



Blood Donation Drive

Organizer's Manual





Index

Voluntary Blood Donation Drives	3
Choosing the Blood Bank	4
Communicating with the Blood Bank	5
Choosing the venue	6
Motivating Potential Donors	7 - 8
Design of Banners/Posters	9 - 10
Planning the Layout	11
Arrangements at the venue	12
Design of Layout	13
Care of Donor	14

The objective of any Blood Programme is to make safe blood and its components available to those in need. It is necessary to ensure that the blood that is collected is safe. In other words it should be free of all transfusion transmissible diseases (TTDs).

Although testing of blood for all TTDs is carried out by all blood banks, it is also very essential that blood is collected from 'safe' donors. Today, it has been statistically established, both in India and abroad, that a safe donor is a donor who donates blood voluntarily, without knowing the beneficiary, without any expectation, and without being under any pressure of a direct or indirect nature.

Blood collected from voluntary blood donors during blood donation drives are very easily the safest and best source of blood. Voluntary blood donors exist. It is necessary for Blood Banks to go to where the donors are. If information is given to the donor about blood donation, and if blood donation is made convenient, donors will come and donate blood voluntarily. It is important to identify places where voluntary blood donation drives can be held.

The segments where blood donation drives can be held are :

1. Colleges
2. Offices
3. Factories/Industrial Units
4. Residential societies
5. Religious Institutions/Congregations
6. Community-based organizations
7. Mitra Mandals/Clubs
8. Malls
9. Public Places

Organizers of Blood Donation Drives are therefore a key element in ensuring availability of safe blood.

Most Blood Donation Drive Organizers have been enlisted in the activity at the initiative of a particular Blood Bank. In such a case the choice of the Blood Bank is not an issue. However, when there is a choice or when you need to pick more than one blood bank the following factors may be taken into consideration :

Geographical proximity

You could choose a Blood Bank, which is nearest in geographical terms. This is not a very important factor. However, having a relationship with the nearest Blood Bank shows your concern for the immediate neighbourhood.

Expected no of donors at the Drive

If the expected collection is more than 100 units, you may call any Blood Bank. The size of the Drive will matter when the expected collection is very much higher than 100 or lower than 40.

- a. For small drives (lower than 50 units) it would be advisable to call Blood Banks for whom the expected collections work out to not more than 20 days requirement of the Blood Bank.
- b. For medium size drives (between 50 and 400 units) it would be advisable to call Blood Banks, for whom the expected collections work out to not more than 15 days requirement of the Blood Bank.
- c. For very large Drives (greater than 400 units) it would be advisable to call more than 1 Blood Bank. Each of the Blood Banks called for the Drives should not be given more than 15 days requirement of that Blood Bank.

Stock situation in the Blood Banks

The stock situation should be the most important factor in the choice of the Blood Bank. In the event of a medium or large sized drive, it would be advisable to check the situation of Blood in the various Blood Banks. The Blood Bank, which is desperately in need of Blood, should be the first choice.

Relationship with the Blood Bank

After the first few Drives, it is our experience that the organizers narrow down on the Blood Bank on the basis of the comfort level with the Blood Bank staff.

The annexure carries the list of all the Blood Banks in Maharashtra, their contact details and their average monthly requirement.

Having decided on the Blood Bank, it would be necessary to communicate to the Blood Bank in writing about your desire to hold a Blood Donation Drive. All communication, in verbal or in writing, may be made to the 'Medical Social Worker' or the 'Blood Bank In-Charge'. A specimen of the letter that you could write is given below :

(Organiser Name - Letter head)

Date:

The Medical Social Worker

..... Blood Bank,
..... Hospital

Dear Sir,

Sub. : Blood Donation Camp on(Date).....

This is to confirm that a Blood Donation Camp has been fixed for(Date)..... details of which are as under :

Date :

Time :am/pm toam/pm

Address :
.....

Landmark :

Expected collection :to units

We request you to come with your entire team by am/pm so that the place is set up and the Camp begun at am/pm. We hope that you will make arrangements to bring cots, and the coffee and biscuits. Should there be any assistance required from our side kindly let us know and we will try and organize the same.

