

NHS WINTER BLOOD STOCK SHORTAGE TOOLKIT



Blood and Transplant

WE ARE NHS BLOOD AND TRANSPLANT

**EVERY DAY WE HELP PEOPLE DO SOMETHING
EXTRAORDINARY - DONATE BLOOD**

Caring Expert Quality

THANK YOU



Blood and Transplant

Jo Farrar, Chief Executive – NHS Blood and Transplant

"On behalf of NHS Blood and Transplant, I want to thank you for your support during this unprecedented winter stock shortage.



Your commitment exemplifies the vital role businesses play in supporting the NHS and fostering a culture of giving within an organisation.

As a leading employer with a large workforce, we need you to help save lives through helping to facilitate blood donations from your employees during the challenging winter period.

Your support is essential in raising awareness about our urgent need for more blood donors and encouraging your employees to donate - ultimately saving and improving lives."

CONTENTS

4. The Challenge & How you can support

10. Key messaging

15. Additional resources

21. Long term partnerships

24. Assets



THE BLOOD STOCK CHALLENGE



Blood and Transplant

The main barriers of blood donation are **time**, **awareness** and **knowledge** of donation locations.

We need your help to overcome these challenges.

By sharing our message, you can educate employees about the importance, process, ease of donating and signpost them to their closest donation centres, which are often closer than people think!

We need people to donate between **10am and 4pm on weekdays**, when appointment availability is highest.

By allowing your employees to donate during these hours, you can significantly contribute to the NHS's need for approximately **5,000 units of blood daily**, ensuring hospitals receive the blood they need for patients.

Your support will not only address this urgent need but also foster a lasting culture of blood donation within your organisation, positively impacting public health.

In just 1 hour, an employee can save up to 3 lives.

A decorative blue wavy line that spans the width of the page at the bottom, starting from the left edge and ending at the right edge, with a slight dip in the center.

HOW YOU CAN HELP RAISE AWARENESS

Our campaign toolkit is designed to equip you with supporting the winter stock shortage challenge.

It outlines **four key ways** you can support, which you can tailor to your organisation:

1. **Share** urgent winter message with employees
2. **Allow staff time** to donate blood
3. **Use** our blood donation counter to **measure your life-saving impact**
4. **Host** donor recruitment events.

All resources are provided to help you amplify our message and engage your audience.

The toolkit includes marketing assets, key messages, step-by-step instructions, social media tips, and email templates



CAMPAIGN TOOLKIT

We have a **suite of assets and content available** for partners to use free of charge to increase awareness around the urgent need for new donors.

The assets and content in this toolkit can be shared across your employee network and distributed through your existing comms channels including:

- Content in company newsletters
- Posters across communal spaces
- Promotion across internal intranet platforms and channels

  In 1 hour you could save up to 3 lives	<p>If you're the giving type book now at blood.co.uk</p> 
  The best workplaces give people breaks to donate <p>Be an employer who is part of something special</p> <p>Learn more</p> 	  Take a break to donate <p>Proud to allow people time off to give blood</p> <p>Learn more</p> 

THE BENEFITS OF SUPPORTING

Donating blood is a rewarding experience that enables individuals to give back, save lives and also contribute to an urgent national need going into the winter months.


By working together as an ongoing strategic partner of NHSBT, you can benefit from:

Association with a **nationwide NHS campaign**, contributing to efforts to ensure all patients receive the blood they need, when they need it

Opportunity to demonstrate **the impact your organisation is having** on a crucial blood stock shortage during a high-profile moment of need (e.g. our employees saved x lives)

Access to a suite of readily available **creative assets** for all your channels

Opportunity to build on existing **employee benefits** through associated volunteer days, promotion and association of blood donation, including recruitment events

- In 2023, **1.44 million blood donations** were made by **785,000 amazing individuals**.
 - This year, the NHS needs **140,000 new first-time donors**.
 - To ensure our donor base reflects the diversity of modern Britain, we need **12,000 new Black heritage donors**.
 - Sickle cell is the UK's fastest-growing genetic disorder, and many patients require regular blood transfusions. For the best treatment, patients benefit from blood donors of the same ethnicity.
 - **O negative** is the universal blood type, crucial in emergencies or when a patient's blood type is unknown. Although only **8%** of the population has O negative, it accounts for **15%** of hospital orders.
 - There are **25** permanent blood **donation centres** across the country, with the most appointments for donors in **Birmingham, Bristol, Leeds, Manchester, Sheffield, and London**.
 - In **1 hour**, you can save up to **3 lives**.
- 

WHERE TO DONATE



Our nationwide network of 25 main donor centres are where we have permanent teams and the greatest capacity for donors.

