



Chinese Community Outreach on Blood Donation

Project Report

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Executive Summary

The Chinese Community Outreach on Blood Donation (CCOBD) project is a 5-months pilot initiative organized by the Bloodworks Northwest and the Greater Seattle Chinese Chamber of Commerce's Young Leaders Program (YLP) Committee to educate the local Chinese community in Seattle and Eastside about the importance of blood donation.

To support Bloodworks' effort in diversifying the local blood supplies, the project focuses on finding effective, and timeless, approaches to convey the knowledge about blood donation to the local Chinese community. A multidisciplinary team consisted of local professional and 30 highly-selected college students performed an observation to identify causes of low blood donation rate from the local Chinese communities.

Throughout the course of the project, the team worked with selected local Chinese community organizations and used their findings to create five, culture-specific, approaches that can be used to generate blood donation awareness. The team concluded the project by delivering a comprehensive presentation to the Bloodworks CEO, Dr. James AuBuchon, Bloodworks Executives, and local Chinese community leaders.

In order to measure the effectiveness of this project, Bloodworks Northwest must work closely with the selected community organizations to implement the approach created in this pilot project. This report provides a brief summary of the project progress, and recommendations that can be used throughout the implementation process. Important project assumptions will also be discussed in this report. Sample public relations materials (i.e., questionnaires, flyers, brochures), and other relevant information can be found at the presentation slides included along with this report.

Background Information

The CCOBD project is one of the initiatives to support Bloodworks's vision to diversify the existing blood supplies to meet the needs of the diverse local population. In order to realize this vision, we decided to take a proactive step to run a pilot involving one of the largest ethnic groups in the state of Washington.

According to the latest census report, almost 9 percent of the entire population of Washington identified themselves as Asian¹. Out of the total number of Asian population in the state, Chinese is the largest ethnic group along with Filipino². In Seattle alone, we have about 119,000 ethnically Chinese individual³. Despite their strong population presence, only less than 4 percent of the local Asian population donated their blood in 2017⁴.

Hence, we strive to increase blood donation awareness in the local Asian population starting with a pilot project involving the Chinese community. The CCOBD project was officially launched in January 20, 2018 to address low blood donation rate from the local Chinese population in Washington. The main objective for this project is to encourage the local Chinese communities to spread the words about the importance of blood donation and to start donating blood.

Our Team

We recruited a multidisciplinary team, consisting of 25 college students and 5 student leaders highly selected from the University of Washington and

¹ Based on the [U.S. Census Bureau QuickFacts](#).

² Based on the [Five Largest Detailed Asian Groups in the Top 20 Metropolitan Statistical Areas With the Largest Asian Populations: 2010](#).

³ Chinese also includes Taiwanese. Based on the [Pew Research Center analysis of 2013-2015 American Community Survey \(IPUMS\)](#): Top 10 U.S. metropolitan areas by Chinese population, 2015.

⁴ Based on the market research data provided by the Bloodworks Northwest team.

Seattle University, to help us in executing the project. In addition, we recruited 10 mentors from 7 different industries to help our student teams throughout the project. To maximize the resources utilization, we divided our resources equally into 5 teams. Each team consisted of 5 multidisciplinary students and 2 professional mentors. The YLP Committee, led by the Project Manager, Wesley Tanoto, will oversee the entire project execution and help the team to accomplish its goals.

Project Deliverables

As this will be one of the first efforts to kick off the blood diversification campaign that are specifically targeted towards the Chinese communities, we focuses on understanding the behavior and perception of our target audience (i.e., the local Chinese community groups and organizations) about blood donation. The team will be working directly with the Senior Citizen Group in International District/Chinatown (Seattle), the Little Masters Club (Bellevue), Chinese student organizations at the University of Washington (Seattle), and the Microsoft's Chime (Redmond) throughout the project to understand their communication behavior and their awareness level about blood donation.

