



UNITE TO SAVE LIVES

RED25 HANDBOOK

When you and your group join forces with the Australian Red Cross Blood Service you have the power to save lives.

Together, we can achieve 25% of Australia's blood donations.

 RED25
UNITE TO SAVE LIVES

 Australian Red Cross
BLOOD SERVICE

Mapalo

Mapalo's sickle cell anaemia means she doesn't have enough healthy red blood cells. She'll need regular blood transfusions for the rest of her life to stay well and happy.



THANK YOU FROM OUR CHIEF EXECUTIVE



Since 2015, we've been working hard to build and grow a unique social responsibility program to unite organisations across the country with the shared vision of saving lives through blood donation.

Red25's mission is to have 25% of all blood donations needed in Australia being delivered through this amazing program. In 2018, over 30% of our total blood donations came from Red25 members. We worked with over 10,000 organisations who generously contributed more than 400,000 donations. That's enough to potentially save 1,200,000 lives. This is a truly outstanding achievement.

We're so proud to see everyone from small businesses to local sporting clubs to some of Australia's largest corporate employers offer their incredible support to reach this goal. When we work together, we can make a big difference.

Of course, none of this would be possible without the tremendous generosity and commitment shown by the many people who support and drive this program. To our Red25 Coordinators who enthusiastically promote the program; to the business managers who make Red25 a core component of their organisation's social responsibility commitment; and of course to the many donors who find the time to donate despite their busy lives – we say thank you.

Whether it's participating in a friendly blood drive, donating with your friends, coming in as individuals or simply helping spread the word, your commitment continues to underpin the success of Red25.

We look forward to continuing our partnership this year and seeing what more we can achieve by working together.

Once again, thank you and best wishes for the year ahead.

Zac

Zac is a beekeeper from Bendigo who gives plasma because, one day, someone he loves might need it.



CONTENTS

Introduction	6
- What is Red25?	
- Why 25%	
So what does Red25 mean for your organisation?	8
About blood donation	9
Different products and blood types	10
Give where it's needed most	12
Managing and motivating your Red25 group	13
- Goals and plans	
- Tools and resources	
- Important dates	
- Organising a blood drive	
- Reporting results and celebrating success	
Coordinating donations	15
- Getting started – arranging group bookings	
- Making it count – how people join your Red25 group	
- Viewing your progress – tracking donations	
Before donation day	18
Timeframe	19
Frequently asked questions	21
Resources	24

WHAT IS RED25?

Red25 is the name of the group donation program facilitated by the Australian Red Cross Blood Service. We're on a mission to save lives; to achieve 25% of the blood donations needed by Australia.

We're confident that 100% of required donations will be met by the Australian community, however we're asking that 25% of these come from groups like yours, making Red25 and its' members the core contributors of Australia's blood supply. More specifically, making Red25's members part of one of the most important Corporate Social Responsibility brands in Australia.



WHY 25%

Because 25% is just the right amount to ensure a strong and sustainable foundation for Australia's blood supply.

25% doesn't mean a commitment from you that 25% of your organisation will donate, or that your organisation will contribute 25% of the required donations by itself! Any contribution you can make will help build towards Red25's total contribution to Australia's blood supply.

We appreciate that you're busy. To ensure that you get the most out of your Red25 experience, in addition to this guide your local Community Relations Officer will be available to provide advice and support. They can answer any questions you may have about the donation process and can supply you with any of the support materials outlined on page 13 of this handbook.





Bella

Bella has received multiple transfusions since being diagnosed with leukaemia at age 4. She's now in remission and loving playing with little sister Olivia.

SO WHAT DOES RED25 MEAN FOR YOUR ORGANISATION?

