

# Strategies that address COVID-19's potential ongoing impact on blood donation

## A change in willingness to donate



Media fatigue suggests we need to adjust how we communicate with donors. This may include:

Using digitally targeted, personalised and local campaigns to help attract and motivate donors in the area, particularly during lockdowns.

Generating feel-good stories instead of appealing, to encourage donor willingness to contribute to a worthy cause.

Increasing efforts to recruit family and friends to donate blood.

## Continued emphasis on remote work



Consider reducing blood centre capacity or large collection drives in central business district locations, since there is a permanent shift to more work-from-home arrangements.

Instead, increase efforts to collect more blood from smaller community drives or suburban fixed sites, adding extra staff and extending opening hours at these locations to accommodate.

## Decrease in concentration of workers



Consider using small collection vehicles that travel to residential sites. Refit donor buses to allow for social distancing (i.e. back-to-back beds, spaced seating, single entry/exit points)

Create digital group campaigns to encourage individual donations that can be collectively tallied. This may be useful for businesses where staff are working from home, or with sporting/ youth groups.

## Fear of infection



### ...through blood donation or transfusion

Promote information in hospitals, donation sites and the media that reinforces the latest evidence – that COVID-19 is not transmitted through blood (*WHO 2021*).

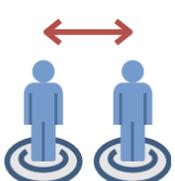
Reassure donors that their safety is priority by increasing PPE, hygiene measures, distancing and using contact registers at all blood donor centres.

### ...when travelling to donate

Consider small, community-based blood drives, or "pop up" drives. With appropriate screening and hygiene measures, donor vehicles could collect people to and from events or fixed sites.

Provide community education on current government advice for public infection control and travel. Promote government travel exemptions to donate when possible.

## Social distancing



Identify new kinds of sites, such as stadiums or large convention centers, which may be used to facilitate social distancing and generate positive publicity.

Use scheduled donations, time blocks and appointments to prevent overcrowding and manage staff.

Reduce beds or chairs, or permanently adjust layout in centres and mobile vehicles for social distancing.