



Gwasanaeth Gwaed Cymru
Welsh Blood Service

Young Blood

**School/College donation
programme**



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Introduction



Calling schools and colleges across Wales: we need your help to save lives

Anyone could need a blood, platelet or bone marrow donation at any point in their life. Our job is to make sure those priceless donations are available for those who need them. But we can't do that without you.

Hospitals in Wales need 350 donations a day to meet the demand for blood and bone marrow transfusions. We collect around 100,000 blood donations each year from around 70,000 volunteer donors.

That's huge, but we will always need more, so we also need to recruit more donors every year – 11,000 more, to be precise.

That's where you come in

We need schools and colleges across Wales to play their part in helping to save lives. You can do that by working with us to spread the word about why giving blood, platelets and bone marrow, and encouraging more people to donate, is so important.

This pack contains everything you'll need to get started – from FAQs and website copy to social media posts and content suggestions. It would be great to have you on board.

And there are other ways to support us

There are lots of things you could do to help increase the number of donations we collect each year.

These include:

- Encouraging your employees and stakeholder networks to register to become blood, bone marrow and platelet donors.
- Allowing employees to donate blood during work hours, if you can accommodate this.
- Holding blood donation sessions or promotional events on your premises to help us recruit more donors.

You could make a huge difference by encouraging your employees and contacts to donate. Just one blood donation can save up to three lives.

Aligning with the Welsh Blood Service is also a great way to demonstrate your corporate social responsibility and raise the profile of your organisation.

If you have any questions about the contents of this toolkit or if you would like to learn more about holding a blood donation event at your organisation, please get in touch with wbs.communitypartnership@wales.nhs.uk

Thank you for your support,
The Welsh Blood Service



What you need to know

Blood donations



Who can give blood?

Most people can give blood, as long as they're aged between 17-66 when they make their first donation and are in good general health.

We'll check each time someone donates to make sure they are eligible.

You can take our donation eligibility questionnaire or call 0800 252 266 for more information.

Take Quiz

How long does it take to give blood?

The entire process takes approximately 45-60 minutes. The time it takes to actually give blood is between five and 10 minutes.

Where can our students and staff give blood?

We try our best to visit as many locations as possible across Wales and we frequently update our website with new appointment venues. If you have around 200 post-16 students and staff on-site, we may be able to come to you.

Please get in touch to learn more about holding a blood donation session at your workplace, we'd love to hear from you.

Get in touch



What you need to know

Fighting blood cancer



Help us fight blood cancer

We need more 16 to 30-year-olds and aged 16-45 from a Black, Asian, mixed heritage or minority ethnic background to join us in the fight against blood cancer.

Every day clinicians search bone marrow registries across the world looking for the perfect match for their patients.

Three in ten blood cancer patients won't find the match they need, and this increases to seven in ten for patients from Black, Asian, Minority, Ethnic and mixed ethnicity communities.

The bigger the registry, the greater the likelihood of matching a blood cancer patient with a potentially lifesaving bone marrow donor.

About bone marrow donation

We've prepared some information for you to share with your younger employees about bone marrow donation. Feel free to amend as necessary and share this copy by email or on your company intranet.

It's easy to join

If you're 16 to 30 / 16-45 from a Black, Asian, mixed heritage or minority ethnic background, there are two ways to join; giving an extra sample at your next blood donation session or by requesting a free swab kit online and returning it to the Welsh Blood Service.

After you join, you'll stay on the panel until your 61st birthday.

How it works

If you are a successful match, there are two ways you can donate:

1. Through a 'peripheral blood stem cell' donation, where your blood is processed through a machine and given back to you.
2. Via a donation made through your pelvic bone while under general anaesthetic.

The team at the Welsh Blood Service will take care of you and support you every step of the way. For more information, visit our website.

[More info](#)



Intranet template copy



Here you will find some copy you can post to your intranet to encourage your students and staff to get involved.

Feel free to adapt the copy as appropriate for your students and staff.

[School/College name] is making blood our business by teaming up with the Welsh Blood Service to help save lives in Wales, and we need your help.

Did you know that one blood donation can save up to three lives but only three per cent of the eligible population donate?