- **A life-saving social responsibility program**
- **A donation more powerful than money**
- **Build internal engagement**
- **Recognition**

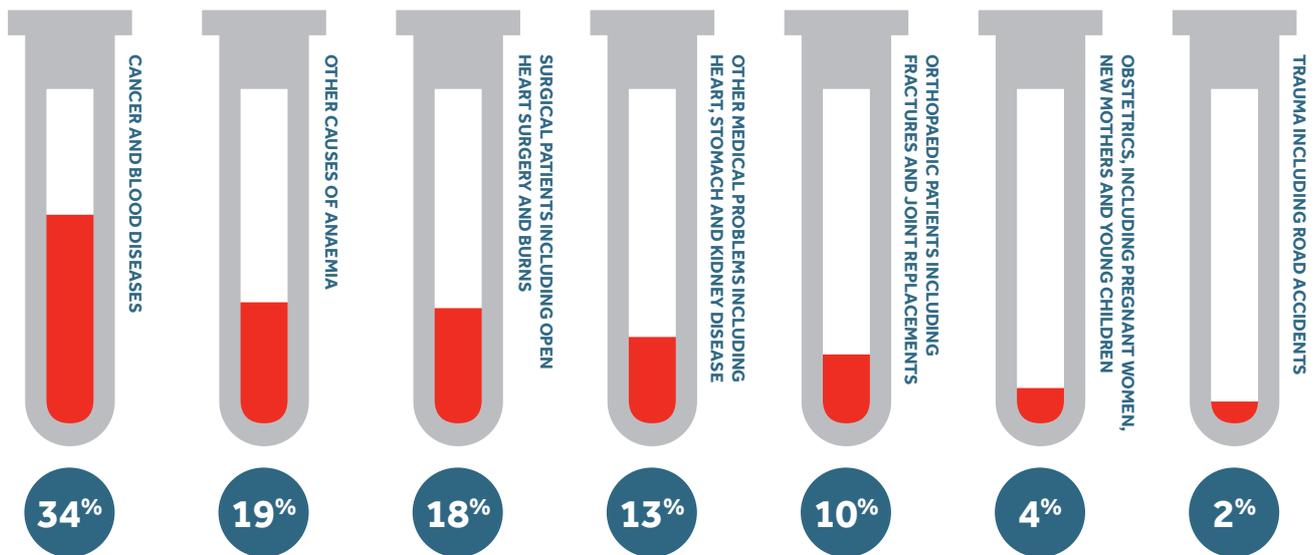


ABOUT BLOOD DONATION

You're not expected to be an authority on blood and blood donation (that's us!), but you may find this information useful.

Who does my blood help?

Over 25,000 blood donations are required each week in Australia. These donations go to help people in a variety of different ways.



