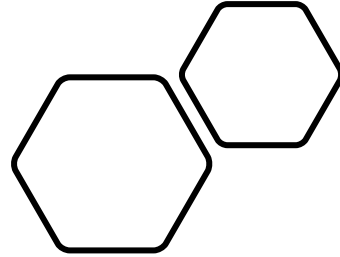


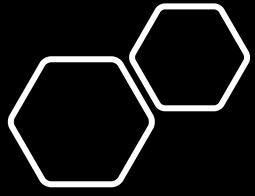
# Red Cross Humanitarian Innovation Challenge 2021



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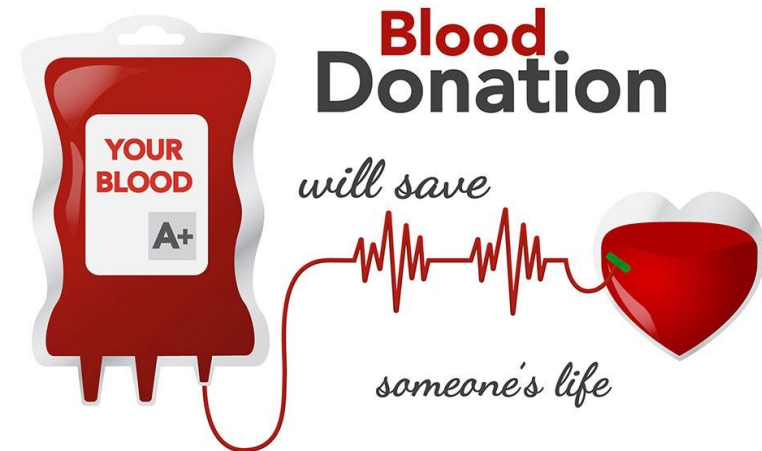


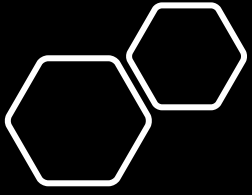
# Theme

Theme: Blood

## Question:

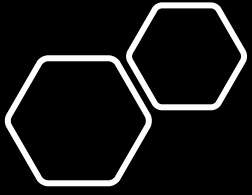
How can we increase Singapore's pool of young blood donors?





# Background Information

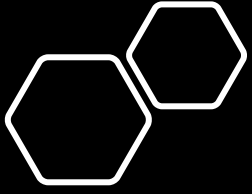
Blood is **crucial in saving the lives** of individuals and supplies of blood are **constantly needed** for patients. However, blood donation may seem scary to many due to rumors and misconceptions that blood donation **is painful or shortens lives**. This is one of the main reasons why blood donation is **not commonly exercised**, as shown when only 1.78% of the residential population in Singapore donated blood in 2020. Hence, we wanted to **eradicate people's misconceptions** on blood donation.



## Desired Outcome:

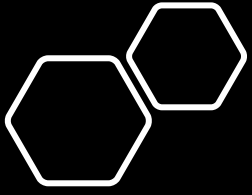


- More people are aware of blood donation and more people will donate blood.
- Educated people will spread the news and educate others about blood donation and debunk the myths.
- **Singapore's pool of young blood donors will increase**



# Solutions to the Issue

- 1. Tour in blood banks**
- 2. Video and poster advertisements on social media**

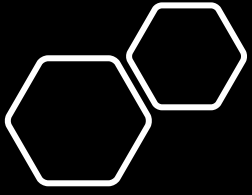


# 1. Tour in blood banks



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As blood banks are where blood donation occurs, learning about the venue will give the visitors **a good insight on the process** of blood donation. Since Red Cross Youth cadets have the opportunity to participate in a tour around a blood bank for their YABP syllabus, we believe that by **opening this opportunity to the public** as well, we would be able to **raise awareness** of the process more efficiently. By showing them every step of the procedure and explaining the functions and precautions of each piece of equipment to them, the community would be **more informed** on blood donation. They would then take the initiative to also **inform their friends and families about the importance** of blood donation, **encouraging eligible donors** to donate their blood in the process

