families.</li> <li>• Increased 15.000 of voluntary &amp; non-remunerated blood donors</li> <li>• Increased 30.000 unit voluntary &amp; non-remunerated blood donations</li> </ul>	<p>Surveys for teachers, students and families</p> <p>MoH Statistics</p> <p>WHO Statistics</p> <p>AB Progress Report</p> <p>Pre-Project and Post-Project Situation Analysis</p>

		Report	
<b>Project purpose</b>	<b>Objectively verifiable indicators</b>	<b>Sources of Verification</b>	<b>Assumptions</b>
To supply the safest blood from voluntary & non-remunerated donors regularly.	<ul style="list-style-type: none"> <li>• Revised and developed programmes and curricula (curriculum of Science and Technology, Social Science, Biology, Health etc) based upon the importance of blood donation at primary and secondary education</li> <li>• 50.000 educational material distributed to primary and secondary schools</li> <li>• 150 personnel from 81 Provincial Health Directorates capacity increased on blood donation</li> <li>• 300 focal points from 81 Provincial National Education Directorates capacity increased on blood donation</li> <li>• 85 Blood Collecting Teams (each team consisting of a doctor, specialist and 2 or 3 nurses) capacity increased on blood donation</li> <li>• 25.000 people participating the</li> </ul>	<p>Protocols between institutions</p> <p>MoH, MoNE and TRC Statistics</p> <p>TRC Statistics</p> <p>Project Monitoring and Evaluation Reports</p> <p>Media News</p>	<p>Efficient project management by beneficiaries</p> <p>Strong co-operation between project partners</p> <p>Target groups are willing to participate in project activities</p>

	<p>Blood Donor Education &amp; Recruitment Campaigns from families and Parent Teacher Associations in pilot schools</p> <ul style="list-style-type: none"> <li>• Increased awareness among society by Media &amp; Public Relation Campaigns twice during 2012-2013 Educational Year</li> <li>• Strengthened coordination within MoH, MoNE and TRC.</li> </ul>		
<b>Results</b>	<b>Objectively verifiable indicators</b>	<b>Sources of Verification</b>	<b>Assumptions</b>
<p>Result 1: The knowledge and understanding level of students on importance of voluntary &amp; non-remunerated blood donation is increased nationwide.</p> <p>Result 2: Capacity of MoNE, MoH and TRC human resources is developed on voluntary &amp; non-remunerated blood donor recruitment.</p> <p>Result 3: The awareness of the public on blood donation is raised</p>	<p>The revised curricula and developed educational materials on blood donation for primary and secondary school levels from end of first year after project start (on Educational Years of 2012 – 2013).</p> <p>A structure within MoNE including focal points which will work in collaboration with the MoH and TRC at central level of provinces.</p>	<p>MoH, MoNE, TRC Statistics</p> <p>Project Reports</p> <p>MoNE’s Program of the Curriculum, Annual Plans, Books, Educational Materials</p> <p>List of participants and activity reports from training activities and</p>	<p>Good co-operation among instructions’ provinces directories</p> <p>Minimal effect of different participation rate for socio-economic and geographical region of Turkey.</p>

<p>by 2 Blood Donor Education &amp; Recruitment Campaign in 500 pilot schools and Media &amp; Public Relation Campaign nationwide.</p>	<p>Reached 80% (250.000) students from 500 pilot schools by trainings</p> <p>Reached 10% (25.000) members of trained students' families twice during 2012 – 2013 Educational Years by trainings</p> <p>Recruited 15.000 voluntary and non-remunerated blood donors from 25.000 trained members of students' families</p> <p>Collected 30.000 unit blood donations from recruited voluntary and non-remunerated blood donors during 2012 – 2013 Educational Years (around twice donation per year from blood donors)</p> <p>The cartoon and spots in national and volunteer TV Channels broadcasted and ads in newspapers and magazines published.</p>	<p>seminars</p> <p>Certificates of Training and Participation</p> <p>Media news</p>	<p>Broadcasts on high TV rating time.</p>

Activities	Means	Costs	Assumptions
<p><b>Activity 1</b> Revising the existing curricula at primary school and secondary school levels and developing materials considering the importance of blood donation in line with implementation of EU Member States.</p> <p><u>Activity 1.1:</u> Revising the existing curricula considering the importance of blood donation at primary and secondary education.</p> <ul style="list-style-type: none"> <li>• Organizing a workshop with participation of experts and stakeholders to discuss the changes on the curricula.</li> <li>• Preparing draft curricula considering workshop final reports, considering implementation of EU members, existing curricula in terms of acquired competencies and practice regarding blood donation.</li> <li>• Presenting the final draft curricula to Board of Education for approval.</li> <li>• Organizing an information meeting to share the changes in the curricula with the public.</li> </ul> <p><u>Activity 1.2.</u> Developing and distributing educational materials (a booklet and a CD (consisting of a cartoon, a fragment about web site and online computer games, presentation in different levels)) on blood donation in accordance with curriculum appropriate for different age groups of students at primary and secondary</p>	<p>Technical Assistance</p>	<p>2.500.000 Euro</p>	<p>Enough technical equipment capacity for schools</p> <p>Good co-operation among instructions' provinces directories</p> <p>School administrations give importance to the activities</p> <p>Minimal effect of different participation rate for socio-economic and geographical region of Turkey.</p> <p>Broadcasts on high TV rating time.</p>