In addition to these 25 main centres, there are also thousands of temporary community-based venues where you can give blood.

- Birmingham
- Bradford
- Bristol
- Cambridge
- Gloucester
- Lancaster
- Leeds City Centre
- Leicester
- Liverpool
- London Edgware
- London Tooting
- London West End
- London Westfield Shepherd's Bush
- London Westfield Stratford City
- Luton
- Manchester, Plymouth Grove
- Manchester, Norfolk House
- Newcastle
- Nottingham
- Oxford
- Plymouth
- Poole
- Sheffield
- Southampton
- Stoke

A full list of all of our appointment opportunities can be found at [blood.co.uk](https://www.blood.co.uk)



Blood and Transplant


KEY MESSAGING & COPY

Caring Expert Quality

KEY MESSAGING AND COPY

Key messages:

Use these suggested social media posts alongside the social media graphics provided in this toolkit, to raise awareness on your social media channels and encourage your employees to donate blood.

- In 1 hour, you could help save up to 3 lives. Are you the #GivingType? Book now at **blood.co.uk**.
 - Give just 1 hour to save 3 lives. Book now at **blood.co.uk**.
 - Every day blood is needed to save lives. It is used in life-threatening emergencies, to combat cancer, fight sickle cell or provide lifesaving medicines to help baby's hearts to continue to beat.
 - Did you know: O negative is known as the universal blood type as it can be given to almost anyone - it is vital in emergencies. Just 8 per cent of the population have it but it accounts for 15 per cent of hospital usage.
 - A survey carried out by NHS Blood and Transplant showed that 43 per cent of all donors would be more likely to donate blood if given time off to do so by their employer. Here at <company name> we're proud to support Donate Breaks, giving staff time off to donate blood during the workday.
- 

KEY MESSAGING AND COPY

Newsletter/Intranet Copy:

Blood is a critical resource for hospitals, with donations being used for transfusions and medical treatments - helping to improve patients' lives every single day. Each voluntary blood donation can save up to 3 lives.

NHS Blood and Transplant (NHSBT) issued an Amber Alert in the Summer, which remains in place as we move into the winter months due to a severe shortfall in O negative and O positive blood supplies. This status highlights the urgent need for blood donations to support patients in need of critical care, including those undergoing surgeries, cancer treatment or childbirth.

The NHS requires approximately 5,000 units of blood daily to meet the needs of patients. Despite a fantastic response to the Amber Alert which has kept stocks strong throughout the summer, with a shelf life of just 35 days, stocks need to be constantly replenished. There is an urgent need for existing donors to keep donating, as well as new O negative donors and donors of Black heritage to come forward.

If you're the giving type, give blood at <city/town name> Donor Centre now.

Book an appointment at [blood.co.uk](https://www.blood.co.uk)



DONATE BREAKS

Background:

A recent NHSBT survey of over 3,000 donors found that 43% would be **more likely to donate blood if their employers allowed time off for donations**. This figure rose to 65% for those aged between 25-44.

In response to the blood stock shortage, the NHS is urging organisations to allow "Donate Breaks" during work hours, so employees can attend blood donation appointments during 10am and 4pm on weekdays when donor centres have more capacity.

By offering "Donate Breaks," companies can make a life-saving difference by supporting the NHS and boost employee morale by providing meaningful opportunities for staff to contribute to saving and improving lives.



KEY MESSAGING AND COPY: DONATE BREAKS



Blood and Transplant

Suggested social posts:

Organisation internal messaging:

We're proud to support Donate Breaks, giving staff time off to donate blood during the workday. Take time on <company name> and help save lives — book your appointment today at blood.co.uk. By offering Donate Breaks during the working day, we are helping the NHS prevent shortages of blood throughout winter.