Thanking you,

Yours sincerely,

Signature

(Name.....)

Choosing the Venue

The venue of the Drive could be a classroom in a school, a community hall, a residential society office room, the stilt area in a building, conference room in an office, cafeteria in an office, any three rooms in an office etc.

The following factors should help in deciding the venue :

1. Proximity to the potential donors

This is a very important factor. Donors who are fence sitters may end up not donating blood, and justify their action on the grounds of distance of the venue.

2. Physical dimensions of the venue

The venue should be large enough to provide for the size of the Blood Donation Drive. The size of the Blood Donation Drive will determine the area required for filling up of forms and registration, the area required for the number of beds and the area required for refreshments and post-donation activity.

3. Availability of facilities

The venue should have the following facilities

- a. Lighting
- b. Ventilation
- c. Fans/Coolers
- d. Drinking Water
- e. Tables and chairs

★ Please note that Pandals / Shamianas should be discouraged.

★ It is preferred to have the venue on the ground floor.

The most important task of any Organizer is to communicate effectively to all potential Blood Donors, and get them to donate blood during the camp. This requires personal attention, and an effort to get as many people as possible to be part of the organizing team.

The various means of communicating with potential donors are listed below. You could try some or all of them, depending on applicability to your situation.

Leaflets

This is particularly applicable to drives being organized at residential areas. The leaflets should contain information about why, when and where the Blood Donation Drive is being held. Ideally, the leaflet should be distributed 3 to 4 days before the day of the Drive.

Press Release

This is a very easy way of communicating to a large audience. This not only serves the purpose of communicating to potential donors, but also provides motivation to the members of the organizing committee. A simple press release issued to the "Chief Reporter" of the various newspapers is all it takes. The Press Release may be faxed to the relevant newspapers 3-4 days before the Day of the Drive.

Scroll on television

The local cable channels may be requested to carry a scroll announcing the Blood Donation Drive. The cable channels may be requested to carry the scroll for 2 to 3 days leading to the drive and on the day of the Drive.

Posters

Standard Posters are available with the Blood Banks, who can be asked to send the same to the organizers. These can be displayed at strategic places for a week before the Drive.

Banners

Banners announcing the drive may be put up at prominent places. The banners could be put up a week before the Drive.

Lectures

Lectures are one of the most effective ways of communicating and convincing potential donors to come and donate blood. A personal appeal is very important, and has the advantage of having the undivided attention of the target segment. The difficult part is to get the people to attend the lecture. Places of worship, clubs and other places where people normally congregate are ideal venues for having lectures.



Motivating Potential Donors

Person to person

By far the most effective and laborious method is to go door-to-door in a residential area and person-to-person in an office area. A large number of committed volunteers are required for this purpose. A key person known to the target audience should accompany the team going door to door.

Screen-saver/Desktop

All computers in the office can carry a Screen-saver carrying the message of blood donation, on the day of the Drive and a day prior. Ideally this screen saver should be a simple message from the Chief Executive.

Public-address system

Public-address system could be used on the day of the Drive at intervals of 3 hours, to announce the Drive. This could also be done by broadcasts through e-mail.

Heads of Departments

Heads of departments to be asked to talk to employees in their department.