To create a sustainable project outcome, we emphasize on creating a set of outreach strategies that can be easily used, and replicated, by Bloodworks to conduct a blood donation awareness outreach to the specific ethnic group. We plan to achieve this objective by educating the local Chinese community about the importance of blood donation, creating strong brand awareness for Bloodworks, and building a long-term relationship with influential Chinese communities/organizations. The project is divided into 4 distinct phases:

Phase 1: Analyzing market research data and existing resources

In this phase, our team focuses on unearthing facts and critical information regarding people's perception about blood donation. We put special attention to market research data provided by the Bloodworks team. In addition, we analyze the current approach (PR and outreach) used by Bloodworks using a thorough SWOT analysis. The goal is to gain a big picture understanding of blood donation awareness in the general public.

Phase 2: Understanding the major pain points and identify the major problem in each organization.

We start to work directly with the local Chinese community groups and organizations in Phase 2. In this phase, our main focus is to understand the community/organization members' awareness level and general perception about blood donation. To achieve our objectives in this phase, we performed a series of informational interview with community leaders. In addition, we also work closely with Blood Donor Representatives from Bloodworks to assess major pain points when reaching out to the Chinese community.

Phase 3: Create a timeless PR/Outreach strategy

In Phase 3, we focus on building solutions and approaches to address the most crucial problems. We work with Blood Donor Representative and our community group/organization partners to ensure that the solution fits with the criteria set by Bloodworks and the cultural perception of the targeted Chinese community. At the end, we also develop an execution plan that can be used to implement these solutions and approaches to increase the level of blood donation awareness in the local Chinese communities.

Phase 4: Executive presentation

To close the project, our team delivered a comprehensive executive presentation attended by Bloodworks executives and employees. The purpose of this presentation is to provide a high-level summary of our findings, and solutions.

Summary of Findings

Throughout the project, we discovered that there are cultural barriers amongst our target audience, and misunderstanding about the blood donation procedure in the US. In addition, the target audience was not aware of Bloodworks since it does not have a targeted marketing or outreach campaign in the local Chinese community. Hence, we focus our efforts in educating our target audience and finding ways to build trust with them which we hope will lead to an increase in the level of blood donation from these communities. In this section, we will go over each team's project and their important findings.

Team 1: Engaging Bilingual Senior Citizen Group as Blood Donor Monitors

Team 1 decided to focus on engaging the Chinese senior population in the International District area to be involved as a volunteer at Bloodworks. During the first phase of the project, the team found out that one of the most pressing problems is the lack of public relations effort that is targeted towards the Chinese community. During the project, the team only found one outreach effort (i.e., Blood drive and information booth at the Dragon Fest) in the International District area throughout the calendar year. Based on these initial findings, the team decided to focus on increasing awareness at the International District area because it has a large concentration of Chinese population.

At the beginning of phase 2, the team consulted with Cecily Nagel, the blood donor representative who is responsible for the International District drives. The team found out that only less than 0.05% of blood donor from the drive around International District identified themselves as an ethnically Chinese. Cecily also cited that most of the Chinese population who stops by the drive is interested to learn about the drive. However, they are having problem communicating in English. The same goes to people who are interested to donate but was not able to complete the form because they cannot read and write in English.

To address this problem, the team decided to recruit a group of bilingual volunteers to help Bloodworks generate blood donation awareness in the local Chinese community around International District. The team believes that having Chinese-speaking volunteers who can speak and write English can increase the number of engagement from the local Chinese communities. After discussing the idea with Cecily, the team decided to recruit bilingual volunteers who can serve as a donor monitor on blood drives around the International District area.

To realize this plan, the team proposes to work with the Senior Citizen Group⁵ at the International District. At a glance, the solution requires Bloodworks to recruit 5 to 10 volunteers through a recruitment event co-hosted with the Senior Citizen Group. After processing the application materials and accepting volunteers, a designated employee from Bloodworks will provide a comprehensive training and onboarding for the volunteers.