Organisation external messaging:

(Organisation name/We) are an organisation that saves lives by allowing our staff to take Donate Breaks to give blood. Be an employer who is part of something special—learn how you can support blood donation and make a difference. Visit (partner webpage)
#GiveBlood #Donate Breaks

Employee external:

I'm proud to work for an organisation that supports Donate Breaks, giving me the chance to give blood and help save lives—all during my working day. Join me and book your appointment today at blood.co.uk.
#GiveBlood #Donate Breaks

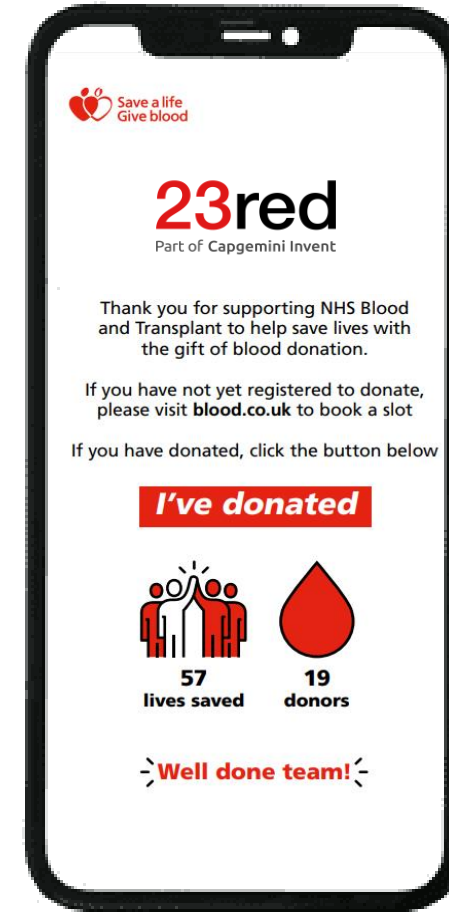
ADDITIONAL TOOLS

BLOOD DONATION COUNTER

We've developed a counter to help employees track their incredible contributions to blood donation and the lives they've saved. This tool gives your organisation the opportunity to celebrate staff achievements whilst highlighting the life-saving impact of these donations.

How to use the tool:

- Supporting organisations will share a unique link to the tool, provided by 23red, with their employees.
- After giving blood, employees can click a button to record their donation.
- Once recorded, the tool updates totals to display the number of donors and the potential lives your company has saved through blood donations!



NB: The reporting tool is still in development, once available, we ask all partners to circulate a bespoke link to the tool to support NHSBT in assessing the impact of the campaign.

WHAT'S YOUR BLOOD TYPE?

Most people discover their blood type when they first donate blood, but you can learn yours beforehand.

Host a "What's Your Blood Type?" event at your office to encourage staff to register as blood donors, where they will receive a free blood type test. ¹Criteria applies

How It Works:

- **Registration:** Before the test, we'll check if you're eligible to donate blood. If you meet the criteria, we'll register you as a future blood donor.
- **Test:** The test takes about 5 minutes and only needs a few drops of blood from your finger—no big needles, we promise!
- **Learn About Impact:** After the test, you'll learn your blood type, how blood donations save lives and the difference our donors make.
- **Book:** Once the test is done, we'll book your appointment to donate at your nearest donor centre.



Watch Here: https://www.youtube.com/watch?v=V_WpNuoHQXE&t=5s

Event Timelines: The team is currently planning events two months in advance. We will do our best to accommodate anyone interested in hosting an event.

ANOTHER BLOODY MEETING: Promoting What's Your Blood Type Events

For organisations hosting a "What's Your Blood Type?" event, we're excited to offer a suite of unique internal assets to promote it to your employees,

Using a relatable workplace frustration at most organisations, we'll deliver the urgent blood message in a memorable way.

Another Bloody Meeting, will break through any apathy and encourage staff members to donate blood.

And it all starts with a meeting invite...



Watch Here: <https://www.youtube.com/watch?v=6vrZJkoxfQ>



WEBINAR



Blood and Transplant

We also offer webinars to help organisations to **educate employees about blood donation.***

Our sessions will cover:

- An introduction to blood donation
- The importance of donating blood
- How individuals can make a difference
- Personal stories from people who have received blood transfusions

NHS
Blood and Transplant

Sickle Cell Awareness Month

Thank you for joining, the webinar will begin soon
Please post any questions in the Q&A section or email partnerships@nhsbt.nhs.uk

Speakers
Mark Chambers – Director of Donor Experience
Dr Lianwea Chia - Consultant in Haematology and Donor Medicine
Calvin Campbell – Community Engagement Officer

Caring Expert Quality

Mark Chambers

*Webinar delivery based on confirmed attendee size and team availability.



