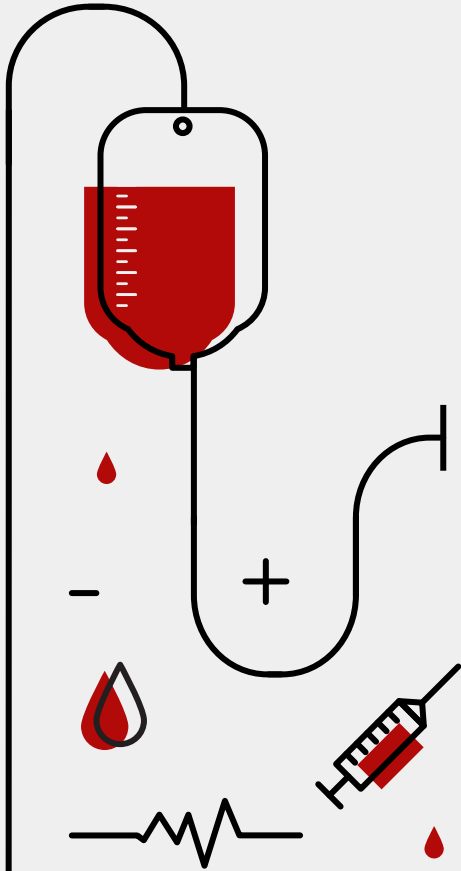


# Project Bloodline !

By : Charlene Ng Rui Qi, Loh Chuan En Colleen,  
Tan Zhuan Jin, Roxanne Tai Pei Ling, Yeo Shi En Ashley

Anderson Serangoon Junior College  
Red Cross Youth





# Blood Donation...

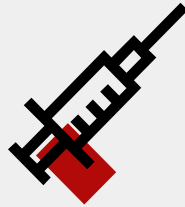
Apprehensive?

Fear?

Excited?

Proud?

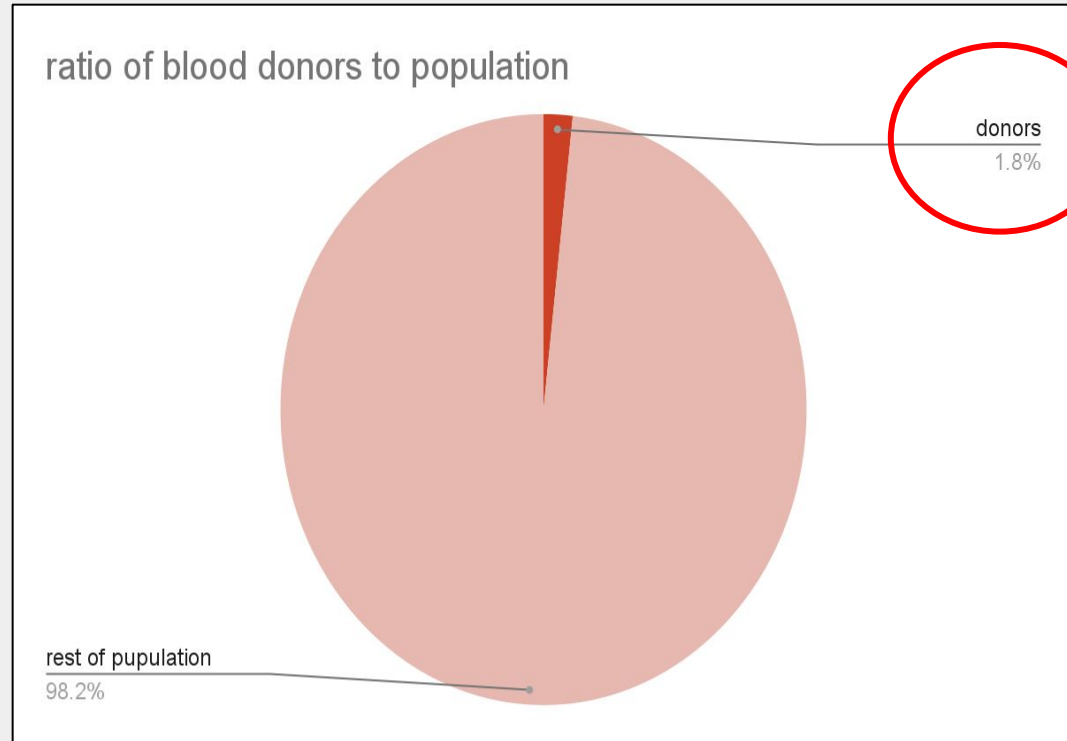
Indifferent?



