

# Engaging youth in blood donation

Young people are an important potential source of blood donors. When adequately educated about the importance of blood donation and the constant need for blood, they could go on to promote healthy lifestyles within their community and help promote a safe and regular supply of blood for the future.



## Strategies to engage and retain youth donors

### Education



- start education from a young age
- conduct school and university visits, ensuring all blood donors meet the minimum age criteria (in line with national standards)
- provide adequate pre- and post-donation information
- offer blood facility tours for students - where feasible

### Networking



- create Pledge groups (as resources permit)
- mobilise community partners and connect with community groups such as scouts or sporting clubs to encourage blood donation among members

### Targeted marketing



- be active on social / electronic media channels, encourage sharing
- use SMS / email reminders and send thank you messages

### Motivation and call to action / events



- reinforce positive attitudes towards voluntary blood donation and healthy lifestyles
- ensure a safe, pleasant and fun donation experience
- encourage healthy competition
- dispel fears and anxieties
- organise donation events at locations / times that maximise youth attendance
- encourage regular blood donation through regular contact

**Access the GAP website for more resources, or contact us if you have any questions**



**Global Advisory Panel**

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



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