



Kigali _ Rwanda

March 22, 2021

FOR IMMEDIATE RELEASE

Rwanda Social Security Board (RSSB) in partnership with Health Sector Collective Outreach (HESCO) today March 22, 2021 launches a one-week blood donation effort dubbed “RSSB Kigali Blood Donation Heroes Drive”, an event to be held at National Center for Blood Transfusion.

This campaign is a call to action initiative targeting organized communities in the City of Kigali to donate blood amid the prevailing tight covid-19 preventive measures meant to facilitate National Center for Blood Transfusion in order to keep sufficient bloodstock.

The drive is implemented by Health Sector Collective Outreach (HESCO), a health promotion and disease prevention social enterprise, through its “Donor Recruitment and Retention” programme in cooperation with City of Kigali. The initiative is supported by Rwanda Biomedical Centre through its National Blood Center.

Speaking to the media during the launch of this campaign, The Director of PR, Communication and Education Unit at RSSB, Marie Claire Uwera said that being part of blood donation drive reaffirms RSSB efforts in contributing to a better life of our members and of the general public who are in need.

“Blood donation is a selfless act which helps save lives. Blood collected today can save you or your loved ones tomorrow as our lives may depend on it. We are sponsoring this drive because blood donation plays a vital role in the wellbeing of our members and of the general public who are in need”, said Claire Uwera

HESCO representative **Mr. Donnah Rubagumya**, underscored the importance of donating blood noting that it saves lives.

“Blood crisis is a situation that we should avoid especially in this period of pandemic. By donating blood, we are contributing to the noble cause of saving lives of fellow Rwandans who are in need,” Mr. Rubagumya said.

The week-long drive will run concurrently in Gasabo, Kicukiro and Nyarugenge districts where 300 units of are targeted .Young people aged 16 to-40 years are encouraged to donate blood.

The 5 day campaign is aimed at educating the general public about blood donation and inspiring them to take time out from their lives to help save the lives of others.

Transportation has been arranged for potential donors from designated posts within their sectors to the national blood laboratory and back.

About HESCO:

HESCO is a Health promotion and disease prevention multi- stakeholder centered organization that collectively pulls synergy from different players within the health sector together toward common goal. It focuses on driving real impact through investing in communities while supporting policies and initiatives to achieve desired results:

Mission: Successfully implement health promotion and disease prevention programs.

About RSSB:

The mandate of Rwanda Social Security Board is to administer social security in the country. The currently managed schemes by RSSB include: Pension, Occupational Hazards, Medical insurance, Maternity leave benefits, Community Based Health Insurance as well as Long Term Saving Scheme (LTSS). The benefits offered under different schemes include; old age, invalidity, survivorship, work injuries and work-related diseases benefits, Maternity leave benefits, Long Term Saving Scheme (EjoHeza) Benefits and health insurance for both RSSB Medical insurance members and CBHI members.

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