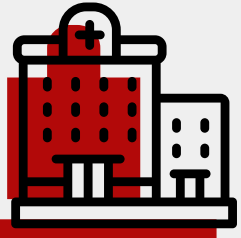
# Current situation:



In 2020, Singapore had **72,130** donors. This accounts for **only 1.8%** of the residential **population!**



# Project objective:



To reach out to **YOU**, the **FUTURE** of our nation, in order to ensure the **CONTINUITY** of blood supply within our **COMMUNITY!**

# WHY?



**Fear**

**Fear of needles & blood**



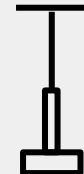
**Clueless**

**Lack of information**



**Time**

**Lack of time**



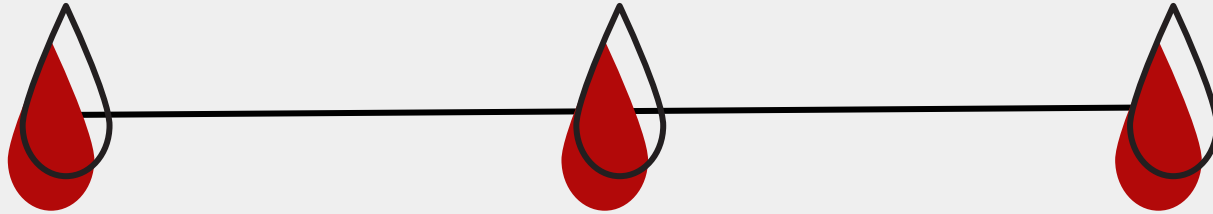
# Our approach

## Education

Greater understanding,  
increase willingness

## Incentives

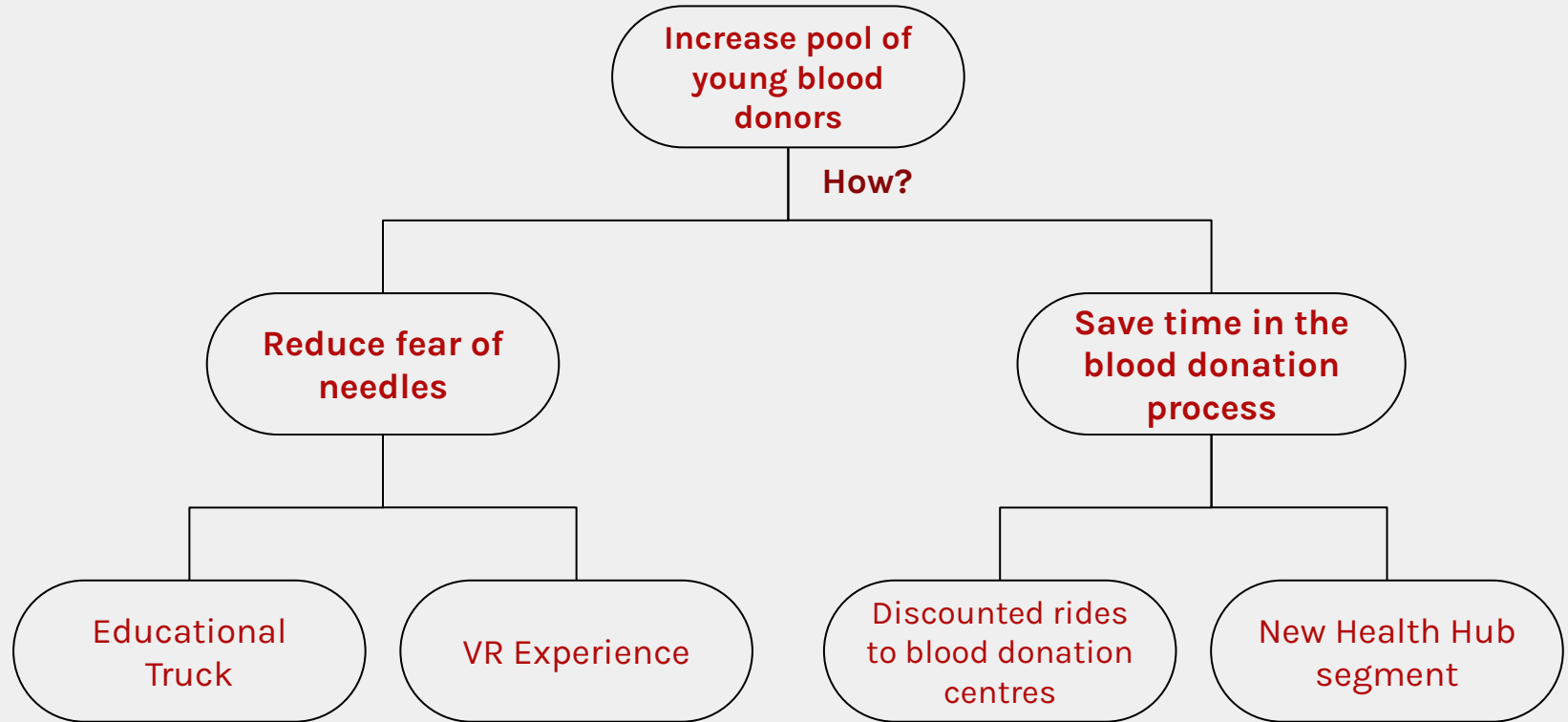
Entice and attract  
youths to donate



## Accessibility

Accessing blood  
donation venues  
is made more  
convenient

# Solution Overview





# VR Experience





# Features

<b>1</b>	<b>Pre-donation</b>	<ul style="list-style-type: none"><li>- How to prepare for blood donation</li><li>- Blood donation eligibility quiz</li></ul>
<b>2</b>	<b>Blood donation process</b>	<ul style="list-style-type: none"><li>- Undergo blood donation screening and procedure</li></ul>
<b>3</b>	<b>Processing of blood</b>	<ul style="list-style-type: none"><li>- Uses of blood</li><li>- 3 recipients: elderly, young mother and children</li></ul>
<b>4</b>	<b>Interviews</b>	<ul style="list-style-type: none"><li>- Experiences of blood donors</li></ul>

Andrew wants to donate blood

