

TOWARD 100% VNRBD: Retaining family and replacement blood donors as regular, voluntary non-remunerated blood donors

GAP supports **the IFRC Blood Policy which advocates for 100 percent voluntary, non-remunerated blood donation (VNRBD)** in every country, while building a stable pool of the safest possible blood donors. Recognising some countries are still working toward this goal, the following strategies may be helpful to encourage regular voluntary blood donation in countries which rely on family and replacement blood donors (FRDs) to supplement their blood supply.



Encouraging regular, voluntary blood donation will help to maintain continuity of the blood supply and build resilient, responsive and sustainable blood donation programs.

Long-term strategic activities (to shift the culture of FRD reliance):

- Ensure there is a system to phase out family and replacement blood donation in alignment with an increase in regular, voluntary blood donors - to maintain availability of the blood supply.
- Influence the culture of FRD reliance:
 - At the hospital level - ensure clinicians are educated on the importance of blood from voluntary, non-remunerated blood donors instead of relying on FRDs, and encourage hospital staff to become voluntary donors themselves.
 - At the community level - work to change public attitude and behaviours around replacement blood donation and dispel any common myths / misconceptions (i.e. through social media posts, mass media, posters, mailouts etc).

Daily operational strategies

- Try to ensure all donors have a positive donation experience to improve the likelihood of repeat, voluntary blood donation. This includes providing a clean environment, friendly yet professional staff and minimal wait times. This will support word-of-mouth advertising on the benefits of blood donation.
- Provide donors with pre and post-donation care (ie. hydration information, provision of refreshments, etc). This will help to improve the safety and experience of all blood donors.
- Train staff in FRD retention techniques, including educating donors during donation on the need for blood and the importance of regular, voluntary blood donation.
- Consider displaying targeted FRD posters in post-donation refreshment areas ([see GAP website for template](#)).
- Have brochures available for all FRDs to take home ([see GAP website for template](#)).
- Call, email or SMS FRDs who have returned transfusion transmissible infection (TTI) negative results on last donation and are eligible to donate again as a repeat, voluntary donor. Ensure donor privacy and confidentiality is maintained at all times by storing any donor information / lists appropriately. Develop a system to record those FRDs contacted, and monitor which of these donors return to donate as a voluntary blood donor.
- When a donor returns as a repeat voluntary blood donor, ensure they know the important role they are playing to save the life of someone they have never met. And don't forget to thank them for their time and valuable contribution. Consider asking them to share their story!

[Access the GAP website for more resources, or contact us with any questions you may have.](#)



Global Advisory Panel

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