Due to time constraints, the team didn't have the chance to deploy and test the idea during the project. However, the team has communicated

⁵ The Senior Citizen Group is a community organization led by Lawrence Pang, a respected community leader in the International District area. The main purpose of the organization is to gather ethnically Chinese senior citizen who have passion in volunteering and making impact in the local Chinese community.

their action plan to Cecily, Jaclyn Ng, and Effie Kuntz from Bloodworks. An overview of the action plan can be seen in Appendix A of this report. The team also prepares a sample of a bilingual survey questions (in English and Chinese) that can be used to recruit volunteers (See slide 19 on the Power Point). In addition, to motivate each volunteer and to retain their service, the team recommended that every volunteer who shows an exemplary effort throughout this initiative to be awarded with an award pin or certificate.

Team 2: Plant the Seed

Team 2 believes that educating the younger generation about the importance of blood donation holds the key to a sustainable increase in the number of donation. Similar to Team 1, the initial analysis from by Team 2 indicated that the lack of a firm and long-term interaction with the Chinese community is the biggest reasons for the low blood donation rate from the Chinese population. On the other hand, they also found out that the most sustainable approach to solve this problem is to engage a younger generation to become a long-term donor, and to spread the words about blood donation. Hence, they decided to work with a group of Chinese high-school students to spread awareness about blood donation to the younger population and to the parents circle.

At phase 2, the team reached out to the Little Masters Club⁶ to discuss a long-term partnership that focuses on raising awareness about the importance of blood donation to the ethnically Chinese youth and their parents. The team also consulted with Dani Jackson, the blood donor representative for the Bellevue area who has an expansive experience hosting blood drives around the Bellevue school district. After a series of discussion with the Little Masters Club and Dani, the team decided to host a

⁶ The Little Masters Club is a nonprofit organization with 501(c) (3) status. The club seeks to provide an encouraging environment for kids to be learners, mentors, team players, and leaders.

blood donation awareness event, specifically targeted towards ethnically Chinese high school students and their parents.

During the third phase of the project, the team also decided that they want to recruit ethnically Chinese high school students from the Little Masters Club to help out with the event planning process. A copy of the recruitment form can be seen on page 33 of the Power Point. The team successfully recruited 6 passionate high school students. The newly recruited high school students began a month-long planning process by working closely with Team 2, Dani, and Emily Chen from Bloodworks. A copy of the marketing materials for this event (in Bloodworks template) can be seen at slide 32 of the Power Point.

After overcoming an administrative problem, the team successfully launched the event on June 3rd, 2018. The event was attended by 24 students and 10 parents. At this event, the team presented about the importance of blood donation followed by a series of interactive Q&A and scientific demonstration moderated by Dr. Kirsten Alcorn and Helen Sernett from Bloodworks. We closed the event with a blood donation themed Jeopardy game attended by all participants to create a lasting impression on the importance of blood donation.

Based on my observation, the event was a great success. The audience is very attentive and asks very insightful questions throughout the event. Some of the audiences also inquire about volunteer opportunities at Bloodworks. In addition, the Little Master Club was pleased with the results and they are open to discussing further partnership in the near future to promote blood donation awareness. I strongly recommend Bloodworks to continue the partnership with the Little Master Club to host multiple events, and potentially a blood drive.

Team 3: Super Ambassador

In this project, Team 3 was forced to rethink their project approach given that their original target market, Amazon Smile, backed out of the project. Hence, the team diverted their focus on finding strategies to engage the large Chinese international student population at the University of Washington, Seattle campus. The University of Washington is a very ideal target market for this project given that there are plenty of regular blood drives hosted around the campus. In addition, the Seattle campus is home to more than 3,700⁷ Chinese international students. Ironically, the level of engagement, from Chinese international students, on blood-donation related activities remains low.