<p>education in national wide.</p> <ul style="list-style-type: none"> <li>• Organizing a workshop with participation of experts and related stakeholders including NGOs/CSOs on identifying the contents of educational materials on blood donation.</li> <li>• Developing the educational materials (a booklet and a CD (consisting of a cartoon, a fragment about web site and online computer games, presentation in different levels)) for primary and secondary schools considering the workshop.</li> <li>• Developing appropriate "training kits" on importance of blood donation, the revision on the curriculum and the campaigns to be used at the trainings and information meetings.</li> <li>• Preparing a communication/information package (booklets, banners, brochures, e.t.c.) of the project and its outputs to be used at the activities.</li> <li>• Presenting the final draft educational materials for approval of Board of Education.</li> <li>• Printing and distributing the educational materials and making suitable educational materials available on the internet.</li> </ul> <p><b>Activity 2</b> Developing capacity of MoH, MoNE and TRC human resources and raising awareness on voluntary &amp; non- remunerated blood donor recruitment in line with implementation of EU</p>			
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<p>Member States.</p> <ul style="list-style-type: none"> <li>• Organizing 2 study visits to European Countries to observe educational implementations and conducted Blood Donor Education &amp; Recruitment Campaigns and Media &amp; Public Relation Campaigns.</li> <li>• Training 150 personnel from Provincial Health Directorates on the implementation of EU Member States, the legislative structure, the responsibilities of institutions, the revisions on the curricula, the developed materials and the campaigns conducted by the project.</li> <li>• Organizing 150 information seminars for staff from Transfusion Centers by Provincial Health Directorates Personnel in 81 provinces.</li> <li>• Assigning and training of 300 focal points from central and provincial level (They will be selected by central and Provincial National Education Directorates and their assignments will continue after the project period).</li> <li>• Organizing information meetings by focal points with the participants of TRC Regional Blood Centers, Blood Donation Centers, Provincial Health Directorates and NGOs.</li> <li>• Preparing action plans for 81 provinces by focal points considering the meeting reports.</li> </ul>			
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<ul style="list-style-type: none"> <li>• Organizing 300 information seminars for MoNE administrators and at least 50 school directors at 81 provinces (on importance of blood donation, the revision on the curriculum, the campaigns) by focal points.</li> <li>• Training 85 Blood Collecting Teams (including medical doctors, Blood Donor Recruitment Specialists and nurses from TRC Blood Donation Centers) for the project communication/information strategy about recruitment of children as future blood donors and organize Blood Donor Education &amp; Recruitment Campaigns and Media &amp; Public Relation Campaigns in their provinces.</li> <li>• Training Blood Donor Recruitment Specialists from Blood Collecting Teams for trainings to families including member of Parent Teacher Associations at Blood Donors Education and Recruitment Campaigns.</li> </ul> <p><b>Activity 3</b> Organizing 2 Blood Donor Education &amp; Recruitment Campaigns in 500 pilot schools and Media &amp; Public Relation Campaigns in nationwide from end of first year after project start (on 2012 – 2013 Educational Year).</p> <ul style="list-style-type: none"> <li>• Determining 500 pilot schools from each 81 provinces.</li> <li>• Developing the content of the Blood Donor Education &amp; Recruitment Campaigns and Media &amp; Public Relation Campaigns.</li> <li>• Preparing and distributing the Blood Donor Education &amp; Recruitment Campaigns and Media &amp; Public Relation</li> </ul>			
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<p>Campaigns materials for announcement (a poster, a brochure, an invitation card, balloon mascots, stand &amp; roll up e.t.c), encouraging &amp; reminder (maskots, booklets, pencils, notebooks, rosettes, thanks certificates, plates e.t.c.) and media (TV and Radio Spots, newspaper and magazine ads and news, outdoor ads, web banners, electronic bulletins, mailings e.t.c.).</p> <ul style="list-style-type: none"> <li>• Organizing a launching event for the campaigns.</li> <li>• Conducting Blood Donor Education &amp; Recruitment Campaigns in the selected 500 pilot schools. <ul style="list-style-type: none"> <li>○ Organizing 1000 seminars (500 for each semester) in pilot schools for families including members of Parent Teacher Associations by Blood Donor Recruitment Specialists.</li> <li>○ Evaluating and reporting the seminars impact on families.</li> <li>○ Collecting blood donation from participants of seminars.</li> </ul> </li> <li>• Conducting Media &amp; Public Relation Campaign (including the activities; Broadcasting of the cartoon, TV and Radio Spots, Publishing newspaper and magazine ads and news, Publishing outdoor ads, Publishing project web banner, electronic bulletin, mailing, Participating TV Programs).</li> </ul>			
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<ul style="list-style-type: none"> <li>• Choosing 3 most successful schools for a closure event of the campaign with an award ceremony.</li> </ul>			
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**Pre conditions**

**ANNEX II: Amounts (in €) Contracted and disbursed by quarter for the project  
(IPA contribution only)**

<b>Contracted</b>										
	<b>QR 2 2012</b>	<b>QR 3 2012</b>	<b>QR 4 2012</b>	<b>QR 1 2013</b>	<b>QR 2 2013</b>	<b>QR 3 2013</b>	<b>QR 4 2013</b>	<b>QR 1 2014</b>	<b>QR 2 2014</b>	<b>TOTAL</b>
<b>T.A.</b>	2.250.000									<b>2.250.000</b>
<b>Cumulated</b>	2.250.000									<b>2.250.000</b>
<b>Disbursed</b>										
<b>T.A.</b>	450.000	225.000	225.000	225.000	225.000	225.000	225.000	225.000	225.000	<b>2.250.000</b>
<b>Cumulated</b>	450.000	675.000	900.000	1.125.000	1.350.000	1.575.000	1.800.000	2.025.000	2.250.000	<b>2.250.000</b>