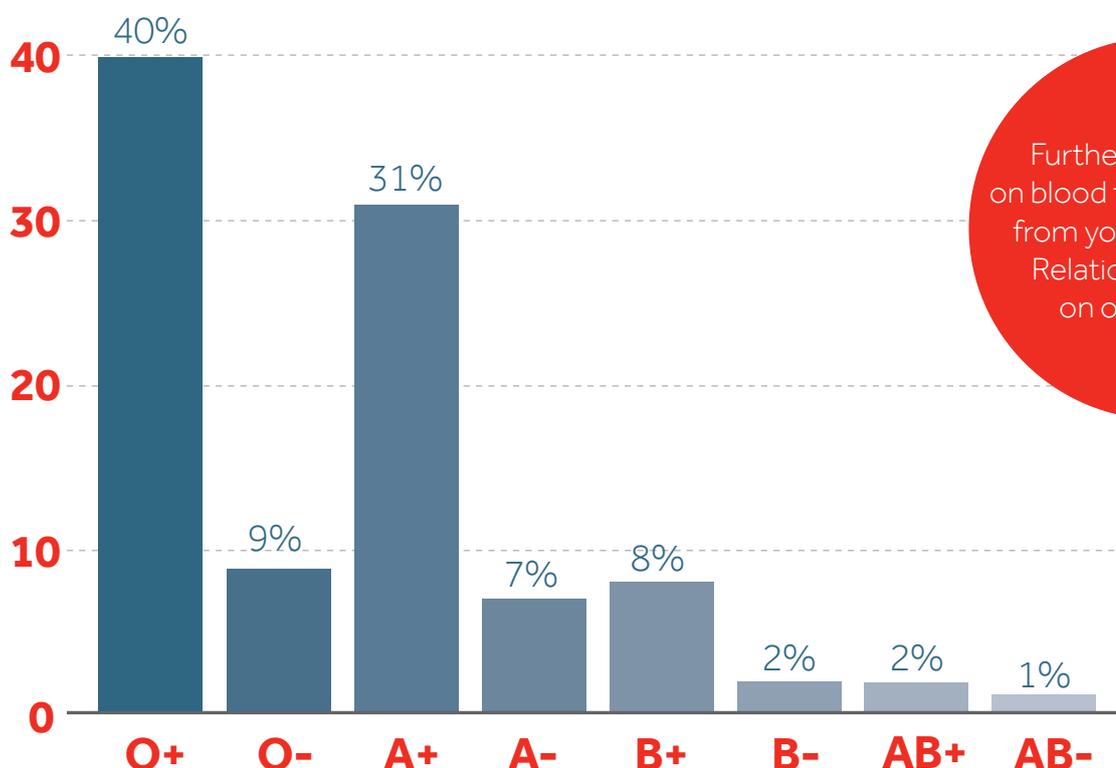
DIFFERENT PRODUCTS AND BLOOD TYPES

Blood can be divided into three components: red cells, plasma and platelets. Each of these can be used to help patients with very different needs.

When you donate whole blood, you are actually donating all three components which are separated out by specialists at one of the Blood Service's processing centres. You can also donate just plasma or just platelets through a process called apheresis.

Each of us has a specific blood 'type', and there are 8:

Percentage of Australians who have each particular blood type.



Further information on blood types is available from your Community Relations Officer or on our website.

DIFFERENT PRODUCTS AND BLOOD TYPES CONT'D



Whole blood

It's not just adults who need blood.

Little Yaseen was born prematurely at 23 weeks and needed blood transfusions at birth and during surgery shortly after.



Plasma

A serious illness meant Nikki needed treatment made from the plasma of over 1,000 donors to be able to walk again. Now she runs regularly!

"There's really no way I can put such gratitude into words. Over 1,000 people had generously put needles in their arms...for people like me whom they may never meet."



Platelets

One of the main uses of platelets is to help critically ill patients with cancer or having chemotherapy.

Generous platelet donors helped William survive leukaemia when he was just 6 years old.

