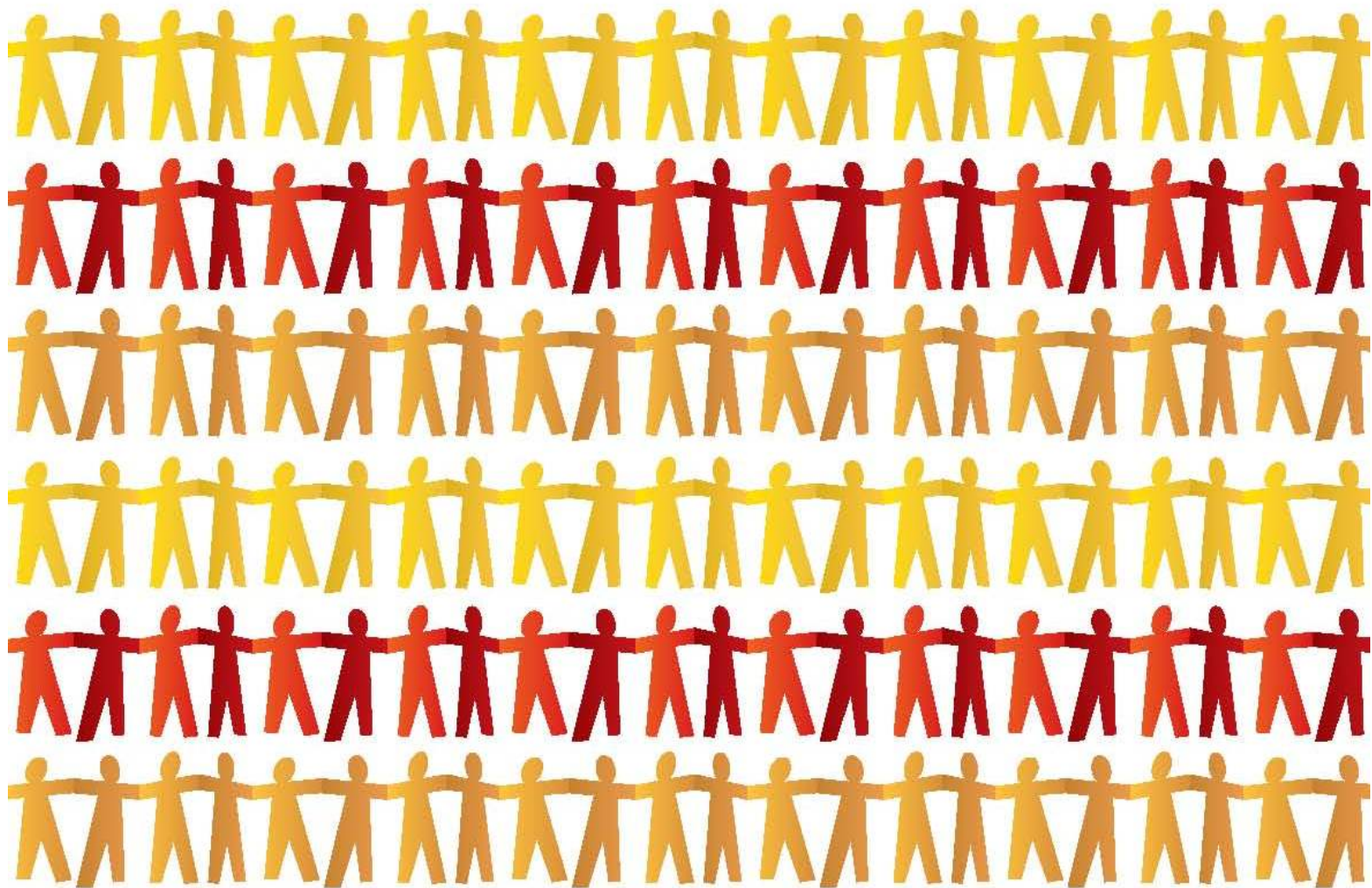


World Blood Donor Day

“Celebrating the gift of blood” 14 JUNE 2009

100% voluntary non-remunerated donation of blood
and blood components



2009 QUICK START PLANNING GUIDE



2009 THEME

“100% voluntary non-remunerated donation of blood and blood components”

The overall objective of WBDD is to create wider awareness of the need for safe blood for transfusion and the importance of blood donation. The theme in 2009 captures this and gives countries the possibility to focus on all components of blood, not just whole blood or red blood cells.

