



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.

<p>National Society VNRBD Recruitment programme checklist</p>	<p>Fundamentals</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Adherence to the IFRC's blood policy and the minimal conditions described in the GAP Self-assessment (Level B). <input checked="" type="checkbox"/> Ensuring that the blood service 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). <input checked="" type="checkbox"/> The blood donor recruitment programme is based on VNRBD. <input checked="" type="checkbox"/> Roles and responsibilities between the National Society and government have been clarified and there is a documented service agreement for VNRBD recruitment activities. <input checked="" type="checkbox"/> A long-term and sustainable source of revenue for the donor recruitment programme has been secured. <input checked="" type="checkbox"/> The donor recruitment programme is evaluated regularly to assess whether a) it is meeting demands or b) it is grossly exceeding requirements. <input checked="" type="checkbox"/> The donor is treated ethically and his or her privacy and confidentiality are assured. <input checked="" type="checkbox"/> The IFRC toolkit <i>Making a difference...Recruiting VNRBD</i> is used. <p>Blood donor recruitment programme management</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> There is a clear vision, mission and strategic plan for the donor recruitment programme. <input checked="" type="checkbox"/> Performance goals and key performance indicators have been established to monitor progress against the strategic plan. <input checked="" type="checkbox"/> 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. <input checked="" type="checkbox"/> The director organizes, manages, trains, monitors and evaluates the staff, volunteers and procedures involved in blood donor recruitment and retention. <input checked="" type="checkbox"/> Staff are continually trained in all aspects of blood donor recruitment and retention. <p>Donor care and counselling</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> A donor register and records are maintained. <input checked="" type="checkbox"/> The National Society's donor recruitment and deferral practices reflect national donor selection and deferral criteria. <input checked="" type="checkbox"/> Counselling for donors, especially those that have been deferred, is provided by
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	<p>the National Society or blood service, as appropriate.</p> <ul style="list-style-type: none"> ☑ Good customer service and donor care is the responsibility of all staff members. ☑ Staff performance is subject to monitoring and evaluation. <p>Promotion</p> <ul style="list-style-type: none"> ☑ 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. <p>Sustainability</p> <ul style="list-style-type: none"> ☑ 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.
Level of Risk	Medium (refer to Chapter 4, Appendix 2, and the GAP Self-assessment Level B).
Key Resources	<ul style="list-style-type: none"> • <i>Promoting Safe and Sustainable Blood Systems Policy</i> (draft). Geneva, IFRC, 2011 (see Appendix 1). • GAP Self-assessment Level B. GAP, current version. • <i>Towards 100 per cent voluntary blood donation: A global framework for action</i>. Geneva, WHO and IFRC, 2010. • <i>Making a difference...Recruiting voluntary, non-remunerated blood donors</i>. Toolkit, Geneva, IFRC, 2008. • <i>Developing a Voluntary Blood Donor Programme for Blood Safety (DONOR)</i>. Geneva, WHO and IFRC. • <i>Aide-Mémoire: Blood Safety</i>. Geneva, WHO, 2002. • <i>Aide-Mémoire: Safe Blood Components</i>. Geneva, WHO, 2005. • <i>New blood for the world</i>, DVD and leaflet. Geneva, IFRC, 2009. • Proceedings of the international colloquia on the recruitment of VNRBD. • <i>Making the most of World Blood Donor Day</i>. WHO/IFRC/FIODS/ISBT, http://www.who.int/worldblooddonorday/resources/making_the_most_of_wbdd.pdf <p>Please note: References relevant to the content in each manual chapter are listed under the Resources heading found at the end of most sections.</p>