Core Group

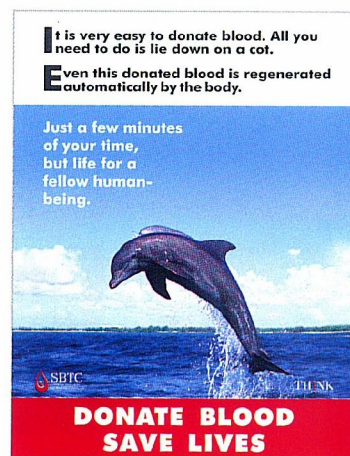
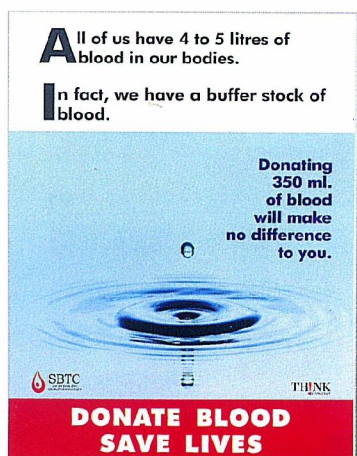
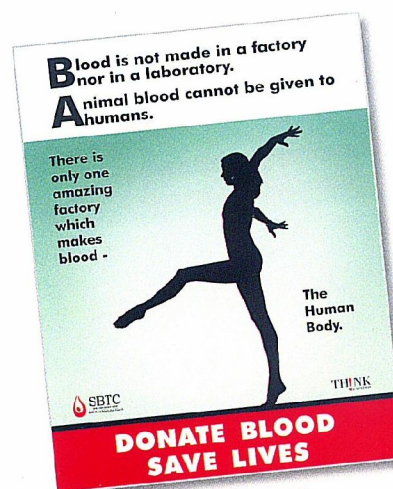
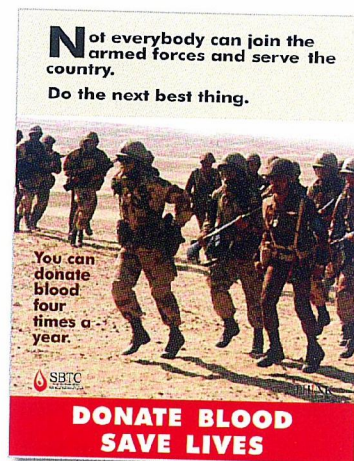
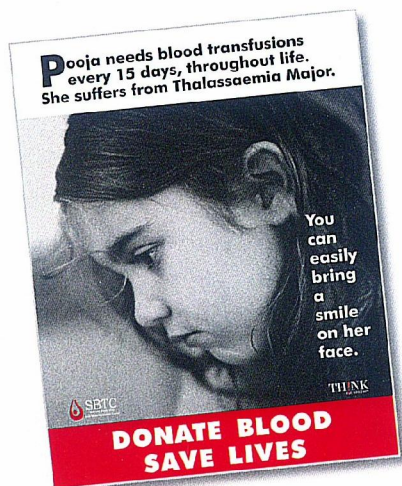
A Core Group should be appointed and assigned responsibility for making the Drive a success. The main role to be played by the Core Group is to reach out to as many people as possible on a 'one-to-one' basis. Word of mouth is most important, particularly on the day of the Drive.

Targets to volunteers

The members of the managing committee should fix targets for themselves. Each managing committee member or departmental head in an office should be asked for his commitment of blood donors.

Circular to employees

For drives in office areas, Circulars may be sent to all the employees giving them information about the Blood Donation Drive. This will substitute Leaflets, which we had suggested for residential areas.



Banners

WHY SHOULD YOU DONATE BLOOD ?

- **because** you carry a buffer stock of blood
- **because** the donated blood is a small fraction of this buffer stock
- **because** it makes no difference to you
- **because** it is easy to donate blood
- **because** it takes less than 10 minutes
- **because** the donated blood is automatically regenerated in the body

because
you can
save
three
lives

DONATE BLOOD SAVE LIVES

Banner

You can donate blood if	You will donate blood if
<ul style="list-style-type: none"> • Age between 18 & 60 yrs. • Weight more than 45 kgs. • Not on medication. • More than 3 months since last blood donation. • Fulfill the conditions of the Blood Donor Form. 	<p>you spare a thought for a suffering fellow human being.</p>

DONATE BLOOD SAVE LIVES

Banner

DONATE BLOOD

Banner

ORGANISER'S NAME

BLOOD DONATION CAMP

DATE & TIME

Banner

The venue of the Blood Donation Drive may be split into three areas :

The Pre- Donation Area

This is the area where the Donor will fill up the Donor Form, followed by checking for Weight, Haemoglobin, Blood Pressure & Medical History.