As an organisation of **[insert number of employees]**, that means that only **[multiply number of employees by 0.03]** of us are currently donating blood. Together we can improve this number.

Hospitals in Wales need 350 donations a day to treat patients in need. The Welsh Blood Service collects around 100,000 donations each year, but that number needs to increase to keep up with demand.

Here are some of the things we're doing to help the Welsh Blood Service recruit more donors and collect more life-saving donations here in Wales: **[delete as appropriate:**

- Encouraging you to donate blood, if you can.
- Sharing the dates and locations of local donation sessions.
- Making time for you to give blood.
- Sharing information about the importance of blood donation internally here, and through our other channels.]

[We suggest adding an inspirational quote from a school/college leader here to reinforce the importance of becoming a donor and how this aligns with your values.]

Donating blood is quick, easy and saves lives. For more information on giving blood, and to find a donation session near you, head to **www.welshblood.org.uk**



Website copy

Website copy



Here you will find some copy for your website, to let your customers and networks know what you're doing to support us. Feel free to adapt the copy as appropriate for your organisation.

If you would like supporting digital assets like images or logos to support this copy, email us at:

wbs.communitypartnership@wales.nhs.uk

[Can I donate?](#)[Stories](#)[About donating](#)[Supporting](#)[Book](#)

We are teaming up with the Welsh Blood Service to help save lives in Wales.

Did you know that one blood donation can save up to three lives but only three per cent of the eligible population donate?

Anyone could require a blood donation at some point in their lives. If you haven't received a blood donation yourself, it's likely you will know somebody who has or will need a transfusion in the future.

Hospitals in Wales need 350 donations a day to treat patients in need. The Welsh Blood Service collects around 90,000 donations each year, but that number needs to increase to keep up with demand.

Here are some of the things we're doing to help the Welsh Blood Service recruit more donors and collect more life-saving donations here in Wales: [\[delete as appropriate\]](#)

- Encouraging our students and staff to donate blood, if they can.
- Sharing the dates and locations of local donation sessions with our students and staff, and through our external channels.
- Making time for our students and staff to give blood.
- Sharing information about the importance of blood donation internally, and through our external channels.

Donating blood is quick, easy and saves lives. For more information on giving blood, and to find a donation session near you, head to www.welshblood.org.uk



**E-bulletin template
copy for networks**

Email copy



Here, we've created some template copy for an e-newsletter to go out to your networks to let them know you're supporting us and encourage them to support too.

If you would like supporting digital assets like images or logos to support this copy, email us at:
wbs.communitypartnership@wales.nhs.uk

New Message — ↻ ✕

To

Subject Join us in helping to increase the number of life-saving blood donations in Wales.

Did you know that one blood donation can save up to three lives but only three per cent of the eligible population donate?

As an education setting of **[insert number of staff and students]**, that means that only **[multiply number of staff and students by 0.03]** of us are currently donating blood. Together we can improve this number.

Hospitals in Wales need 350 donations a day to treat patients in need. The Welsh Blood Service collects around 100,000 donations each year, but that number needs to increase to keep up with demand.

That's why we're joining forces with the Welsh Blood Service to help increase the number of blood donors here in Wales, and we're asking you to join us. There are simple things we can all do to help, like:

- Encouraging our **students and staff** to donate blood, if they can.
- Sharing the dates and locations of local donation sessions with our **students and staff**, and through our external channels.
- Making time for our **students and staff** to give blood.
- Sharing information about the importance of blood donation internally, and through our external channels.

Donating blood is quick, easy and saves lives. For more information on giving blood, and how you can help increase the number of blood donors and donations in Wales, head to www.welshblood.org.uk

Send

Save

Cancel



Social media post template copy

Social post copy

We've created some template social media posts to make it easy for you to support the campaign on your social media channels and encourage your followers to get involved.

We would love to see your posts. Our handles are below, please feel free to tag us in your posts.