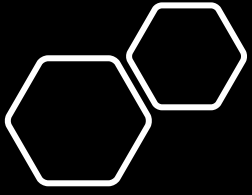


## Details of the Solution:



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- People can visit the **community centres** near the 4 blood banks, namely in **Outram Park, Dhoby Ghaut, Woodlands and Jurong East** areas where they will be able to **sign up and participate** in the tour in the designated blood banks
- Tours in the blood banks can take place on Fridays and/or Saturdays and they can be facilitated by **volunteering** Red Cross members
- After signing up, these people will be brought to the Blood Banks from the community centres following fixed schedules by the volunteering Red Cross members through **walking or private bus** depending on the distance



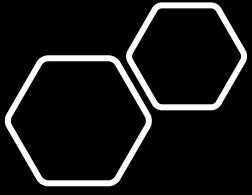
## Details of the Solution:



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- After the tour, interested people can stay back in the Blood Banks to **check for eligibility** for blood donation, while the rest will be brought back to the community centres.
- Visitors will also be given free gifts such as **pamphlets and pens** to thank them for their time and to encourage more active participation in future blood donation drives.



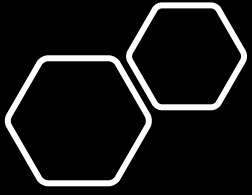


# Benefits of the Solution:



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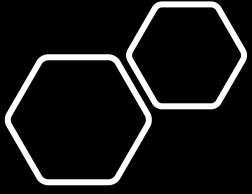
- People who signed up for the tour will have the opportunity to directly witness the process of blood donation, allowing them to clear any misconceptions of blood donation they might have such as blood donation is painful or troublesome.
- People can also sign up and participate in the tour together with their friends and families which encourages bonding and enhancing of relationships.
- Red Cross Youth cadets will also have the opportunity to volunteer and lead the visitors for the tour around the blood bank as part of their YABP syllabus
- Overall Singapore's pool of young blood donors will increase



## 2. Video and poster advertisements on social media



Due to the rapid advancements in technology, many people browse social media **on a daily basis, especially youths**. Therefore, we can take advantage of this and **advertise blood donation** on social media such as Instagram or Tik Tok where many youths spend a lot of their time on. This way, it is **easier to effectively spread information** on blood donation to our community, either through social media posts or the share function in social media.

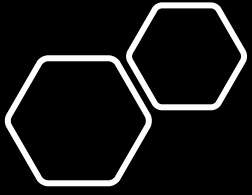


# Details of the Solution:



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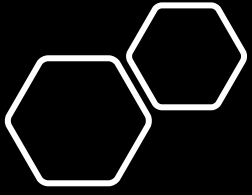
- Infographics, posters or video advertisements will be posted on social media such as Instagram or Tik Tok to educate social media users on blood donation, clearing away any misconceptions they might have on blood donation.
- The advertisements will be made by Red Cross Youth cadets as part of their Service Learning project.
- For video advertisements, celebrities such as local influencers can be sponsored to promote and advocate blood donation, gaining exponentially more attention from social media users and allowing the information to be conveyed more effectively and engagingly



# Benefits of the Solution:



- Red Cross Youth cadets get to apply and make use of their YABP knowledge into making the promotions on blood donation
- Cadets also get to work with one another to make the promotions, allowing them to give peer feedback, while also strengthening bonds between the cadets



# Benefits of the Solution:



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- Youths active on social media will have their misconceptions debunked and realise that they could contribute to saving peoples' lives, thereby providing them with more incentive to donate blood and be helpful citizens
- The convenient share function on social media allows social media users to easily share the promotions to their friends and families, thereby encouraging them to also donate blood.
- Therefore, these can increase Singapore's pool of young blood donors.

# Acknowledgements

- <https://www.healthline.com/health/benefits-of-donating-blood>  
(Photograph)
- <https://economictimes.indiatimes.com/magazines/panache/world-blood-donor-day-3-important-reasons-why-donating-blood-is-healthy/articleshow/76339433.cms>  
(Photograph)
- <https://www.pr-medicaevents.com/world-blood-donor-day-dos-donts-keep-mind-donating-blood/>  
(Photograph)