



GAP VNRBD Newsletter

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

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MAY 2019

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World Blood Donor Day 2019 | New VNRBD resources | Watch and read
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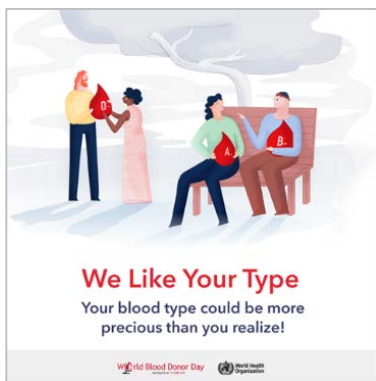
CAMPAIGN FOCUS: WORLD BLOOD DONOR DAY 2019

SAFE BLOOD FOR ALL. 14 JUNE 2019, RWANDA



Access the materials [here](#)

Every year, on 14 June, countries around the world celebrate World Blood Donor Day. The event serves to thank voluntary donors for their life-saving gifts of blood and to raise awareness of the need for regular blood donations. Sufficient blood sourced from voluntary non-remunerated blood donors ensures the quality, safety and availability of blood and blood products for patients in need.



This year the host country for World Blood Donor Day is Rwanda. The campaign aims to raise awareness of the universal need for safe blood in the delivery of health care and the crucial roles that voluntary donations play in achieving the goal of universal health coverage.

The 2019 Theme is **"Safe blood for all."** The "Key messages" and "What you can do" as well as a range of tools and templates are available on the [WHO website here](#).

Access here



Global Advisory Panel

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





NEW RESOURCES FOR VNRBD

A number of new resources are available to support National Society blood donor recruitment activities.

1. Online Training



Access the NEW RC / RC online tool for blood donor recruitment training on the IFRC Learning Platform [here](#).

You will need to sign up to the IFRC Learning Platform [here](#) – this is at no cost.

2. Volunteer Blood Educational Tools – e-CBHFA*



Access IFRC volunteer materials (information, toolkits, games) for promotion of community awareness on blood and donor recruitment [here](#).

Note. The modules on voluntary non-remunerated blood donation are located in the section of the website entitled "PRIMARY PREVENTION MODULES" on the IFRC site.

* e-CBHFA – Community-Based Health and First Aid.

3. Downloadable recruitment templates

Access customisable marketing templates for blood donor recruitment [here](#).

These materials are easy to edit and adapt to your own program (including adding logos).

If you require assistance with this please [contact GAP](#).

GIVING IS IN YOUR BLOOD

WHO CAN GIVE BLOOD
Over 18 years old
Over 50 kg

HOW LONG DOES THE DONATION TAKE
5-15 minutes

HOW CAN YOU HELP KEEP BLOOD SAFE
Please tell us if you have experienced:
- A cold, fever or flu in the last few days
- A tattoo in the last 12 months
- Unsafe sexual practices (e.g. unprotected sex with new partners)

A trained staff member will help determine if you are eligible to donate

WORKING TOGETHER WILL HELP KEEP DONORS AND PATIENTS SAFE



4. Webinars on blood donation

The 2019 GAP VNRBD webinar schedule will be available soon.

GAP Global Advisory Panel
The Department of Health Services & Red Cross and Red Crescent Societies

**GAP VNRBD Webinar Series - Session 1:
A Deep Dive into Social Media for VNRBD**

**Australian Red Cross
BLOOD SERVICE**

Guest Presenter: Jess Van Coppenhagen,
Content and Social Media Manager,
Australian Red Cross Blood Service

Facilitator: Alexandra Brown, GAP VNRBD
Project Coordinator

NOVEMBER 2018 | Note: this presentation will be recorded
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The GAP VNRBD webinar series consists of regular, online presentations on blood donor recruitment and retention.