During the analysis phase, the team found out that there are common barriers and misunderstanding that leads to a low level of engagement from the Chinese international student population. Most of the Chinese international student never donated their blood due to cultural reason and not understanding the purpose of blood donation. The team also found out that students who used to donate their blood in China do not know where they can donate their blood in the United States unless they come across a blood drives. Ironically, most of the students who are willing to donate got rejected for administrative reason given their travel history.

In the second phase, the team consulted with Wendy Chu, the blood donor coordinator for the Seattle campus, to find out an alternative way in which Chinese international students can get involved in blood-donation related activities on campus. After further discussion, the team decided that the best way to increase the level of engagement among Chinese international students is through an ambassador program. The team plan to

⁷ Based on the data provided by the University of Washington ISS's Tableau Workbook titled [International Students and Visas at UW](#).

recruit Chinese international students to become a Bloodworks Brand Ambassador. Their role is to spread the words about the importance of blood donation throughout the Chinese international students' community about blood donation. The ambassador will be responsible for spreading print materials about Bloodworks on campus, delivering short presentation, and encouraging people to visit one of the many drives hosted by Wendy's team at the Seattle campus.

At the end of phase 3, the team tries to run a pilot program to test the feasibility of the idea. They contacted the School of Public Health at the Seattle Campus to discuss the possibility of providing extra credits for students who participated as an ambassador. In addition, they also tried to recruit one person to serve as an ambassador for one week. A sample of their recruitment flyer can be seen on slide 41 of the Power Point. However, given the administrative problem that they faced at the earlier stage, they didn't have enough time to run the pilot program. On the bright side, Bloodworks have an alternative solution to engage the Chinese international student populations. The team encourages Bloodworks to run a pilot for the ambassador program to assess the actual impact that it creates.

Team 4: Penetrating the Chinese Market at UW Campus

Similar to Team 3, Team 4 had to change their target market because the Chinese Physician Association decided to back out from the project. Due to time constraints, the team decided to follow in the footsteps of Team 3 to engage the Chinese international student populations at the University of Washington, Seattle campus. Unlike Team 3, the main focus of Team 4 is to work with some of the largest Chinese student associations at the Seattle campus to generate awareness for blood donation.

In the first phase, the team highlighted that the current marketing strategy deployed by Bloodworks at the Seattle campus is not engaging enough to convince the Chinese international student population to donate or to get involved as a volunteer. In addition, the team also found out that Wendy Chu's team from Bloodworks needs some help to spread out the words about blood drives that happens at the campus. Hence, Team 4 effort is centered around building Bloodworks' brand awareness and creating blood donation awareness by establishing partnership with popular Chinese student organizations on campus.

During the third phase, the team came up with three activity ideas where Bloodworks can collaborate with the student organization to build brand awareness and spreading their mission. The first idea is to host a health-related case competition. This activity can help Bloodworks to generate strong public image and gain access to talents that can produce ideas to solve the blood donation shortage. Alternatively, Bloodworks can offer internship for members of the partnering student organization to pursue a specific internship program that can help Bloodworks to spread the words about blood donation to the ethnically Chinese students on campus. At the very least, Bloodworks can provide a financial sponsorship to the student organization partner in exchange for marketing post or an opportunity to host an informational session where Bloodworks can promote their brand and mission.

At the end of the project, the team successfully convinced the Technology and Business Association (TBA UW) at the campus to explore collaboration opportunities. Due to the timing of the project closure that coincides with the final exam week and summer break, the team wasn't able to finalize the discussion about the partnership. Moving forward, the team suggested that Bloodworks to follow up with TBA UW as soon as the new

academic year starts in September 2019. The team also projected that a successful partnership can lead to strong brand recognition among Chinese students which can lead to more involvement (i.e., internships and volunteering) and even blood donation.

