

Indonesia BerDonor : A Drop of Blood Can Save the Lives of People

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Public Broadcasting Institution, Radio Republik Indonesia (LPP-RRI) in collaboration with Bogor Agricultural University (IPB) was fully supported by Palang Merah Indonesia (PMI), Ministry of Empowerment of Women and Child Protection of Republic of Indonesia (RI), Ministry of Health of RI, Local Government of Bogor City, Local Government of Bogor District, Forum Komunikasi Dermawan Darah (Fokuswanda) and Korem 061 Suryakencana organizing the show titled Indonesia Berdonor at IPB International Convention Center (IICC). This event was opened by Managing Director of LPP RRI, Rosita Nike Widiastuti and started with the beating of gong symbolically by Minister of Empowerment of Women and Child Protection, Linda Amalia Sari Gumelar.

This event was performed simultaneously by RRI throughout Indonesia. Until Wednesday (5/3) at 10.00 WIB more than eight thousand people in Indonesia conducted the blood donor. At RRI Bogor alone more than 750 people conducted the blood donor. Managing Director of Public Broadcasting Institution (LPP) RRI, Rosita Niken Widiastuti stated that, "With the blood donor, we knock on the community care to help each other especially for maternal. Based on the data of World Health Organization (WHO) that 25 percents are from the maternal mortality because of the lack of blood supply."

"Our expectation of this activity can help the community especially new mothers who just give birth which are in desperate need of blood supply, to save them after giving birth. A drop of blood can save the community life, we also hope that the blood donor becomes the lifestyle of Indonesian people," added Rosita Niken Widiastuti. The Minister of Empowerment of Women and Child Protection, Linda Amalia Sari Gumelar said, "The theme of this activity is very interesting and strategic. RRI initiates through the program of Indonesia Berdonor. We express the appreciation. We hope that the people or a mother who is giving birth can actually gain access, protection and make the process of giving birth well starting from pregnancy, childbirth and postpartum."

The number of maternal deaths who gave birth influenced the family happiness and its environment. "Therefore, we continue to increase the empowerment of women and now we also focus on the daughters how to prepare them early without distinguishing with the boys. They are ready to give birth to the next generation well and healthy. Let us together conduct the blood donor," closed Linda Amalia Sari Gumelar. On this occasion also it was conducted the talk show titled "Kematian Ibu Melahirkan dan Suplai Darah Maternal Mortality and Blood Supply". (RF)