

Blood and Transplant

To: Chief Executive, Medical Director, Transfusion Laboratory Manager, Transfusion Practitioner, Chair of RTC, Chair of HTC, Consultant Haematologist with Responsibility for Blood Transfusion and England EPRR

30 October 2024

Update - Amber Alert Continues for Group O Red Cells

Dear Colleague

Thank you for your continued support as we work to maintain our stock of group O red cells.

Our focus now is maintaining sufficient donation to meet demand as we move toward Christmas. We are working with DHSC and NHSE to confirm our plans and look toward a possible exit from the Amber Alert. However, this is predicted to be after Christmas, if we have sufficient confidence in continued stability of supply and demand.

We are asking you to ensure you are sustaining the actions required in an amber alert, particularly best transfusion and inventory management practice to avoid the need for additional measures.

We need all hospitals to ensure every step within the Amber alert is kept in place. Your continued help will be instrumental to us being able to maintain supply and exit the Amber Alert. We hope by continuing to work together, we will be able to avoid requiring further measures.

The National Blood Transfusion Committee Red Cell Shortage plan has been updated, with highlighted changes made to the actions required in a Red Alert phase. The plan is available on the [NBTC website](#); please review.

We apologise for the extra work and inconvenience these restrictions cause.

We are doing everything possible to bring in enough donations. On 11 November we will be launching a new campaign to encourage people to give the best gift this winter by giving blood. This will include new paid for marketing activity on radio, social media and on out of home digital display screens near donor centres. We will be sending campaign material to all NHS and public sector organisations' directors of communications to ask them to promote the campaign to their staff and customers / patients. And we are working with private sector companies located near our donor centres who are encouraging their staff to donate.

Thank you for your ongoing help. If you have any questions, please contact your Customer Service Manager. Alternatively, telephone our response desk on 0208 201 3107, 9am to 5pm Monday to Friday; we'll be pleased to help.

Please cascade to laboratory and clinical staff as appropriate.

Kind regards

Dr Lise Estcourt
Medical Director for Transfusion
NHS Blood and Transplant

