

# Common Language: Developing a Dialogue About Blood Donation For Parents and Children

Prepared by: Advisory and Branding

Date submitted: 5/25/2019

**Disclaimer:** This project report is prepared exclusively for the Bloodworks Northwest by the student consultant of the Young Leaders Program at the Greater Seattle Chinese Chamber of Commerce. The content in this report is confidential and cannot be shared outside the Bloodworks Northwest and the Young Leaders Program without prior approval from the Project Manager. Please contact the Young Leaders Program Committee at [YLP@seattlechinesechamber.org](mailto:YLP@seattlechinesechamber.org) if you have any questions or concern about this report.

# Table of Contents

Preface	1
Team Information	1
Executive Summary	2
Our Solutions and Outcome	2
Recommended Actions	3

## **Preface**

The Young Leaders Program at the Greater Seattle Chinese Chamber of Commerce, a Seattle-based 501-c-3, not-for-profit, organization recruited and formed a multidisciplinary team to support Bloodworks Northwest, an independent, non-profit organization harnessing donor gifts to provide a safe, lifesaving blood supply to more than 90 Northwest hospitals, to spread the words about the importance of blood donation to the local community.

Through this project, we strive to create a sustainable solution to generate awareness about blood donation awareness to the local community. The project takes place between January and May 2019 where 5 multidisciplinary teams work closely with local communities across the Greater Seattle area.

This project report summarizes the key findings and outcomes from a specific team. The content of this report is solely written for the purpose of helping Bloodworks Northwest to understand public perception's on blood donation and to implement solutions that can be used to encourage people to start donating.

## **Team Information**

This is the report from (Enter your team name here). Our team consisted of the following individuals:

1. Tyler Chung, Project Coordinator
2. Riley (Weiran) Lin, Analytics
3. Biyu Xiang, Strategic
4. Katherine (Wenjun) Yang, Analytics/Strategic
5. Sherry (Wenyi) Zhang, Technical

## Executive Summary

The Advisory Branding team is responsible to create marketing strategies for Bloodworks Northwest, an independent, volunteer-supported, nonprofit community resource. Our team will help generate and promote blood donation awareness to middle school and high school students and their parents by collaborating with the Little Masters Club, a non-profit organization based in Redmond, Washington.

The main objective of our team is to bridge the knowledge gap between the parent and their kids about blood donation process. We hope that we could help high school students and their parents buildup the blood donation awareness by introducing the benefits, the contributions to the society and safe processes of blood donations. We recruit a group of motivated middle school and high school students from the Little Masters Club to help us in designing various educational and marketing strategies to educate our target market about blood donation process and its importance. We recruited 8 middle school and high school students to work closely with the Little Masters Club leaders and our team to launch the project. We expect to get an increase in blood donation participation and receive positive response from the participants of the events.

Our approach can be defined in two ways - Strategic and operational. The Advisory Branding team was responsible for managing the strategic aspect of the program and to create program structure to be executed by the Little Masters Team. The Advisory Branding team is working closely with Katie Bunch, the Project Manager from Bloodworks, to ensure that the project deliverable and achievable. Throughout the collaborations with Bloodworks, our team has learned the blood donation insights and tried to reach out possible access to promote our events. Some necessary analysis including initial analysis, SWOT analysis were done to estimate the project initially. After that, the meeting with blood donor representative helped our team to brainstorm for possible solutions. With the final estimate on the feasibility of several proposed solutions, the Advisory Branding Team selected two marketing strategies combined to reach the goal including creating high school blood drives and a community event to reach our anticipation.

The Little Masters Team, led by Wendi Zhou and Clare Wu, was responsible for coordinating the team of middle school and high school students to come up with event ideas and other effective marketing/promotion strategies that will be used to convey the message and information about blood donation awareness to the target market. The Little Masters Team would apply and execute the marketing strategies generated to the target market, and receive responses from the public to find gaps of the market that we need to fill.

We collected two surveys to find out more about the effectiveness of our approach. The first survey was created for the Little Masters Club students who

worked closely with the Advisory Branding team to run this project. The first survey receives responses of We found out that the participants have shown a positive attitude towards this project, thinking it meaningful to participate. Most participants are satisfied with this event because it conveys essential knowledge of blood donation, prompts team communication and networking. Neural responses were received towards the further participation. However, something is expected to be improved as well: better time framing, effective organization and productive project launching.

The second survey was collected from the event attendees to get the feedback of the events. We found out high satisfaction from the parents and students because 100% of the participants consider this event as helpful, content and engaging. Thus they are willing to recommend our project to people around them. This survey also examines the attitude of event timing preference, finding if people are satisfied with the time of events.