Team 5: Micro-connect -> Future Impact

While other teams targeted the local community organizations and student organizations on campus, Team 5 decided to work with the Chinese Microsoft Employee group (CHIME)⁸. During the analysis phase, the team performed an informational interview with Karen Chernotsky, a blood donor representative who is responsible for hosting blood drives at the Microsoft campus in Redmond. According to the 2017 Microsoft blood drives report provided by Karen, there are a total of 1,578 units collected from 83 drives. However, only 0.05% of the units collected are from Chinese employees. Moreover, the team didn't find any marketing materials that are circulated within the employee group.

During the second phase, the team identified lack of interaction with the Chinese employee as a major source of low blood donation rate from the Chinese employee. According to the team's findings, an ethnically Chinese person tends to value relationship building rather than reacting to a spontaneous request. Bloodworks already started building this relationship by attending one of the CHIME signature events, the New Year Gala, earlier this year. Hence, the team decided to follow-through on the initial effort by creating a weekly email newsletter that will be distributed through the CHIME network.

⁸ The CHIME (Chinese Microsoft Employees) is one of the largest Chinese professional communities across United States with strong membership base.

During phase 3, the team found out that the majority of Chinese employees at Microsoft are very technical and data-driven. To cater to their needs and preferences, the team ensures that the newsletter contains important statistics about Microsoft blood drives and general blood donation facts. In addition, the team also plans to include a link to the blood drive sign-up page where CHIME members can schedule a blood donation at the nearest drive on campus. The newsletter will be updated once a week with new contents that focuses on educating the CHIME members about the importance of blood donation. The goal of this newsletter is to build Bloodworks brand recognition among CHIME members and to gain trust from them which will eventually lead to an increase level of engagement and donation.

At the end of the project, the team sent a sample newsletter (a sample can be seen on slide 61 of the Power Point) to the CHIME president along with an email, requesting a permission to post weekly newsletter in the CHIME network. The CHIME president responded immediately to Dr. Wu to give his consent for Bloodworks to start distributing the newsletter through the CHIME network. Moving forward, the team encourages Bloodworks to assign a dedicated volunteer to prepare the newsletter content and distributing it through the CHIME network. The team also suggested that, once a relationship and trust has been established, Bloodworks can also create a WeChat⁹ social media platform and an informative video (in Chinese) to interact with CHIME members. In addition, Bloodworks can also host a blood donation awareness event exclusively for the CHIME members (Samples can be seen on slide 66 through 68 on the Power Point). A successful execution of all the ideas proposed by Team 5 can lead to

⁹ WeChat is a Chinese multi-purpose messaging, social media and mobile payment app developed by Tencent. It was first released in 2011, and by 2018 it was one of the world's largest standalone mobile apps by monthly active users, with over 1 billion monthly active users.

stronger brand recognition for Bloodworks which will lead to higher number of involvement from the CHIME members and an increase in donation rate.

Conclusion and Next Steps

Despite multiple challenges, the team managed to complete the project within the given time frame. Each team came up with a strategic approach to solve the current problem about the blood donation awareness in the local Chinese community. In addition, each team created a brief narrative that can help Bloodworks' team to execute the proposed solutions. However, apart from Team 2 who successfully executed their strategy and action plan, we haven't managed to deploy 4 other solutions and action plan due to the limited time, and resources.

Hence, in order to reap the maximum benefit from this pilot project, I strongly advice the Bloodworks' team to follow through by deploying the other solutions and action plan. We found out that the best way to increase the level of involvement from the Chinese communities is through a continuous engagement. The strategy and action plan prepared by our team serves as an engagement tools that can help Bloodworks to build strong brand recognition while educating the Chinese community about the importance of blood donation.

In addition to deploying the proposed strategy, Bloodworks' team also needs to measure the success of each approach, and make a continuous improvement, to ensure that it is current and effective. A successful deployment of the proposed solutions and a continuous engagement with the Chinese communities can lead to an increase engagement, which will eventually leads to an increase donation.