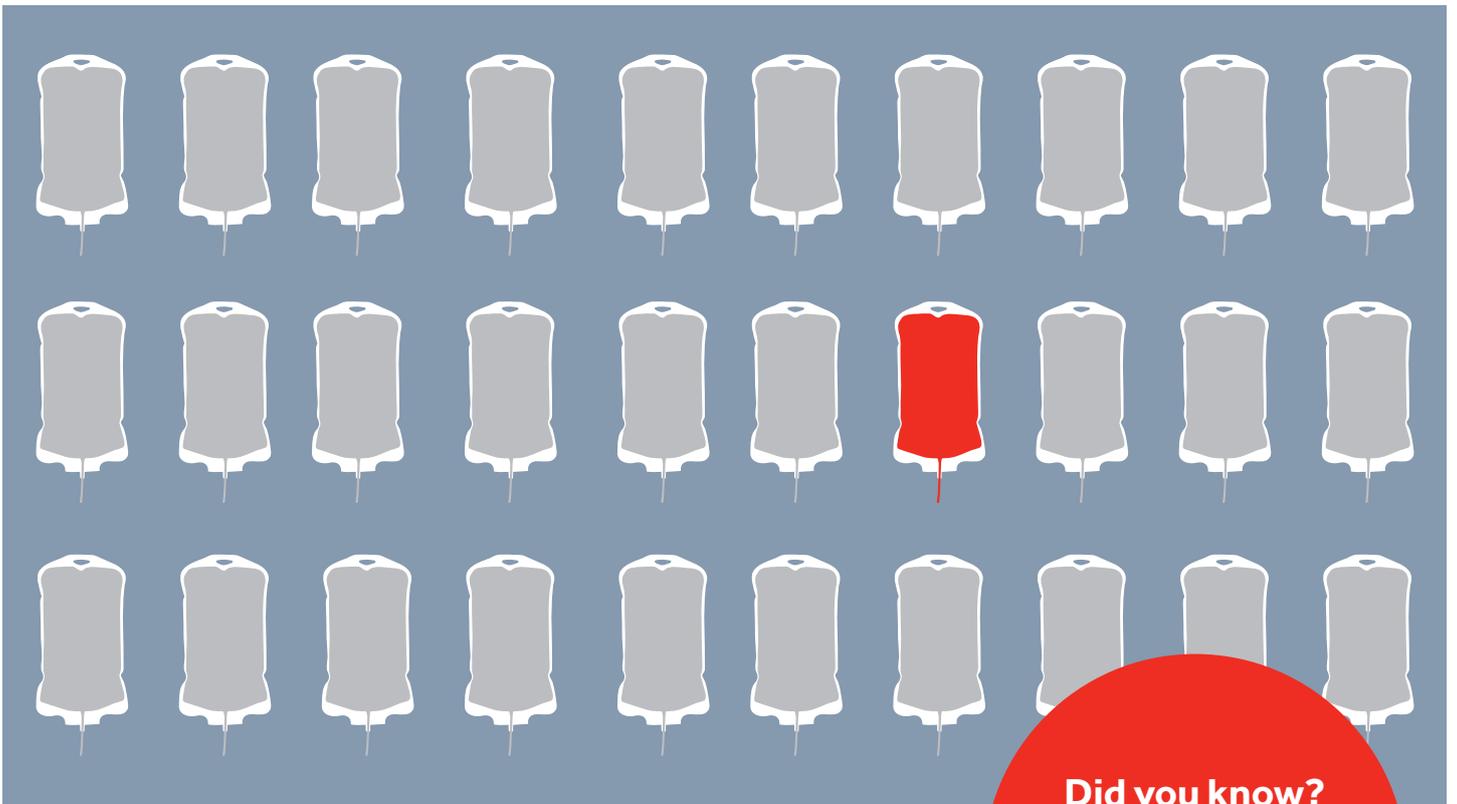
GIVE WHERE IT'S NEEDED MOST

Because each blood type can be used in different ways to help people with different needs, the type of donation you make can have a difference. For example:

O negative donors are known as 'universal donors' because the red cells from O negative blood type can be transfused to people with any other blood type. For this reason, people with an O negative blood type are strongly encouraged to donate whole blood.

B positive, B negative, AB positive and **AB negative** donors are encouraged to donate plasma because their plasma can be used to treat people with any other blood type.

O positive donors are always required simply because this is the most common blood type and therefore always in demand.



Did you know?

1 in 3 people will need blood or blood products, yet only 1 in 30 donates.

MANAGING AND MOTIVATING YOUR RED25 GROUP

Goals and plans

Although Red25 has one clear objective (to contribute 25% of all blood donations required in Australia), we recommend you set some smaller, more specific goals you want to achieve.

These could include:

- Setting a specific donation goal.
- Raising awareness of blood donation through regular communication.
- Achieving a certain portion of your people donating blood.
- Running an intra-organisation/inter-organisation challenge.
- Any other goal you like!