Search up the blood donation centres

Prepare for the blood donation

Haemoglobin check (5 mins)

Registration (5 mins)

Form filling (5mins)

Medical screening (10-15 mins)

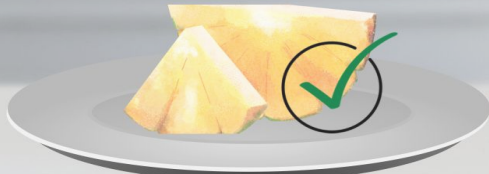
Blood donation (10-15 mins)  
(option to block out needle)

Rest and refreshments (15 mins)

## VR Scenario:

Which of the following should Andrew eat to increase his blood iron levels

**Pineapple is a good source of vitamin C which helps your body to absorb iron**



**Ice cream is not an Iron-rich food**





# Processing Of Blood

Blood screened for blood group

Screened for infectious diseases

Screened for antibodies

Stored in carefully monitored and controlled conditions

Separated into 3 components (red blood cells, platelets, plasma)

Person gets wheeled in from an accident while working (red blood cells)

Young girl who suffered from dengue (platelets)

Woman giving birth (frozen plasma)

Statistics of blood donors donating

Scene of happy recovery after blood transfusion

Ask if participants is willing to give blood (drag the blood bag to the patients)

Shows outcome if the people don't get blood

Ending scene stating that this could be reality if nothing is done.

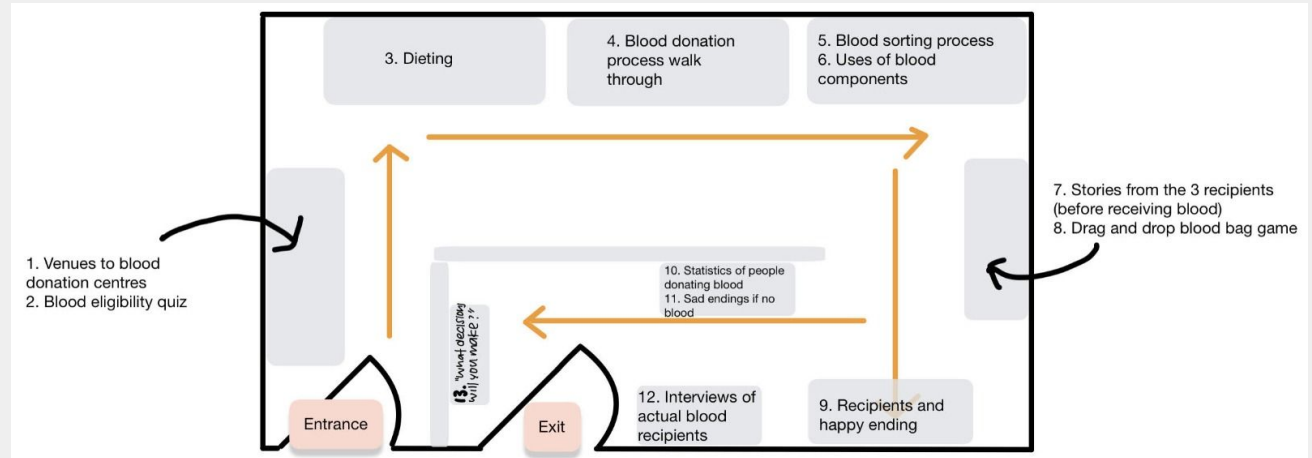


# Educational Trucks



# Educational Trucks

- To cater to young working adults
- Will be stationed at the CBD area
- Short animations instead of games







