



GAP VNRBD Newsletter

Update from the Global Advisory Panel (GAP) on
Voluntary Non-Remunerated Blood Donation (VNRBD)

VOL 1, ISSUE 3

MARCH 2020

STORIES IN THIS NEWSLETTER:

New VNRBD resources | COVID-19 | Watch and read | In Depth: Improving the safety of the donor population

NEW RESOURCES FOR VNRBD

New resources are available to support National Society blood donor recruitment activities.

Community Awareness: pre-donation education script

	Step 1 Welcome address, background on blood / donation in [country] <i>Include:</i> who you are, why you're here, blood demand, why should I donate, who needs blood, the importance of blood, the current situation in [country]
	Step 2 Criteria for blood donation and the process <i>Include:</i> criteria for blood donation, donor ineligibility, the process of blood donation, donor deferral, screening (blood testing) and donor safety, blood donation interval
	Step 3 Address fears and anxieties <i>Include:</i> most common fears, anxieties and misconceptions and address these
	Step 4 Reaffirm the why <i>Include:</i> why you should be a blood donor (altruism, lives saved, blood available in emergency situations, etc.)
	Step 5 Provide the opportunity for questions If asked a question regarding specific selection criteria and you are unable to answer with certainty, provide details of the blood centre to contact medical staff
	Step 6 Call to action and express gratitude <i>Include:</i> invite to donate, event details, other ways of helping, thank the group

Red Cross / Red Crescent recruiters and volunteers can now access a customisable guidance script for conducting pre-donation education sessions.

This document is available for download in both English and French.

Access the Guidelines here:
[ENGLISH](#) | [FRENCH](#)



Icon credit: FlatIcon

COVID-19: Guidance documents on blood safety and donor management in affected areas.

As the situation regarding the novel coronavirus (COVID-19) is rapidly evolving, it is recommended that National Society Blood Services remain in constant contact with their own public health authorities to closely monitor their specific country situation and develop appropriate blood safety and sufficiency responses accordingly.

There are a number of websites with up-to-date information on the evolving situation which may be useful in planning your response to COVID-19.

- The recently published Rapid Brief White Paper from the Asia Pacific Blood Network (APBN) ([2019 Novel Coronavirus \(SARS-CoV-2\); Expected challenges and risks to blood safety](#)) provides a comprehensive overview of key considerations and potential strategies for blood service decision-making regarding the management of donor, blood and staff safety.

Other examples of references include (but are not limited to):

- WHO [Coronavirus disease \(COVID-19\) outbreak](#)
- AABB [Update: Impact of 2019 Novel Coronavirus and Blood Safety](#)
- ECDC [Rapid risk assessment: Outbreak of acute respiratory syndrome associated with a novel coronavirus](#)
- FDA [Important Information for Blood Establishments Regarding the Novel Coronavirus Outbreak](#)



Global Advisory Panel

on Corporate Governance and Risk Management of Blood Services in Red Cross and Red Crescent Societies