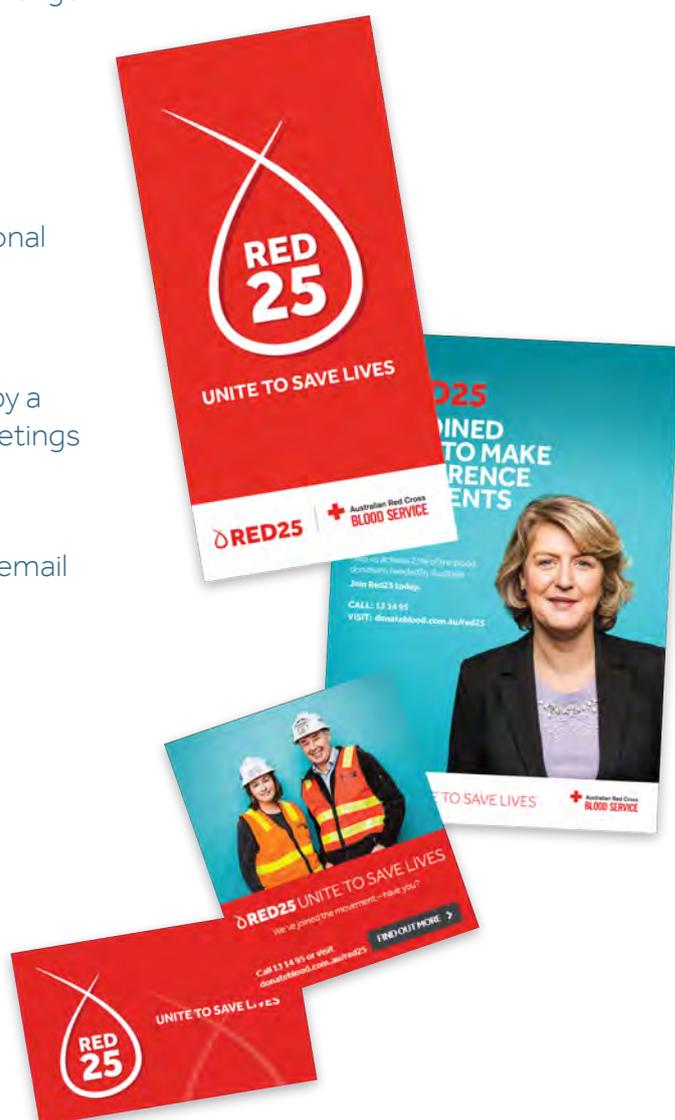


Tools and resources

Your Community Relations Officer can provide promotional tools and resources to help you recruit blood donors.

These include:

- Onsite presentations and Q&A sessions conducted by a Community Relations Officer. Team and/or office meetings are often a great place to discuss and promote group donation.
- Red25 promotional collateral. This includes posters, email templates, social media tiles and newsletter/intranet articles.
- Brochures. Topics include why blood donation is so important and how donations are used.
- Online self-service. Resources are at your fingertips and available to download.
- Presentations by people who have received donated blood. Meeting a patient and hearing their story is one of the most powerful ways to inspire blood donation.



MANAGING AND MOTIVATING YOUR RED25 GROUP CONT'D

Important dates

Although donations are needed all year round, at certain times the need is greater. This is where your organisation can really help. When planning your promotional activities for the year, we encourage you to consider times when the need for blood is at its peak, including:

- Easter, Christmas or other public holidays. Many donors go on holidays, so others need to step in and save lives.
- Winter. You can't donate with a cold or flu, so donation numbers often drop during this season.

Organising a blood drive

Everybody likes a little friendly competition; it's a great motivator and adds a bit of fun to a group activity. You may choose to award individuals or groups for number of lives saved or for simply demonstrating dedication to the cause. Your Community Relations Officer can help you work through the mechanics of organising a blood drive and perhaps turning it into a competition within your group or with another group.

Reporting results and celebrating success

You or anyone in your group can view the group's contribution at donateblood.com.au/red25

If you have any specific reporting requirements, just talk to your Community Relations Officer.

Be sure to celebrate and share your success in Red25 - stories and shared experiences are an amazing motivator for people within your organisation. Please share with us too. Your story will inspire those in other Red25 groups and members of the public who have never donated before. So, don't forget to tell your Community Relations Officer about any news, updates, events, achievements or experiences you and your people have with Red25.