The theme can be brought to life using the tagline “It takes all types” (or an equivalent translated version) and the blood component figures (left) or globe surrounded by figures (background).



OBJECTIVES

The purpose of the celebration on 14th June each year is to pay tribute to all blood donors around the world and make them feel part of a wider group of altruistic donors – not secluded to their particular country. The objective is not necessarily to attract a big influx of new donors at that time as many countries will have a marketing and advertising campaign outside of WBDD activities.

BACKGROUND

Held on 14 June throughout the world, World Blood Donor Day is the focus of special activities to pay tribute to the millions of people who selflessly donate the life-saving gift of blood. World Blood Donor day was designated as an annual event at the United Nations World Health Assembly in 2005 and has the support of the World Health Organisation (WHO), International Society of Blood Transfusion (ISBT), International Federation of Blood Donor Organizations (FIODS) and the International Federation of Red Cross and Red Crescent Societies (IFRC)

Since its inception, WBDD has been hosted by a number of countries and this year it will be held in Australia.

COLLATERAL

As hosts, the Australian Red Cross Blood Service has produced the international posters which include the theme: 100% voluntary non-remunerated donation of blood and blood components and the tagline: *It takes all types*.



THE TAGLINE

It takes all types serves as a reminder that almost anyone can donate blood; all types of blood are needed (A, AB, B and O) and three different types of donations (whole blood, plasma and platelets) can be made.

The tagline should be translated to make sense in every country and can be adapted depending on local focus. For instance: It takes all types to save lives; it takes all types to give blood/plasma/platelets; it takes all types to volunteer.

COLLATERAL

The following poster will be available on the website (www.wbdd.org) for you to produce locally if you wish:

- Two official WBDD posters with space for your logo to be overprinted
- “We Shine as One” official song lyrics

IDEAS TO GET STARTED ON – thank you to countries who have submitted these ideas for previous WBDDs

As 14th June 2009 falls on a Sunday this year, for some countries this may create an additional challenge to engage media and VIPs. But don't let this detract you, as events could be held on a different day before or after WBDD to suit country-specific needs.



POSSIBLE ACTIVITIES/EVENTS

- WBDD ceremony including awards to donors and recipients for their services in helping to create awareness of blood donation or milestone awards.
- Hold a party for long-serving donors and first time donors inviting a guest speaker such as a well-known person who has received blood.
- Performance of “We Shine as One” WBDD song by local celebrities in your country.
- Traditional dances.
- Schools, local organisations performing national anthems and other relevant songs.
- Blood donor or recipient speeches/recordings.
- Local school groups/religious groups, national service organisations (Rotary, Lions Clubs, Scouts etc) undertaking blood drives or talking about their experiences as blood donors.
- Enlist support of ambulance, fire and police services for donor awareness and recruitment campaigns.

MEDIA

- Commission some red A, B, AB and O props to use in media interviews and photos highlighting different blood types.
- Create an advertorial newspaper insert featuring recipient stories that reinforce the importance of blood donation.
- Radio station announcer interviews with recipients or talks about their blood type on air, asking people of the same blood type to call in and discuss being a blood donor.
- TV reporter is blood typed, live on air, or talks about their blood type.
- Invite journalists to donate blood and report on their experience.
- Ceremony of gratitude where individuals with remarkable achievements are awarded with a WBDD trophy.
- Issue a challenge to schools to produce a radio advert about blood donation or WBDD and ask radio stations to play as a Community/Public Service Announcement.
- Media release utilising the WHO/partners release including local statistics.



DIRECT MAIL AND ADVERTISING PROGRAMS

- Postcards and thank you messages for blood donors on inflated balloons.
- Thank you letters to donors and a thank you wall with cards from patients who have benefited from donations.
- Involve local businesses to promote WBDD in their internal newsletters, regular slots in newspapers etc
- Ask mobile phone companies to promote WBDD by sending text messages to their subscribers on 14 June.
- Ask banking organisation/sports venues to put WBDD messages on their advertising screens.
- Photograph celebrities holding blood type letters and create posters for donor centres and other recruitment opportunity areas such as schools, doctors' surgeries/hospitals. Tagline line such as Mike Smith is the type to give blood and save lives.

WBDD is an excellent platform for organisations to raise awareness amongst the general public, as well as governments, policy makers and other stakeholders.

WE WISH YOU LUCK FOR WBDD IN 2009.