



Ministerul Sănătății

Registrul Național
al Donatorilor Voluntari
de Celule Stem Hematopoietice

National Registry of Hematopoietic Stem Cells Voluntary Donors

Communication Strategy

2012 - 2014

Results

- **A sufficient number of registered HSC voluntary donors as soon as possible**
- **Positive image of the NRHSCVD activity among donors and population at large**

Priorities

- *Creation of a support group for the activity of NRHSCVD (team members, physicians and nurses, ex patients, donors, journalists)*
- *Promotion of the possibility to donate HSC in our country and the existence of NRHSCVD as the institution responsible in the area*
- *Sensitisation of the population regarding the cases that need HSC transplant and the possibility to assist through registering on the NRHSCVD data base*
- *Increasing the level of information among of the population regarding the HSC donation*

Scope and impact

- The scope is to attract the higher number possible of HSC voluntary donors to allow the NRHSCVD to accomplish its mission.
- The impact after the first year of full function will translate into the recruitment of a sufficient number of members (minimum 500) to allow for the interconnection with at least 5 other National Registries around the world.

Objectives

- **Objective 1:** to position NRHSCVD as the public institution responsible in the area of recruitment, testing and donation of HSC, transparent, which respects the standards.
- **Objective 2:** to inform general population, especially persons aged 18 to 45 years old, regarding the transplant and donation of HSC.
- **Objective 3:** to sensitise the population, especially persons aged 18 to 45 years old, regarding the cases in need for a HSC transplant.
- **Objective 4:** to establish and maintain of a community of Registry's members, including donors.

Communication Channels

- www.registru-celule-stem.ro - site focused on public information and the main interface between NRHSCVD and general public, including registered donors.
- www.rndvcsh.ro – institutional site targeting mainly the professionals in the area of HSC donation.
- Facebook page *Stem Cell Registry* – supporting community and provision of general information
- **Toll free phone** – message registered to provide general info when no operator is available
- TV and Radio channels – National TV and Radio stations, other commercial TV and Radio stations, including local ones

Public Information Campaign

Media component:

- **Message:** focused on informing people that SCH donation is a reality in Romania/ to register as SCH donors
- **Timing:** mid-June – end of August
- **National** dimension vs **local** dimension
- **Promotion of the toll free phone** through **all** materials/ websites/ face-book/ TV, radio, print and on-line materials
- **Partnerships** with TV, radio stations and print and on-line publications
- Conduct **workshops for journalists**
- **Testimonials** of former patients and donors
- Participation at **TV, radio and on-line shows**
- **Radio** and **TV spots** broadcast as PSAs

Public Information Campaign

Direct contact component:

- **Mobile Caravan** in partnership with BGS
- **Timing:** June - August
- **Locations:** Bucharest, Pitesti, Cluj, Timisoara, Brasov
- trained volunteers will inform and provide counselling to persons interested to register as HSC donors
- Distribution of information materials

www.registru-celule-stem.ro

Registru National al Donatorilor Voluntari de Celule Stem Hematopoietice - Mozilla Firefox

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(1) Roundcube Webmail :: Inbox x Registru National al Donatorilor Voluntari... x +

www.design-web-site.ro/registru-celule-stem/

Google

Read Later


Căutare

Totul despre donarea de celule stem hematopoietice!
Site oficial de informare publica

Prima pagină • Contact • Hartă site

AFLĂ DESPRE ÎNTREABĂ IMPLICĂ-TE POVEȘTI

Tel verde: 0800 - 010 022

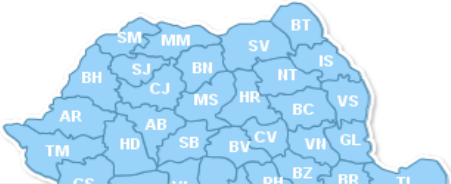
 Citește aici povestea **Mariei Popescu** »
Eu sunt Maria.

VEZI TOATE POVEȘTILE

Află despre

- ➔ Registrul Național al Donatorilor de Celule Stem Hematopoietice
- ➔ Celulele stem hematopoietice
- ➔ Măduva osoasă
- ➔ Transplantul de celule stem hematopoietice

Actualizare date donator »



Implica-te

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ÎNSCRIE-TE ÎN REGISTRU »

DEVINO VOLUNTAR ÎN CAMPANII »

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Viziune și misiune

Viziunea RNDVCSH este ca toți pacienții din România care au nevoie de transplant de celule stem hematopoietice de la o persoană neînrudită să beneficieze de acest transplant în centrele de transplant din țară.

Misiunea RNDVCSH este de a identifica și a asigura, la standarde internaționale, donatori compatibili de celule stem hematopoietice pentru toți pacienții din România care au nevoie de transplant de celule stem hematopoietice și pentru care nu există donatori compatibili în rândul membrilor familiei. [Mai multe despre noi](#)



[Înscrie-te în Registru »](#)

[Devino voluntar în campanii »](#)

[Fă o donație »](#)

Standardele de calitate

- RNDVCSH este certificat pentru Sistemul de management al securității informației SR ISO/IEC 27001:2006 / ISO/IEC 27001:2005
- RNDVCSH este certificat pentru Sistemul de management al calității SR EN ISO 9001:2008 / ISO 9001:2008
- RNDVCSH respectă Standardele internaționale pentru Registrele de Donatori Neînruđiți de Celule Stem Hematopoietice ale Asociației Mondiale a Donatorilor de Măduvă [Detalii](#)

Centrele donatorilor de celule stem hematopoietice



[Vezi toate centrele de donare](#)

Centrele de transplant

Institutul Clinic Fundeni București

Adresă: Șoseaua Fundeni Nr. 258, Sector 2, București
Telefon: 021 275 0700
Fax: 021 318 0444
Site: www.icfundeni.ro

Spitalul Clinic de Urgență pentru Copii "Louis Turcoanu" Timișoara

Adresă: Str. Dr. Iosif Nemoianu, Nr. 2, Timișoara 300011, Județul Timiș
Telefon: 0256 201 976
Fax: 0256 201 975
Site: www.spital-copii-timisoara.info

Spitalul Clinic Județean de Urgență Târgu Mureș

Adresă: Str. Dr. Gh. Marinescu, Nr. 50, Târgu Mureș 540136, Județul Mureș
Telefon: 0265 217 235
Fax: 0265 215 788



Telefon verde: 0800 80 STEM (7836)



Thank you for your attention!