COORDINATING DONATIONS

1. GETTING STARTED

Arranging group bookings

Once you've started promoting Red25 and blood donation to your people, you can arrange group donation bookings, where people from your organisation donate together. The easiest way to make and manage group bookings is using our website self-serve at donateblood.com.au

How it works

1. Register for self-service **online**. You don't need to be a blood donor to do this.
2. Go to the 'Red25 Group' menu and click on 'My Red25' to search for an existing Red25 group or register a new group. If you're registering a new group, make sure you request to become a Coordinator.
3. Make a group booking. You can use website self-serve to book for up to seven people to attend any donor centre. For step-by-step instructions, go to the Red25 Group section, click on the 'Resources' menu and download the 'Red25 Coordinator Guide - Website Self-Serve.'
4. Once you receive the registration email we send you, update it and send it to your group's members and anyone else who might be interested in donating. It invites them to create an account/log in and reserve one of the appointment times available in your booking.
5. Ask donors to join your Red25 group to ensure their lifesaving donations are included in your group tally. See p16 for how they do this.
6. Donate. As long as they have joined your Red25 group online, when your members give blood it automatically counts towards your group's tally.



COORDINATING DONATIONS CONT'D

Individual donations

Members are welcome to book and donate individually whenever and wherever they wish - once they're joined up, every donation they make counts toward your group's tally!

They can book online at donateblood.com.au or by calling **13 14 95**.

At the donor centre, your members may be asked if they would like to book their next appointment. Encourage them to book their own appointments if it's more convenient, rather than waiting for a group donation.

Larger groups and transport

To make a group booking for more than seven people or discuss transport options, please call **1300 886 524**.

2. MAKING IT COUNT

How people join your Red25 group

Once your organisation has joined Red25 and you've made your first group booking, the next important step is to ensure that individual donors have joined your Red25 group.

Once they do this, every donation they make will be automatically added to your group's tally. It will also include any donations they made in the 14 days before joining the group.

For a step-by-step instructions to give to members, download the 'Red25 Member Guide - Website Self-Serve' from the 'Resources' menu online. Anyone who reserves an appointment in one of your group bookings will also receive an email with instructions on how to join the group.

Making it easy

Red25 is about uniting and collaborating to help achieve 25% of all donations required in Australia. We will work with you to make the blood donation process as convenient as possible for you and your organisation.

3. VIEWING YOUR PROGRESS

Tracking donations

You or anyone in your group can view your group's tally and compare your progress against other Red25 groups at any time **online**.

If you'd like your Red25 group to be broken down by business unit, area or division see your Community Relations Officer.

Evelyn

Evelyn is a plasma donor who loves racing her bike on weekends.



BEFORE DONATION DAY



Any first-timers?

Ask them to complete the eligibility check at donateblood.com.au/eligibility and register to be a donor online.

INFORM



Once you have made your group booking be sure to:



Send confirmation email with unique link to members so they can reserve appointment.



Ensure that they are signed up to your Red25 group.



Check members have reserved appointments. Send reminder email and amend booking if necessary.

REMIND



2-3 days prior, remind donors what to do before donating:



EAT

Have a meal or substantial snack in the 3 hours before their appointment.



HYDRATE

Drink plenty of liquids the day before and have at least 3 good sized glasses of water in the 3 hours before appointment.



PHOTO ID

Bring a driver's licence, donor ID card or other photo ID.

TIMEFRAME

6-8 weeks out

- Discuss whether your organisation would like a group booking or individual appointments.
- Organise a time for a Community Relations Officer to come and present the program to your team.
- Select the tools that you can use to help drive awareness using our tools guide.
- Make your group booking/s online or speak to your Community Relations Officer to coordinate bookings.
- Update and send out the recruitment email asking for donors to reserve their appointments.



4 weeks out

- Have your Community Relations Officer and/or Billy the Blood Drop at your work to help with registrations by presenting to your team.
- Put up posters and any other promotional material.
- Re-send the recruitment email asking for donors to reserve their appointments.
- Bookings are held in your name until members reserve their individual appointment.



2 weeks out

- Log in and check the number of reserved appointments online.
- Do any final promotion to fill remaining appointments.
- Ensure team members have joined your Red25 group.



1 week out

- Hand out the donor preparation information and ensure your team are still eligible to donate.



TIMEFRAME CONT'D

24 hours before

- Log in and remove any unreserved appointments so we can fill these spots with other donors.
- Remind your team to start preparing to donate! They need to drink lots of fluids and eat well leading up to donation.

Donation day

- Enjoy the feeling of saving lives! Whether you personally donate or not, you're saving lives by being a Red25 Coordinator.

