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Blues
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NEWS RELEASE

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BRAUNSTONE BLUES PCSO URGES PEOPLE TO DONATE



As part of the Braunstone Blues 'New year, new start' feature we talk to Police Community Support Officer, Geoff Harrod, who is seconded to the team.

Geoff not only serves the community of Braunstone, by helping to keep them 'healthy, safe and secure', but he is also a lifesaver.

For the last 33 years, Geoff has been saving countless lives and helping others by giving blood.

He started donating blood in 1985, and soon moved onto donating platelets and now has a total of 537 donations under his belt.

Talking about his incredible achievement, Geoff said: "It makes me feel like I am giving something back, if I can help to keep someone alive. The feeling that I am helping make a difference makes me incredibly happy.

"I feel it is my purpose in life. I know I have changed lots of people's lives by doing this. It is important to me and is part of my monthly routine now."

Geoff donates platelets from his blood every four weeks.

Geoff added: "I've been donating blood for a long time now, and I can't go on forever, it's now time for new donors to come forward. Please, if you want to make a difference to people's lives do something special and give blood. It doesn't take long to donate and you are made to feel very welcome at each donation session.

"Another way of looking at it, is that it is a free health check, as your blood is screened before it can be used. Specialists trained nurses are there to help you feel at ease. You even get a free cup of tea and a biscuit and I am always greeted with a smile!"

Richard Shortland, Head of Donor Marketing Operations, said: "We always need new people in Leicestershire to start donating blood to ensure that stocks across the country are healthy now and in the future.

“We always welcome new donors and we particularly need more black blood donors. For multi-transfused patients to get the best treatment, they need blood which is as closely matched to their ethnicity as possible. However, currently only 1% of blood donors in England are Black.

“This year we are asking people in Leicestershire to focus on giving and to register to give blood. There is a dedicated blood donor centre at 84 Vaughan Way in Leicester. It's easy to sign up and book your first appointment online or via our mobile phone app.

“By donating blood you will save or improve the lives of up to three people. Do something amazing in 2018. Give blood.”

Geoff is also on The British Bone Marrow Registry and Anthony Nolan register for stem cell donations so he could be a match for someone with blood cancer.

By donating blood, you could save or improve the lives of up to three people, and one platelet donation can help up to three adults or 12 babies or children.

Donors are needed from all blood groups and communities but there is a particular need for more people from black and Asian communities to donate to help provide the right mix of blood.

NHS Blood and Transplant needs around 200,000 new donors every year to maintain the supply for life-saving blood donations. Could you help?

To register as a new blood donor and to see the latest donation sessions in your area, visit www.blood.co.uk.

For more information on the Braunstone Blues team visit, www.braunstoneblues.org or follow the team on Facebook: [@braunstoneblues](https://www.facebook.com/braunstoneblues), Twitter: [@braunstoneblues](https://twitter.com/braunstoneblues), and Instagram: [braunstoneblues](https://www.instagram.com/braunstoneblues).

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Notes to editors:

1. To find out more about Braunstone Blues please contact Braunstone Blues on 07800 709 802 or [Braunstone.blues@lfrs.org](mailto:braunstone.blues@lfrs.org)
2. You can follow Braunstone Blues on social media:
Facebook: [@braunstoneblues](https://www.facebook.com/braunstoneblues)
Twitter: [@braunstoneblues](https://twitter.com/braunstoneblues)
Instagram: [braunstoneblues](https://www.instagram.com/braunstoneblues)

About the Braunstone Blues

In May 2015 Braunstone Blues was established. This is a dedicated team consisting of a Watch Manager and a Community Safety Advisor from Leicestershire Fire and Rescue Service; Police Constable, and Police Community Support Officer, from Leicestershire Police; and a Paramedic from East Midlands Ambulance Service. The team has since extended to a second Paramedic and an Occupational Therapist.

999 demand data from all three services was analysed and it was found that the small geographical area of Braunstone produced close to 4,600 999 calls every

year. This was roughly a 56% EMAS, 40% Police, and 4% Fire. The population of the area was 15,700 people living in 6,000 homes. This was shown to be the highest area of demand in all of Leicester, Leicestershire and Rutland.

The team work with partners and residents of Braunstone to deliver a healthier, safer and more secure community by educating and directing residents to appropriate services via a home visit service and delivering appropriate campaigns, to reduce the number of emergency calls in the area.

There are four main streams of work for Braunstone Blues; Home Visits, Community Events, working with high demand users and running Life Skills sessions in the community.

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