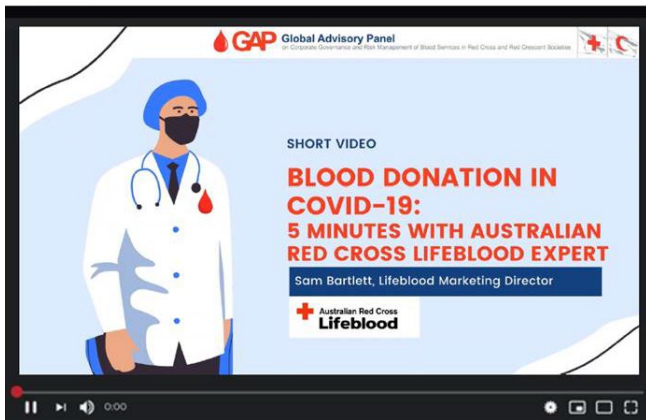


# RED CROSS / RED CRESCENT BLOOD PROGRAM UPDATE

Update from the Global Advisory Panel (GAP)



Sam Bartlett (Marketing Director for Australian Red Cross Lifeblood) recently told us about two innovative campaigns Lifeblood ran during COVID-19, and discussed changes in blood donor behaviour during the pandemic. She also gave us some advice for blood donor marketing for 2021.



**WATCH THE VIDEO INTERVIEW [HERE](#)**

LIKED THIS VIDEO?

**[CLICK TO REGISTER](#) for the upcoming **OPEN DISCUSSION PANEL:****

**Strategies for recruiting blood donors during COVID-19**  
**22 April 2021 (7am GMT)**

Join Red Cross / Red Crescent marketing experts from around the world in an open discussion session on innovative blood donation campaigns, current work, and strategies for recruiting donors during COVID-19. Learn about the ways other blood programs are recruiting and retaining donors during the pandemic and have your questions answered.



**GAP COVID RESOURCE LIBRARY FOR RC/RC BLOOD PROGRAMS – [ACCESS HERE](#)**

Latest updates:

- [WHO Blood Program Guidance Document](#) (February 2021) including advice on convalescent plasma and COVID-19 vaccination
- GAP Brochure: [Vaccinations and the Blood Service](#) (based on WHO Technical Guidance)



**COVID-19  
CORONAVIRUS**

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 **Global Advisory Panel**  
on Corporate Governance and Risk Management of Blood Services in Red Cross and Red Crescent Societies



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