

Group: J:2

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GLOBAL GOAL #3

The sustainable development goal which this project focuses on is mainly goal number three; *Good health and well-being*.

The Swedish health care system relies heavily on blood donations to be able to go through with various different treatments. Unfortunately, there is not always a balance between demand and supply, in which we will hopefully try to motivate more people to become blood donors.

PROCEDURE

Our main source of information and also a valuable partner has been *Blodcentralen*. They have provided us with guidance regarding essential information about blood donation and the existing problems around it. Lack of knowledge and fear of donating is highlighted as two major parts of the problem. Therefore, we have focused on creating content for marketing that is both informative and reassuring, showing that donating isn't a scary thing.

The usage of social media channels have been helpful in terms of spreading the project. As for the actual content, we have produced pictures and informative texts but also two videos which are linked with QR-codes below, one of them showing the actual process of donating. To maintain interest in the project, we tried to have sustained activity on our channels and regularly posting new content. A later focus was to make sure that *Project Bring Blood* finally had attained it's main goals.

MISSION & PURPOSE

Everyday, the healthcare in Stockholm uses 100 litres of blood to save lives. Being a hero by donating blood is easy, but still only 3% of the population in Stockholm are blood donors.

The direct purpose of Project Bring Blood is to bring attention to and create awareness of the great lack of blood donors in Sweden. When doing so, we will try to highlight the fact that blood donation is a simple process and not as frightening as some might think. The indirect purpose is to actually get more people to become blood donors and thus, help save lives.

RESULTS

To measure the impact of our project we sent out a survey, mainly investigating whether our donation-video could have affected people in their attitude towards blood donation.

We presented the video with the donation process in the survey. **90.7%** of the respondents answered that the video had impact on them, and that their image of blood donation had turned to be more positive.

14.5% of the respondents were already blood donors. **67.0%** of the non-blood donors said it's likely that they would donate blood within 6 months, and **92.6%** said it's likely that they would donate in the future.

Will you donate blood within 6 months?

Will you donate blood in the future?

67.0%

92.6%

■ Yes ■ Maybe ■ No

PROJECT: BRING BLOOD.

OUR INFORMATIVE VIDEO:



Scan me

OUR VIDEO ABOUT THE DONATION PROCESS:



DIFFICULTIES

Initially, we had a lot to learn. Having a reliable contact person at *Blodcentralen* was essential to grasp all of the information needed for the project to work. Also, one planned activity was to visit schools to create awareness, but due to the Covid-19-situation we were unable to follow through. Instead, we created an informative poster that also included our survey. The poster was sent out to upper secondary schools but the response didn't meet our expectations. Instead, the survey was sent out on social media, and eventually we managed to gathered a sufficient number of respondents.

LESSONS

When speaking to *Blodcentralen*, we understood, among other things, the importance of gaining people's interest and make them willing to help, but also how difficult it can be without the needed financial resources. When trying to tackle this problem ourselves, we understood that even though gaining widespread exposure, there is a lot of competition between companies and organisations with different goals in mind. The difference between commercial marketing and marketing of societal issues became clear.



projectbringblood



Project : Bring Blood



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