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The importance of Blood Safety and Availability to reduce maternal mortality

My name is Matilde Pinto and I am the Regional Advisor in Health Economics and Planning at the Pan American Health Organization

My work is related to health and human development, and from that perspective, I would like to extend an invitation today to play an active role in your community well-being and development, through your blood donation.

The ultimate goal of human development, is protecting and improving people's quality of life; and from that perspective, the governments of our region are focus to reduce maternal mortality, which affects not only women who die giving birth, but also has a short and long-term high social impact . It reflects on the pain, the possible disintegration of the family and decreased quality of life and opportunities to motherless child. It is, therefore, a loss that affects the entire society.

This Blood Donor day, we invite you to join the battle to reduce maternal mortality from hemorrhage, which annually takes the lives of approximately 2,000 women in Latin America and the Caribbean.

Your blood donation can make a difference, its allows this component to be at the time and place most needed it, and can make the difference between life and death; because complications from postpartum hemorrhage are completely unpredictable and require urgent care.

With the knowledge we have available we could say that postpartum hemorrhage is not a death sentence. However, the assessments we have done in different countries show that it is the lack of availability of blood in a timely manner, which has taken the lives of 2,000 mothers each year. But it does not have to be like this, that's why we appeal to your solidarity.

If you have a good health, share it becoming a voluntary blood donor, and remember "Every blood donation is a gift of life."