

# Maximising blood drives at schools and universities during COVID-19



## Build trust

through safety, education and communication



- Provide sufficient **pre-donation education** to address common blood donation misconceptions and encourage self-deferral.
- Communicate **COVID-19 safety strategies** to administration and the school.
- Make sure staff **adhere to local Ministry of Health guidelines** to ensure safety at the event – e.g. social distancing, wearing masks, and vaccination as required
- 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. *Note: Ensure social distancing.*
- **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.

More resources are available. Go to our [GAP website](https://globaladvisorypanel.org/resources/covid-19-resources) for the full list: <https://globaladvisorypanel.org/resources/covid-19-resources>