

Maximising youth blood drives at schools and universities



Build trust through safety, education and communication



- Provide sufficient **pre-donation education** to address common blood donation misconceptions and encourage self-deferral.
- Communicate any additional **safety strategies** to administration and the school.
- Make sure staff **adhere to local Ministry of Health guidelines** to ensure privacy and safety at the event – e.g. social distancing, private donor interview rooms etc
- Ensure you are targeting schools that have sufficient numbers of students who meet the **minimum age** for blood donation.



Be ready to adjust for cancellations and postponements

- Request that organisers **give notice of event cancellation** as far in advance as feasible, to ensure blood sufficiency can be addressed.
- Always offer the opportunity to **reschedule cancelled events** and, where possible, learn the reasons for the cancellation.
- Hold an **on-call database** of schools and universities in case of cancellations, as back-ups.



Plan ahead and aim to engage



- **Save the date!** Always attempt to set a date for the next event for when donors are eligible to donate again. This helps embed the event in the facility's calendar year after year.
- Seek **required approvals** in the early stages of event planning
- Ask the organisers **where they prefer to host** the blood drive event. Venues may include school / university buildings, mobile collection buses or nearby locations (e.g. town hall). Offering to hold collections in mobile buses may provide organisers with extra comfort regarding student safety.
- Encourage parents, partners or peers to **get involved** in the events. This offers opportunities for further education and increased donor numbers outside of the school setting, or during exam periods.
- **Create competition** by running blood donation challenges between schools or campuses. A little healthy competition can be motivating, can lead to publicity and, overall, more donations. Finally, remember to make blood donation fun!

More resources are available at the GAP website.



Global Advisory Panel

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

