Level B: Systematic recruitment of voluntary blood donors

Some National Societies support their domestic blood programme and blood services by recruiting blood donors and providing access to blood donation centres. These societies act in partnership with a blood service, actively promote non-remunerated donation, and motivate donors through information and recruitment campaigns. National Societies at Level B need to enter into a dialogue with the blood services to which they recruit donors to ensure that the blood service has the appropriate standards in donor care and quality assurance.

<table>
<thead>
<tr>
<th>National Society VNRBD Recruitment programme checklist</th>
<th>Fundamentals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓ Adherence to the IFRC’s <strong>blood policy</strong> and the minimal conditions described in the GAP Self-assessment (Level B).</td>
</tr>
<tr>
<td></td>
<td>✓ Ensuring that the <strong>blood service</strong> the National Society recruits blood donors to meets local regulatory requirements and/or WHO and international standards recommended for national blood programmes (see Level A information on pages 8-11).</td>
</tr>
<tr>
<td></td>
<td>✓ The blood donor recruitment programme is based on VNRBD.</td>
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<td></td>
<td>✓ Roles and responsibilities between the National Society and government have been clarified and there is a documented <strong>service agreement</strong> for VNRBD recruitment activities.</td>
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<td></td>
<td>✓ A long-term and sustainable source of <strong>revenue</strong> for the donor recruitment programme has been secured.</td>
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<tr>
<td></td>
<td>✓ The donor recruitment programme is <strong>evaluated regularly</strong> to assess whether a) it is meeting demands or b) it is grossly exceeding requirements.</td>
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<td></td>
<td>✓ The donor is treated <strong>ethically</strong> and his or her <strong>privacy and confidentiality</strong> are assured.</td>
</tr>
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<td></td>
<td>✓ The <strong>IFRC toolkit</strong> <em>Making a difference…Recruiting VNRBD</em> is used.</td>
</tr>
</tbody>
</table>

**Blood donor recruitment programme management**

- There is a clear **vision, mission** and **strategic plan** for the donor recruitment programme.

- **Performance goals** and **key performance indicators** have been established to monitor progress against the strategic plan.

- The programme is under the direction of a **professional director** with authority over the necessary resources, who is part of the National Society’s senior management team.

- The director organizes, manages, trains, monitors and evaluates the staff, volunteers and procedures involved in blood donor recruitment and retention.

- Staff are **continually trained** in all aspects of blood donor recruitment and retention.

**Donor care and counselling**

- A **donor register and records** are maintained.

- The National Society’s donor recruitment and deferral practices reflect national **donor selection** and **deferral criteria**.

- **Counselling** for donors, especially those that have been deferred, is provided by
the National Society or blood service, as appropriate.

- **Good customer service** and donor care is the responsibility of all staff members.
- Staff performance is subject to monitoring and evaluation.

**Promotion**

- A **community education programme** develops positive attitudes to VNRBD.
- Donor populations at **low risk** of transfusion-transmitted infections (TTIs) are targeted.
- The **worth** of blood donations and blood donors is recognized.
- The National Society works with **clinicians** (through education, awareness, etc.) to promote VNRBD.

**Sustainability**

- There is a **risk management framework** in place to identify, prioritize and manage risks relevant to the local environment.
- A clear **disaster preparedness** and **contingency plan** is in place.

<table>
<thead>
<tr>
<th>Level of Risk</th>
<th>Medium (refer to Chapter 4, Appendix 2, and the GAP Self-assessment Level B).</th>
</tr>
</thead>
</table>
| **Key Resources** | • *Promoting Safe and Sustainable Blood Systems Policy* (draft). Geneva, IFRC, 2011 (see Appendix 1).

- GAP Self-assessment Level B. GAP, current version.


- *Developing a Voluntary Blood Donor Programme for Blood Safety (DONOR).* Geneva, WHO and IFRC.


- Proceedings of the international colloquia on the recruitment of VNRBD.


**Please note:** References relevant to the content in each manual chapter are listed under the Resources heading found at the end of most sections.