Please contact us to create your own bespoke link so we can track and feedback your success.

wbs.communitypartnership@wales.nhs.uk

 @WelshBloodService

 @WelshBlood

 @WelshBloodService

 @WelshBloodService

 @WelshBloodService



Did you know that one blood donation could save up to three lives? 🧑🏻🧑🏻🧑🏻

We're teaming up with the Welsh Blood Service by making blood our business.

Find a donation session near you
👉 wbs.wales/YoungBloodBook

#YoungBlood



🇬🇧 Welsh hospitals need 350 blood donations a day to treat patients in need.

🇬🇧 It's vital Wales has enough donations to keep up with demand. That's why we're asking our staff to become blood donors.

👉 wbs.wales/YoungBloodBook

#YoungBlood



Only three per cent of the eligible population donate!

Support @YOUR HANDLE. Give blood and help patients across Wales.

Help us make sure Wales has the donations it needs to save lives.

👉 wbs.wales/YoungBloodBook

#YoungBlood



We need 16–30-year-olds, 16–45 from a Black, Asian, mixed heritage or minority ethnic background, to help the Welsh Blood Service in the fight against blood cancer.

Signing up to the #WelshBoneMarrowDonorRegistry is the first step towards becoming a #Chilledoutlifesaver

👉 wbs.wales/YoungBloodBM

#YoungBlood





Social media content ideas

Social and internal communications content ideas



Here we've included some suggestions for social media content you could create for your channels, to show your support and encourage others to donate with the Welsh Blood Service.

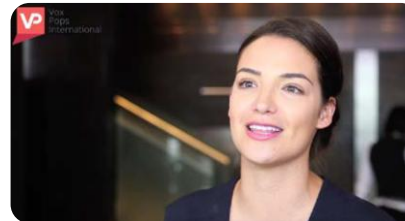
'We're helping the Welsh Blood Service save lives in Wales.'

Simple social graphic created in your brand style which can be made using Canva or similar software.



'I'm donating because...'

Vox pop video featuring your students and staff, speaking about why they give blood, platelets, or bone marrow.



Donation diaries

Ask your students and staff to film a short video documenting the process of giving blood – from choosing an outfit with loose sleeves and making sure they have enough to eat and drink beforehand, to heading into the donation session and talking about how they're feeling after giving blood.



SMS and Newsletters

If you have a list of parents and/or staff signed up to receive weekly emails or newsletters, text messages and alerts, or a group chat, you could use this suggested copy to let them know about local donation sessions and why it's important to donate blood.

You can personalise these messages to include relevant information like the next blood donation session in your town.

To find upcoming local donation sessions, you can visit www.wbs.wales/YoungBloodBook

 @WelshBloodService

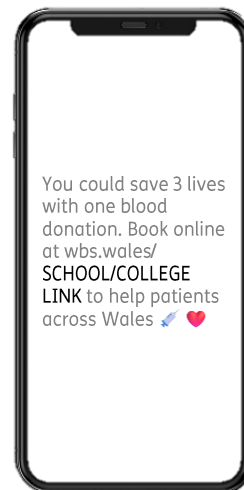
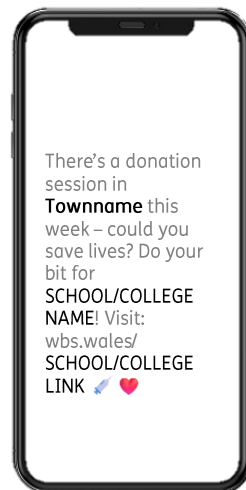
 @WelshBlood

 @WelshBloodService

 @WelshBloodService

 @WelshBloodService

SMS / Group chats



Weekly emails or Newsletters

Just copy and paste these posts into your newsletter and upload them with one of the images supplied.

Hospitals in Wales need 350 blood donations a day. To help the Welsh Blood Service reach their target our school/college is supporting their #YoungBlood campaign by encouraging our students, staff and parents to give blood and help save lives across Wales. For more information, please visit their website www.welsh-blood.org.uk

Can our students, staff and parents help the Welsh Blood Service by becoming a lifesaving blood donor? If you're 17-66 years old, you may be eligible! Find out more, here:
www.wbs.wales/SCHOOL/COLLEGELINK

It only takes one donor to potentially change a patient's life through a bone marrow transplant. Aged 16-30 or 16-45 if you are from a black, Asian, mixed or minority ethnic background? Join SCHOOL/COLLEGE NAME & @WelshBlood in our fight against blood cancer & sign up to the Welsh Bone Marrow Donor Registry. For further information please visit www.wbs.wales/YoungBloodBM





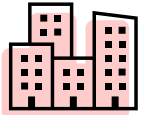
Hosting your own session

Could you host your very own blood donation session?

