Protecting Life, Promoting Health: Nurses/Student Nurses for Blood Donations

Nursing Fact Sheet ▪ January 2013

Description

Protecting Life, Promoting Health: Nurses/Student Nurses for Blood Donations is a public education program to encourage first-time and repeat blood donors, and to decrease donor stress. The program is delivered in a community by American Red Cross volunteer nurses and student nurses.

Objectives

- Increase the number of first-time blood donors.
- Increase the number of repeat blood donors.
- Reach individuals who are not regular blood donors, e.g., diverse communities, military families, etc.
- Prepare potential donors for the donor experience to minimize stress and fear about giving blood.

Audience

Many community groups and school classes are interested in this presentation. It has been given to community non-profit organizations, high school health classes, church groups, workplaces, college clubs and more.

Requirements for Presenters

- Current RN, LPN or nursing student.
- Presentation skills and experience.
- Professional demeanor.
- Willingness to deliver the presentation a total of two to four times.
- Willingness to contact prospective groups, schedule presentations, secure locations that will provide adequate presentation space, obtain needed presentation equipment and provide personal transportation to the presentation.

Presentation Length

The training can be presented in 20, 30 or 40 minutes, and the length should depend on what is most appropriate for the audience. For example, 20 minutes would be good for a high school group, while a health care work group might prefer the more in-depth 40-minute presentation.

Coordination with the Blood Services Region

- Coordinate efforts with the Red Cross State Nurse Liaison and the local Blood Services Region (donor recruitment representative’s supervisor).
- When students or nurses have agreed to present the program, schedule an orientation session.
- Work with the Blood Services Region to identify communities, groups or campus clubs where there are upcoming community blood drives or permanent donor sites that need increased donors.
- Facilitate coordination between the presenter and the appropriate donor recruitment representative so that both can be present.
- Plan with the donor recruitment representative how presentation attendees can sign up to give blood and be tracked when they present to donate.
- Plan for the follow-up survey with donor recruiter’s supervisor and awarding of certificates and nursing pins.
Presenter Information

Before the Presentation
- Contact prospective community group, schedule presentation, secure location that will provide adequate presentation space and obtain needed presentation equipment.
- Determine the length of the presentation. Adjust number of slides to time of specific presentation. The presentation can be completed in as little as 20 minutes with a maximum time of 40 minutes. The desired length should be arranged with the host prior to the presentation.

Presentation Delivery
- Red Cross presentation materials include:
  - A slide presentation providing information about the use of blood and blood products with notes pages, individual stories about the importance of receiving blood and the special needs of individuals who need blood regularly and the processes of giving blood.
  - Two handouts related to information covered in the slide presentation:
    - Medical needs for blood and testing
    - Blood groups and universal donors/recipient
- Use the materials provided to maintain Red Cross marketing requirements. Any posters, announcements or other materials not provided by the Red Cross must be identified as from another source.

Tools to Track Presentation's Effectiveness
- An evaluation form to gauge the effectiveness of the program as well as any potential increase in blood donations. Evaluations are collected and analyzed by the presenter.
- A post-presentation online survey will be conducted to determine final outcomes of actual blood donors and suggestions for improvement. The survey is a joint effort between the nurse volunteer and Blood Donor Recruitment.

Recruiting and Training Volunteer Presenters

Recruiting Volunteer Presenters
- Contact local nursing programs targeting the community health faculty or local professional organizations. Send the letter provided or contact an individual directly to describe the program.
- Follow up with phone calls, an on-site demonstration or other ways that provide an opportunity to answer questions.
- In many schools of nursing, this program meets the requirements of a community nursing student project. Students are often given an option for a project. Set a date for students to agree to participate.
- Student nurses are also awarded a certificate and a Red Cross Student Nurse Pin.

Training Volunteer Presenters
- Training classes for presenters are led by a nurse volunteer and a donor recruitment representative from the local Blood Services Region.
- Objectives and expectations are discussed.
- Each volunteer receives an electronic copy of the materials and contact information for the Blood Services Region staff member and the nurse volunteer.

Point of Contact
For more information contact Vivian Littlefield, chair, National Nursing Committee Biomedical Work Group, at Vivian.Littlefield@redcross.org.