The Blood Donation Area

This area will have cots arranged, where the Donor will lie down during the act of blood donation. The total number of cots will depend on the expected blood collection and the duration of the Drive. It will take 10 to 12 minutes for one Donor to complete his blood donation on a cot. Therefore the total number of donors on 1 cot in 1 hour is 5.

5 multiplied by the total duration of the Drive in hours will decide the total number of donors per cot for the entire duration of the Drive. The expected collection will thus help in deciding on the total number of cots.

$$\text{The total no. of cots} = \frac{\text{Expected collection}}{5 \times \text{Duration of the Drive in hours}}$$

This area will also contain tables for holding the test tubes carrying blood samples for testing.

The Post Donation Area

This is the area to which the Donor will be moved after completing the process of blood donation. Coffee and biscuits will be served here to the Donors. Blood Donor Cards and any other recognition material will be issued to the Donors here.

It is very important that volunteers are present so as to ensure the following :

1. the donor is observed carefully.
2. the donor is thanked for his act.
3. the donor is served coffee and biscuits or any other refreshment.
4. the donor is given the Donor Card or any other recognition material.
5. information about the donor is collected.

Chairs provided in this area for Donors to sit should not be stools nor ones without backrests. Fans should be available in this area. Facility for Water (both cold and normal temperature) should be provided.

A Model Layout is given in the pages that follow.

Assumption : Blood Collection of 100 units

Pre Donation Area

1. Drinking Water facility
2. One table for filling up of Blood Donation Forms
3. Six chairs for donors to fill up forms
4. Pens for filling up of Forms
5. Three tables for Registration Area
6. Six chairs for Registration Area

Donation Area

7. Two tables in Donation Area for Test Tubes and other equipment.
8. Ice for Storage Box of collected Blood units. This is normally brought by the Blood Bank.
9. 6 to 8 cots, which will normally be brought by the Blood Bank.