# New Healthhub Segment

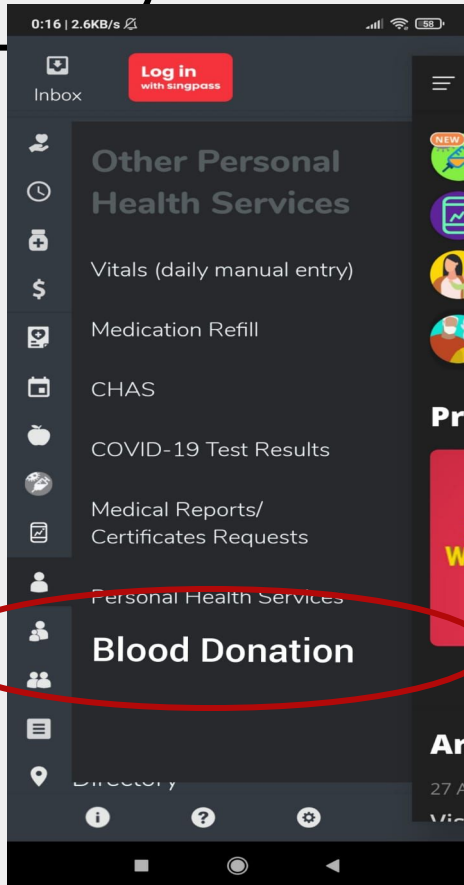




# Features

1	<b>Digitalisation of vetting process</b>	<ul style="list-style-type: none"><li>- Online Questionnaire</li><li>- Online Parental Consent Form (for donors aged 16-18)</li><li>- Online Booking</li></ul>
2	<b>Online Tele- Consultation</b>	<ul style="list-style-type: none"><li>- Health Screening by doctor</li></ul>

# Digitalisation of Vetting Process



# Online Questionnaire, Parental Consent and Booking

- Online version of the questionnaire for potential donors to download and fill in **digitally**
- Parental consent form for those between 16 to 18 years old
- Online booking system to help **eliminate the need to queue**

## Annex 2

### Example of a blood donor questionnaire

BLOOD TRANSFUSION SERVICE	
DONOR QUESTIONNAIRE	
<b>Please complete this form</b>	
Panel name: _____	Donor no: _____
Family name: _____	First name: _____
Title: _____	ID No: _____
Date of birth: _____	Gender: _____
Occupation: _____	
Residential address: _____	
Postal address: _____	
Telephone no. Home: _____ Work: _____ Mobile: _____	
E-mail address: _____	
<b>1 HEALTH ASSESSMENT</b>	
<b>Please tick the appropriate answer to each question</b>	
	<b>Yes</b> <b>No</b>
1.1 Are you feeling well and in good health today?	<input type="checkbox"/> <input type="checkbox"/>
1.2 in the last 4 hours, have you had a meal or snack?	<input type="checkbox"/> <input type="checkbox"/>
1.3 Have you already given blood in the last 16 weeks?	<input type="checkbox"/> <input type="checkbox"/>
1.4 Have you got a chesty cough, sore throat or active cold sore?	<input type="checkbox"/> <input type="checkbox"/>
1.5 Are you pregnant or breastfeeding?	<input type="checkbox"/> <input type="checkbox"/>
1.6 Do you have or have you ever had:	
a Chest pains, heart disease/surgery or a stroke?	<input type="checkbox"/> <input type="checkbox"/>
b Lung disease, tuberculosis or asthma?	<input type="checkbox"/> <input type="checkbox"/>
c Cancer, a blood disease, an abnormal bleeding disorder, or a bleeding gastric ulcer or duodenal ulcer?	<input type="checkbox"/> <input type="checkbox"/>

# Online Tele-Consultations

- Donors will be directed to book a time-slot for their online consultations with the doctor



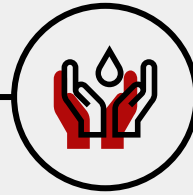
# Incentives



# Discounted rides



**Home**

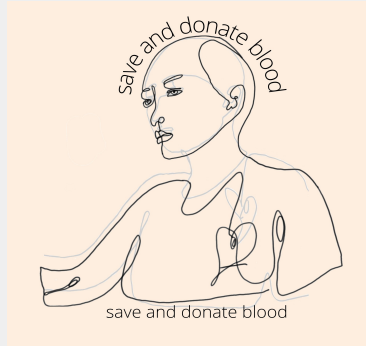


**Blood donation  
centre**

- Inspired by Gojek initiative with vaccination
- Youths will get 50% off rides
- Have to present supporting documents to prevent abuse

# Tote bags

- + Stylish designs: versatile, trendy and easy to match
- + ambassadors in helping us to promote the existence of the educational events
- + Share the main message of donating blood with people to the rest of the public.



# **SUMMARY**

1. To educate using VR and Educational trucks
2. Ease the blood donation process by leveraging on technology
3. Provide incentives for blood donation

**Be a Blood Donor TODAY!**



**Thank you !**