Access previous webinar materials here:

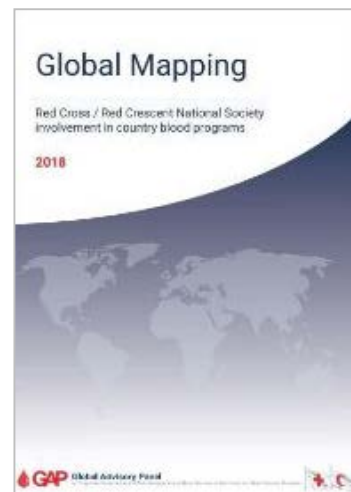
- A deep dive into social media: [Play recording](#) / [Request slides here](#)
- Group donation programs on a budget: [Request slides here](#)

WATCH AND READ

GAP Global Mapping

Access the first edition of the GAP Global Mapping Report [here](#).

This report provides a global, regional and country specific overview of Red Cross / Red Crescent involvement in blood programs, based on the information provided in the GAP Global Mapping survey and also obtained from public sources.



Promotional Videos – for reference

The Republic of Korea National Red Cross Blood Service (KRCBS) has recently produced two promotional videos, intended to promote group blood donation in schools and public/private corporations in Korea.

Watch these informative videos [here](#).

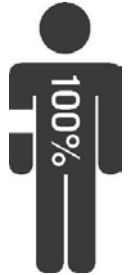




IN DEPTH: DONOR RETENTION

WHY IS DONOR RETENTION IMPORTANT?

Studies consistently demonstrate that the safest* group of blood donors are those that donate blood regularly (“regular donors”). These donors are well informed about the importance of leading a healthy lifestyle with low risk behaviours, to improve blood safety. Retaining regular donors also ensures the sustainability of the blood supply in a cost-effective way.



Ten tips to improve blood donor retention:

1. Ensure you **design great experiences** for the donor (as your customer) and provide good customer service. Ensure the experience meets the donor's expectations.
2. Use a **donor database** to recall donors, e.g. when there is a shortage of a certain blood group. *Note: this database must ensure the privacy and confidentiality of donor information.*
3. Implement strategies to target **family replacement donors** that have tested negative for transfusion transmissible infection (TTI) to convert them to regular voluntary blood donors. Contact GAP for more information.
4. Remind donors when they are **next eligible to donate blood** - studies have shown they are more likely to return.
5. Consider **partnering with local telecommunications companies** to send out text messages to current donors.
6. Send **communication emails** (they're free!) - for example, an anxiety reduction email pre-donation, and a post-donation thank you email.
7. Ensure **appropriate pre and post donation care** is provided, i.e. advice on hydration pre-donation, donor refreshments and what to avoid after donation. This will reduce the likelihood of donor adverse events during and following donation.
8. In the blood collection centre, **display images and stories of the patients** whose lives have been saved by blood donation.
9. Complete the **Online Training in Blood Donor Recruitment** (IFRC Learning Platform login required) – ask staff and volunteers to do the same.
10. Conduct **training** in donor retention strategies for your blood collection staff, including what they can say to the donor before, during and after the blood donation.

Keep an eye out for GAP's future webinars for more information and advice.

* 'safest' – the least likely to test positive for a transfusion transmissible infection on blood donation



REGIONAL ACTIVITIES

VNRBD WORKSHOP FOR ASIA AND MIDDLE EAST AND NORTHERN AFRICA (MENA) NATIONAL SOCIETIES

A two day joint-regional workshop was held in Thailand on 26-27 February 2019. The workshop was led by GAP, in cooperation with the IFRC, and was attended by 47 participants from 21 National Societies, IFRC and government.

The workshop assisted National Societies to improve their capacity to promote VNRBD in their countries and make family replacement donors safer in the transition to 100% VNRBD. It provided the opportunity for regional and inter-regional knowledge sharing and development of networks, supporting shared experiences of program strengths and challenges.



Above: Participants at the Joint-regional VNRBD for Asia and MENA National Societies in Bangkok, February 2019



Global Advisory Panel

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