Post Donation Area

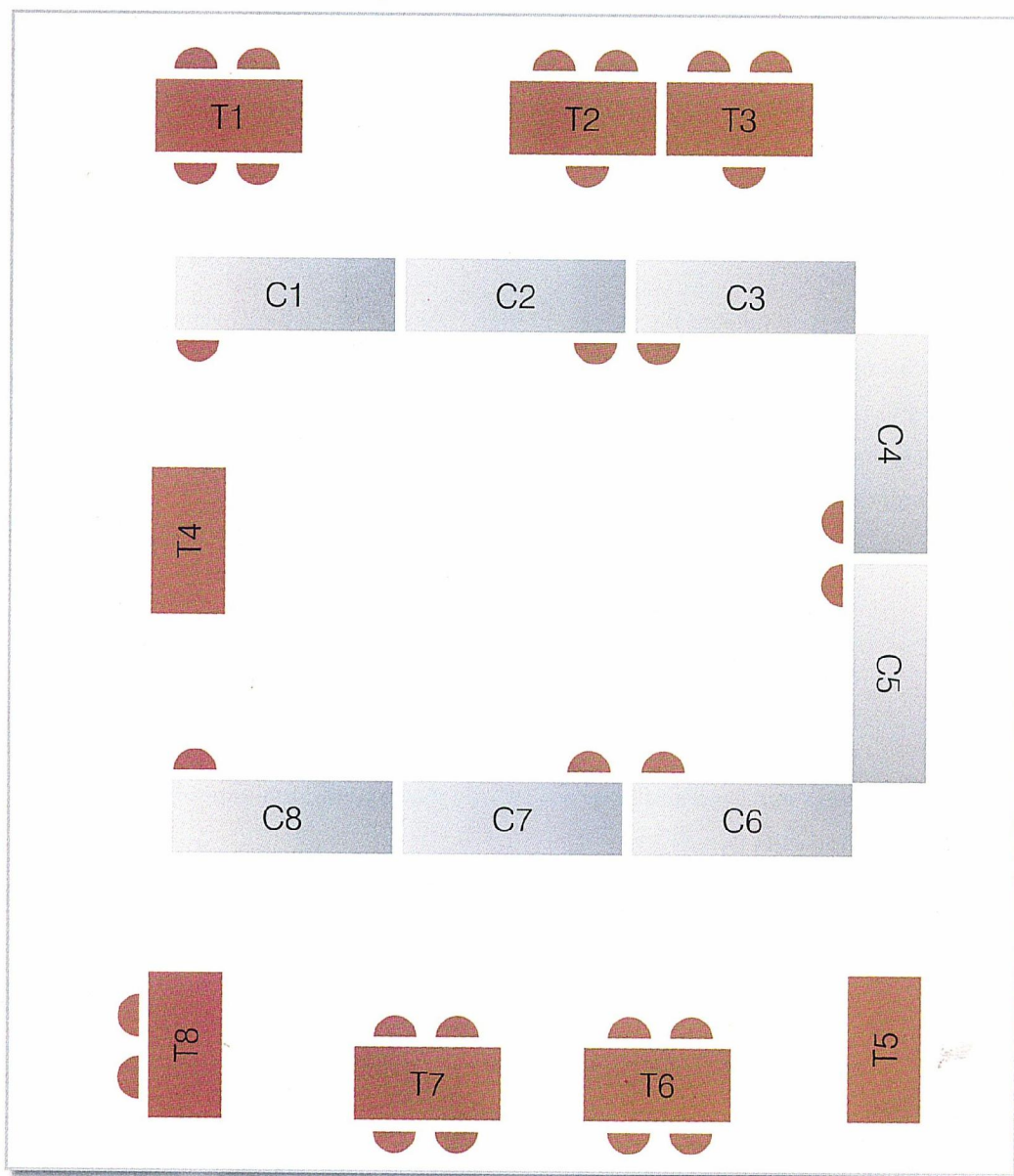
10. One Table for Coffee Kettle and Biscuits
11. Two Tables for serving biscuits and coffee to Donors.
12. Ten chairs
13. One cot for those experiencing discomfort.
14. Drinking Water in the Refreshment Area
15. One Table for handing over Certificates, Badges and Thank You Cards

General

16. Two dustbins. (other dustbins will be brought by the Blood Bank)
17. Identify arrangements for Snacks on arrival, and Lunch to the Blood Bank staff (approx. 15 nos.)

Signages at the venue

- a. Announcement of the Drive
- b. Blood facts
- c. Do's and Don'ts before Donation
- d. Procedure to be followed
- e. Do's and Don'ts after Donation



- T1 Table for filling Donor Form
- T2 Table for Hb/Medical History
- T3 Table for handing Blood Bag
- T4 Table for collection of Blood Sample
- T5 Table for Coffee Kettle and Stock of Biscuits
- T6, T7 Table for Refreshments to Donor
- T8 Table for Certificate, Thank You Card
- C1 to C8 Blood Donation Cots

What do you do if the Donor feels faint and uncomfortable?

Send someone to call the doctors from the Blood Bank immediately. In the meantime :

- ♦ Make the Donor lie horizontally (on a cot if available, or on the ground)
- ♦ Ensure that the clothing (shirt/trouser) worn by the Donor is loosened.
- ♦ Ensure that water & glucose are available.

Recognition of Donor

Once the Donor has completed the process of blood donation (including having biscuits and coffee), it is important to provide an acknowledgement for his gesture. The following needs to be done :

1. personally thank the donor. This should be done by a responsible member of the organizing team.
2. provide the donor with his Donor Card. Donor Cards are provided by the Blood Bank.
3. provide the donor with a certificate/badge/Thank You Card.
4. remind the Donor that his next blood donation can be after 3 months.
5. maintain a registry of all donors. This will, in addition to other things, enable you to greet the Donors on their birthdays/anniversaries.

★ **Organizers must remember to remind the donor about the date of the next Blood Donation Drive.**

**Safe blood starts
with me**



Blood saves lives



Issued by

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