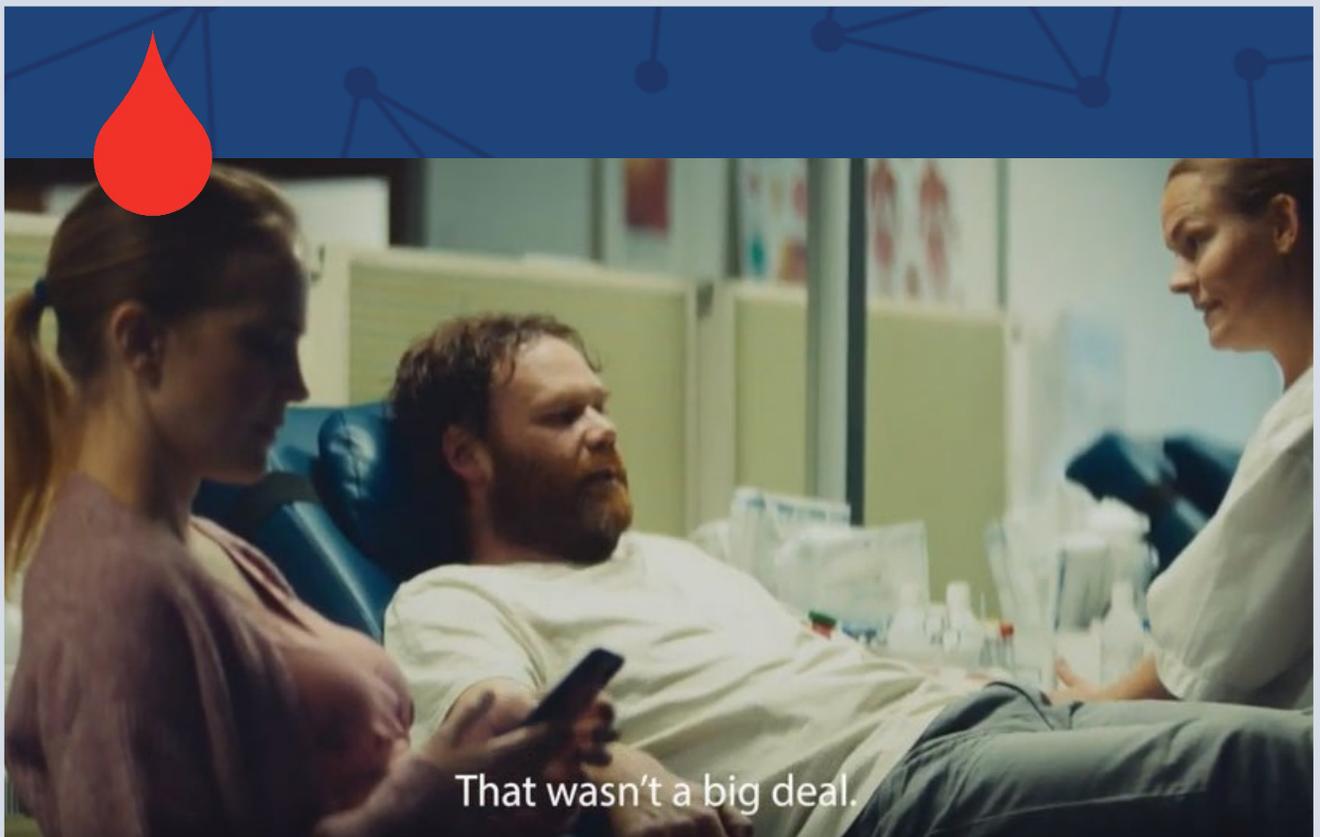


Image source: Norwegian Red Cross Society (video) 2019-2020

WATCH AND READ

Promotional videos – for reference

Recently produced by the Norwegian Red Cross Society, this advertisement is a great example of a promotional tool that addresses people's biggest fear donating blood: fear of the needle. The advertisement targets the male donor population.

Watch the video [here](#)

 Norwegian Red Cross
Man up. Donate blood.

Article: Reducing donor adverse events

A journal article published in February 2020 by Australian Red Cross Lifeblood reported positive outcomes on the use of pre-donation water loading (drinking 300ml of water ten minutes before the donation) and applied muscle tension (crossing legs and tensing inner thighs and abdominal muscles for five seconds while maintaining steady breathing) during donation and the subsequent effect on reducing the rate of vasovagal reactions.



Reducing vasovagal reactions impacts the number of completed blood collections, staff time, and the donor experience and retention.

Access the research overview [here](#)



WHO Action framework to advance universal access to safe, effective and quality assured blood products 2020 -2023

The WHO Action framework for blood products 2020-2023 proposes a renewed effort to scale up programme implementation to improve global adequacy of blood donation, and universal access to quality and safe blood and blood components for transfusion.

Read the Action Framework [here](#)



IN DEPTH: IMPROVING THE SAFETY OF THE DONOR POPULATION

WHAT DOES THIS MEAN?

It is important that blood services have strategies in place to reduce the incidence of Transfusion Transmissible Infections (TTIs) such as HIV and hepatitis B/C in the blood supply. In addition to recruiting voluntary non-remunerated blood donors and testing every blood donation (as two critical safety 'checkpoints'), there are other activities we can also do to reduce the likelihood of blood-borne infections in donated blood.

Education and community awareness:

Donors should have access to as much information as possible before their blood donation so they can self-defer (elect not to donate that day) if they know they will not meet the eligibility criteria. Pre-donation community seminars can help with this. Posters and brochures containing basic donor eligibility criteria (such as weight and age range) can be used at blood centres and mobile collections to further inform potential donors.



Conducting Community Awareness Sessions in Africa (image courtesy of Tanzania Red Cross Society)

Well-trained donor interview staff:

Ensuring staff are well trained in conducting the pre-donation interviews will also improve the likelihood of a donor fully disclosing relevant medical and lifestyle information.

If donors feel comfortable with interview staff, they are more likely to provide honest and accurate responses.

Interview staff can also provide education on maintaining healthy lifestyles for donor retention, as well as being sensitive when providing donor deferral information to those unable to donate that day.

Audible and visual privacy / facilities:

Every donor has the right to a confidential pre-donation interview. Allowing a private space means they are more likely to disclose relevant information than if others can hear or see (such as friends or family).

This applies to donating at a centre (ie. having a room with a closing door) and at mobile collections / drives (ie. at least a 5 metre buffer between donor line and interviews).

Retaining family replacement donors as regular voluntary donors:

As a core component of any program working toward 100% VNRBD, strategies should target altruistic family replacement donors to retain them as regular voluntary blood donors. First time donors are generally less safe than regular, repeat voluntary blood donors.

Not involved in full blood service provision?

If your National Society provides blood donor recruitment support for the national blood program, GAP recommends discussing these strategies with the national blood service to improve donor and patient safety in your country.

ANY QUESTIONS? CONTACT GAP

E gapsecretariat@redcrossblood.org.au

W www.globaladvisorypanel.org

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)