Blood and Transplant

LONG TERM PARTNERSHIPS

Caring Expert Quality

BUILDING LONG TERM PARTNERSHIPS

We are also looking to build long-term and strategic partnerships with organisations that can help us to unlock new audiences and continue to grow the existing donor database in line with NHS requirements.

These partnerships provide an opportunity to:

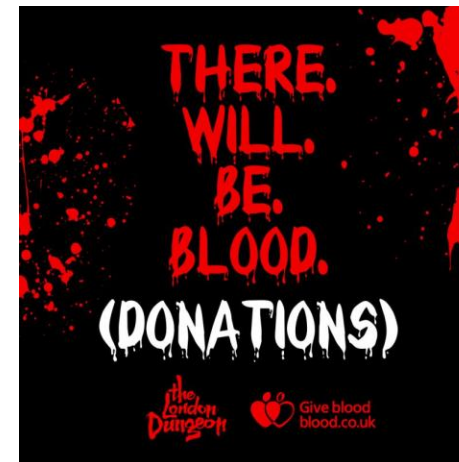
- **Reach new audiences** through partner platforms, such as our work with London Dungeons, which encouraged visitors to give blood
- Co-create content to **inform, educate and increase awareness** around the need for new blood donors, such as our partnership with Disney and Deadpool, which reminded fans that not all heroes wear capes
- **Encourage new and lapsed donors to register and donate blood**, by sharing reminders for employees to donate between 10am – 4pm on weekdays, in line with key NHSBT moments

© 2024 20th Century Studios / © & TM 2024 MARVEL



Civil Service

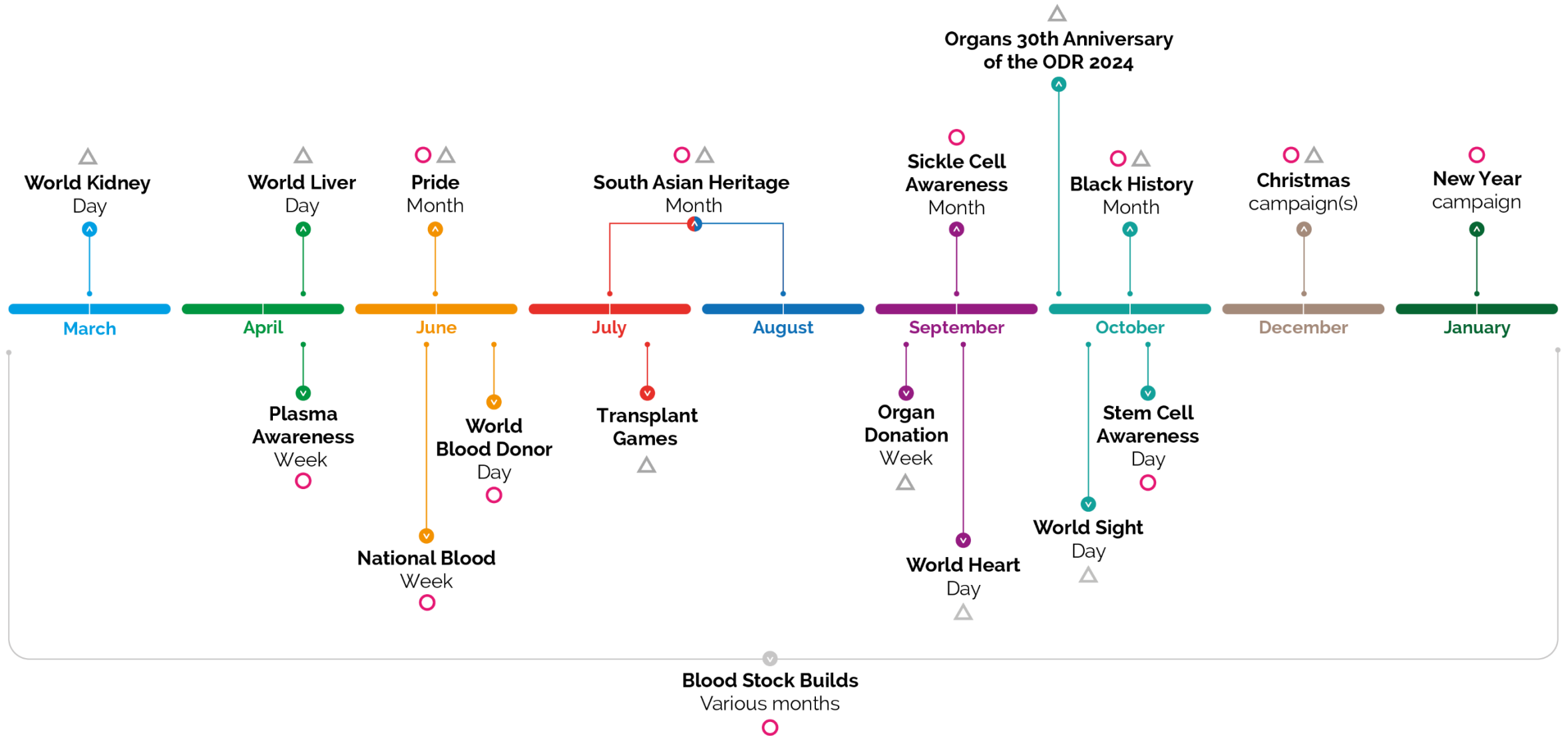
If you're the **giving type** join the Civil Service blood drive at blood.co.uk



