

# Default Submission Type

## *2.0 Blood donation*

### *2.1 Blood donor recruitment and retention*

ISBTABS24-1248

#### **License to Save Lives: special agents wanted**

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**Background:** Our Regional Blood Bank, serving 1.1 million inhabitants across four islands, struggles to ensure blood supplies to the 15 hospitals within the region. A decline in donations due to the COVID-19 pandemic, an aging population and a decrease in the society's commitment to donating blood makes the task even more difficult.

**Aims:** Our Regional Blood Bank launched the "License to Save Lives" campaign in 2023 to address the urging need for blood donations, particularly targeting O negative donors, a universal blood type crucial in emergency situations.

The campaign aims to recruit new blood donors across all blood groups, emphasizing the importance of O negative donations, and to achieve stable reserves of all blood groups throughout the year.

**Methods:** The campaign, inspired by the narrative of secret agents, uses popular references from iconic films and cartoons to encourage people to become "special agents with a license to save lives".

The Blood Bank encourages to donate blood through "missions" (blood drives) and to uncover hidden heroes possessing specific qualities (healthiness, altruism, bravery, generosity, and commitment) who obtain their "license to save lives" and become a Blood Bank special agent (potential donors).

Kicking off on February 2, 2023, with an inaugural event supported by health authorities, our campaign employs a dynamic and multifaceted approach. Our strategic actions include email campaigns, proactive telemarketing, and collaborations with stakeholders such as businesses, educational institutions, hospitals, and suppliers.

To enhance our campaign's visibility, we created a video aired on regional television and local media platforms. Journalists played an active role in amplifying our message through coverage on social media channels. Additionally, we created radio spots to broaden the campaign's reach.

In a bid to mobilize O negative donors, we encouraged them to involve their family members, identifying those who had inherited the same blood type and to serve as advocates, promoting the importance of their blood group.

We provided real-time updates on campaign progress through a new donor counter on our official website.

Furthermore, we integrated the campaign into the corporate email signatures of personnel, to spread visibility. Our staff members wore informational labels about the campaign.

Moreover, we rebranded the donation center to align it with the campaign theme, creating a cohesive experience for donors.

A planned schedule of events and merchandise ensured an extensive reach and impact for our campaign, engaging and inspiring our community to join us in saving lives.

**Results:** The "License to Save Lives" campaign obtained an increase in the number of new donors. Particularly noteworthy was the increase of O negative donors, with 214 individuals joining the cause, 28.1% more than the previous year. Furthermore, both AB negative and AB positive blood groups experienced substantial growth, with increases of 133.3% and 45.3%, respectively. Overall, the campaign recruited 2,467 new donors, representing a 20% increase compared to the preceding year.

**Summary / Conclusions:** The "License to Save Lives" campaign successfully raised awareness and boosted recruitment of new blood donors in the region, particularly the number of O negative donors, essential for emergency transfusions.

It is important to continue and expand these initiatives to maintain this trend in the recruitment of new donors.