After donating

- Sit, relax, enjoy a bite to eat.
- Book your next appointment with the helpful reception staff.
- Encourage others to donate. Go online to view your group's tally and how many lives you have saved!



FREQUENTLY ASKED QUESTIONS ABOUT BLOOD DONATION

Can I donate?

In general, you will be able to give blood or plasma if you:

- are 18 years or older
- weigh more than 50 kilograms and less than 120kg (although many centres can take donors from 120kg to 200kg – check with us first)
- are in good health (e.g. no coughs, cold or flu)
- have not had a tattoo in the last 4 months
- have not been in the UK for a total of 6 months or more between 1980 and 1996

If you've travelled overseas recently you may need to wait before you donate blood. Alternatively you can choose to donate plasma.

For more information on eligibility visit donateblood.com.au

How long does it take?

Depending on what you donate, the whole process can take between an hour to an hour and a half – that's including the paperwork and refreshments afterwards.

Does it hurt?

Some people are nervous about donating in case it hurts, but after a brief sting all you should feel is a gentle pressure, never pain.

FREQUENTLY ASKED QUESTIONS ABOUT BLOOD DONATION cont'd

Is it safe?

Australia's blood supply is one of the safest in the world and we take donor and patient safety very seriously.

The Blood Service collects over a million volunteer donations every year, and only around 1 in 100 people experience some kind of mild response. This could be a bruise or irritation, or in some instances feeling faint.

Our highly trained donor centre staff monitor every donor and ensure they are attended to quickly and expertly if they experience any kind of reaction. We are also used to meeting new donors. Our staff are professional, friendly and help people feel relaxed and safe.

Donating blood in Australia is very safe. A sterile needle is used once only and then discarded and only qualified personnel perform the procedure.

What do I need to do before I donate?

Knowing and following the tips below makes the donation process an even easier and smoother experience:

- The day before you donate, drink plenty of fluids, especially in warm or hot weather. Eating salty foods and snacks in the 12 hours before you donate will help you maintain your blood volume.
- Eat in the 3 hours before you donate. Savoury and salty foods are best as they help to restore your blood volume rapidly.
- Have 3 glasses of water or juice in the 3 hours before donating.
- Call **13 14 95** to check if your medication, medical issues or travel could affect your donation (eg. if you've got a cold or flu, had an upset stomach in the past week, been to the dentist recently or travelled overseas since you donated last).
- Write down a list of what medications you are currently taking.
- Bring some photo ID such as a driver's license.

FREQUENTLY ASKED QUESTIONS ABOUT BLOOD DONATION cont'd

How often can I give blood?

Whole blood: As often as once every 12 weeks (84 days)

Plasma: As often as once every 2 weeks (14 days)

Platelets: As often as once every 2 weeks (14 days)

How much blood is taken?

The average person has between 4-7 litres of blood in their body. A standard blood donation is 470mls, or at most about 10% of total blood volume.

I have travelled outside of Australia. Can I still donate blood?

In most cases, yes. However, travel to an area with a risk of insect- or animal-borne infections can result in symptom-less infection that could be transmitted through your blood donation. If you have travelled outside of Australia please check our website on donating after travelling or call **13 14 95**.

Can my Red25 Coordinator access my details?

Coordinators can only see names of people reserving a group appointment once members have given permission. Due to Privacy requirements, no other information that would enable your organisation to identify you as a specific donor is made available.

What can I do to help if I'm ineligible to donate?

If you or some of the members of your organisation are unable to donate blood, you can contribute to Red25 through advocacy and other promotions - essentially by being a champion for blood donation.

RESOURCES

Your local Community Relations Officer

- Information and tools for motivating your teams

donateblood.com.au

- General blood donation information
- Eligibility check and Frequently Asked Questions

Website self-serve

- Online bookings
- Resources tab, including a simple reference guide to making group bookings

13 14 95 (general enquiry line)

- Booking individual appointments
- Medical questions

1300 886 524

- Your local Blood Service Community Relations team
- Group booking help/cancellations etc.