

Engaging youth in blood donation



Young people are an important potential source of blood donors. When adequately educated about the importance of blood donation and the constant need for blood, they could go on to promote healthy lifestyles within their community and help ensure a safe and regular supply of blood for the future.

Strategies to engage and retain youth donors

1

Education

- start education from a young age
- conduct school and university visits, ensuring all blood donors meet the minimum age criteria (in line with national standards)
- provide adequate pre- and post-donation information
- offer blood facility tours for students - where feasible

2

Networking

- create Pledge 25 groups (as resources permit)
- mobilise community partners and connect with community groups such as scouts or sporting clubs to encourage blood donation among members

3

Targeted marketing

- be active on social / electronic media channels, encourage sharing
- use SMS / email reminders and send thank you messages

4

Motivation and call to action / events

- reinforce positive attitudes towards voluntary blood donation and healthy lifestyles
- ensure a safe, pleasant and fun donation experience
- encourage healthy competition
- dispel fears and anxieties
- organise donation events at locations / times that maximise youth attendance
- encourage regular blood donation through regular contact

COVID-19 and blood donation

Regular donation is important to ensure a sufficient blood supply during this pandemic.

It is important that donors and staff understand the extra measures in place to ensure their safety. These measures may include limiting walk-ins, providing extra sanitation and hand-washing facilities, individually wrapped donor refreshments, and increased space between donor beds. Any local restrictions in holding events or travelling need to be understood and carefully considered and the situation can rapidly change.

There is no evidence to date to suggest COVID-19 is transmissible via blood*