OUR CAMPAIGN YEAR



Blood and Transplant



○ Blood △ Organs



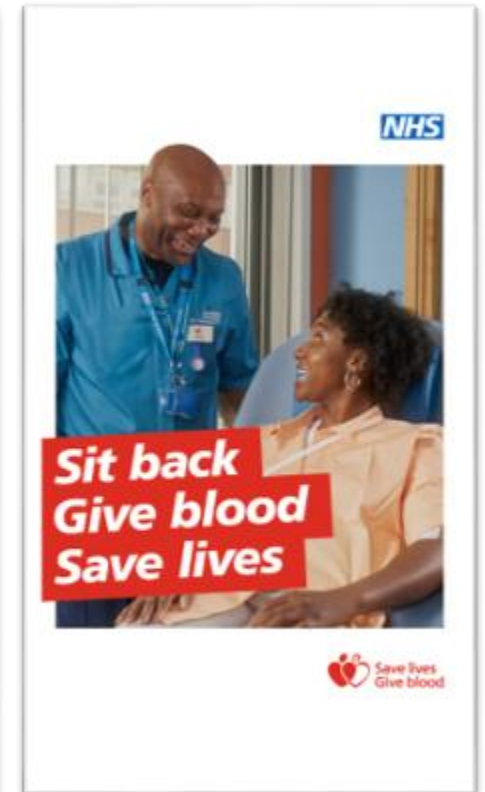
Blood and Transplant

ASSETS

Caring Expert Quality

AVAILABLE ASSETS

Social Media Graphics 9x16



Download here:

https://23red.egnyte.com/fl/omewKYOTAe/Social_images_

AVAILABLE ASSETS

Social Media Graphics 1x1

Download here:

https://23red.egnyte.com/fl/omewKYOTAe/Social_images



AVAILABLE ASSETS

Social Media Graphics 16x9

Download here:

https://23red.egnyte.com/fl/omewKYOTaE/Social_images



AVAILABLE ASSETS

Email Header



Download here:

https://23red.egnyte.com/fl/qBDgg3jpdv/Email_headers_

AVAILABLE ASSETS

Donate Breaks: Social Media Graphics 1X1

Download here:

https://23red.egnyte.com/fl/omewKYOTaE/Social_images_



AVAILABLE ASSETS

Donate Breaks: Social Media Graphics 9x16

Download here:



https://23red.egnyte.com/fl/omewKYOTaE/Social_images_



The best workplaces give people breaks to donate

Be an employer who is part of something special




[Learn more](#)



Take a break to donate

Proud to allow people time off to give blood


[Learn more](#)



I take breaks to donate

My workplace saves lives by allowing me time off to give blood

[Learn more](#)



AVAILABLE ASSETS

**Donate Breaks:
Social Media Graphics
16x9**

Download here:

https://23red.egnyte.com/fl/omewKYOTAe/Social_images



Blood and Transplant

The best workplaces give people breaks to donate

Be an employer who is part of something special

[Learn more](#)

Save lives Give blood

Take a break to donate

Proud to allow people time off to give blood

[Learn more](#)

Save lives Give blood

I take breaks to donate

My workplace saves lives by allowing me time off to give blood

[Learn more](#)

Save lives Give blood



Blood and Transplant

THANK YOU FOR YOUR SUPPORT TO SAVE LIVES

For further information, please contact partnerships@nhsbt.nhs.uk

Caring Expert Quality