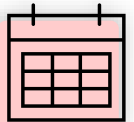
Our easy-to-follow flow chart shows you how your school/college can support blood donations



Does your school/college have around 200 students and staff on site?



Does your school/college have a room, hall or large car park available to host a donation session?

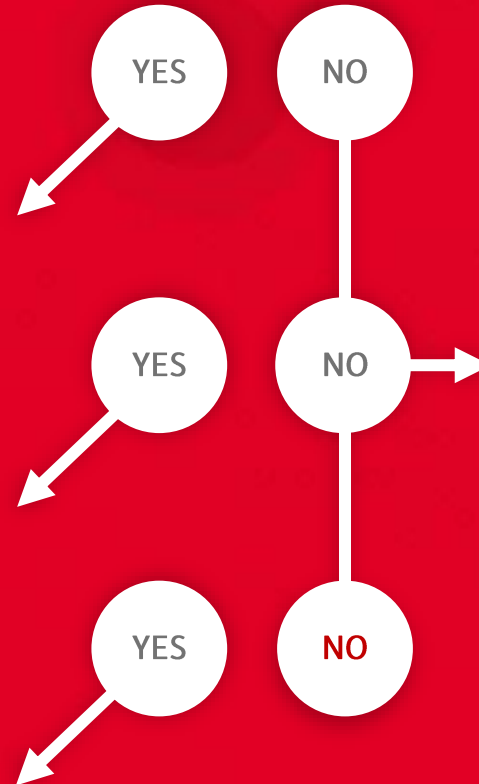


Can your school/college spare at least one day each year to support the Welsh Blood Service?

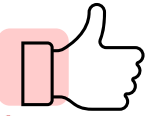


You may be eligible to host your very own blood donation sessions.

Contact wbs.communitypartnership@wales.nhs.uk



Your school/college can still offer support to patients in need across Wales in the following ways:



- Attend and publicise local donation sessions with students, staff and stakeholders.
- Request a 'swab kit' visit from the Welsh Blood Service to encourage students and staff aged between 16 and 30 or 16-45 from a Black, Asian, mixed heritage or minority ethnic background to join the Welsh Blood Service's stem cell registry.

Diolch



Gwasanaeth Gwaed Cymru
Welsh Blood Service

If you have any questions regarding this toolkit please get in touch with wbs.communitypartnership@wales.nhs.uk



FAQs



What should donors wear to give blood?

We'll need easy access to the veins in your arm, so we recommend you wear something comfortable with loose sleeves to give blood so it's easy to roll up your sleeve past your elbow.

How much blood will a donor give?

We typically take just under a pint of blood (475ml) with additional samples for testing.

What are platelets and how do you donate them?

Platelets are tiny cells in your blood that form clots and are essential for helping patients fight chronic diseases, cancers and recover from traumatic injuries.

Donating platelets takes up to 90 minutes. Blood is drawn through a needle and transferred to a specialist machine which separates the platelets from your blood before returning the blood safely back to you. As a platelet donor, you can donate every four weeks.

More info

What should I eat and drink before giving blood?

We recommend eating and drinking regularly before giving blood to keep blood sugar levels stable. Then the best bit! After donating, we'll provide you with a tasty treat and drink to help you replenish the fluids lost when giving blood.

Is it okay to exercise before giving blood?

We recommend avoiding any strenuous activity before and after giving blood. Light exercise like walking is fine – but remember to stay hydrated.



Helpful Links

[Young Blood](#)

[Blood donation eligibility questionnaire](#)

[Book a lifesaving donation](#)

[What to expect when giving blood](#)

About donating:

- [Blood](#)
- [Platelets](#)
- [Bone marrow](#)