For the planned event, 25 people have participated for the Blood Donation Awareness Day Event and have shown positive attitudes towards the event. The attendees were contributing to our event, and prompted approximately 21% of the total number of registrations for the blood drive at Lake Washington High School. The increase of the registration is satisfying, but the number will be improved more as more events are launched as time goes. It is hopeful to get a higher increase in the future years , since the reputation has been established and the topic will be fermented amongst the participants. As time prolongs, the attendees might experience the benefits of blood donation through the project and the spreading recommendations generated throughout this project will lead to higher increase.

## **Our Solutions and Outcome**

In this project, our team aims to raise awareness of blood donation and increase the number of blood donors among high school students and their parents in the east Seattle area. To achieve this goal, we have faced several challenging situations. Firstly, the majority of our target population has limited knowledge about blood and blood donation. They fail to realize the importance and severe needs of donating blood. Moreover, for individuals who acknowledge the significance of blood donation, a considerable proportion of them have lacked information about the process of this action, and they are even unaware of the approaches to donate blood. Apart from the issue of low blood donation awareness among target population, another situation we need to consider while seeking for solutions is that our targets are largely composed of high school students. As none of our team member are high school student, we are unfamiliar with their behavioral patterns, such as the prevailing social media they use, events that attract their attention, activities they participate in available time.

According to the analytical outcome described above, our team would offer Bloodworks with two recommended actions as following:

1. Collaborating with clubs or organizations formed by high school students to host public information sessions;
2. Tabling in various different high schools located in east Seattle area during lunch break.

#### First Recommendation

For the first recommendation, we believe that working together with high school groups would provide us with more detailed information about their behavioral patterns which would further benefits the efficiency of promotion events. Inspecting this action from the other direction, we offer them with supervision and advice on planning and executing events. As a result, this action is beneficial to either side of the participating parties. Another keyword in this recommended solution is information session. The main content of this event are introductory information about blood and blood donation. In addition, interactive activities based on high schoolers' behavioral patterns would attract more attention and reinforce learning.

#### Second Recommendation

For the other suggested action, it would be the most straightforward and effective method to promote blood donation as well as the company. Since high school students spend most of their time in school, school would be one of their most common sources of information. This action would target two types of students: students who have little knowledge about blood donation and students who know about blood donation but are unfamiliar with the approaches. Therefore, materials such as introduction of blood donation, company profile, explanation of blood donation process and sign-up sheet, are suggested to be prepared at the table

According to the situation described above, our team has taken two actions as following:

1. Collaborated with Little Masters Club, an organizations formed by high school students, to host a public information session;
2. Tabled at Lake Washington High School during lunch break.

#### First action

For the first action, we believe that working together with high school groups would provide us with more detailed information about their behavioral patterns

which would further benefits the efficiency of promotion events. In return, we would offer them with supervision and advice throughout the process of planning and executing the event. As a result, this action would be beneficial to either side of the participating parties. Another highlight in this solution is information session. The main content of this event would be introductory information about blood and blood donation. In addition, interactive activities based on high schoolers' behavioral patterns would attract more attention and reinforce learning. Moreover, this event would serves as a bridge to close up the information gap between students and parents by offering them an opportunity to learn about blood donation together.

We have been working closely with Little Masters Club since March by attending their weekly meeting held Bloodworks office in Bellevue.

- Brainstorm, Selecting marketing tools, designing event...
- On April 5<sup>th</sup>, 25 people attended the event.

Due to time limitations, this event was promoted only one week before it started.

### Second Action

For the other suggested action, it would be the most straightforward and effective method to promote blood donation as well as the company. Since high school students spend most of their time in school, school would be one of their most common sources of information. This action would target two types of students: students who have little knowledge about blood donation and students who know about blood donation but are unfamiliar with the approaches. Therefore, materials such as introduction of blood donation, company profile, explanation of blood donation process and sign-up sheet, would be prepared at the table. For students who have signed up for blood drive, they are required to sign consent forms before they take actual action , and due to their young age, their consent must be given with acknowledgment from their guardians. In this way, information about blood donation would flow from school to students, and further to their parents.

Our data found that people most likely to start donating prefer image-based social media platforms such as Facebook and Snapchat, so we decided to utilize internet memes as a form of advertising. It allowed us to develop a concise marketing tool that could easily be distributed to the 16-18 year old demographic through social media. Ultimately, the students responded positively toward the memes; they understood the message that was being presented as well as appreciated the humorous element. The YLP developed a meme that would later be

turned into a sticker, and when we presented these stickers to the Lakeside students, they responded enthusiastically to the stickers.

Due to time restrictions, we have tabled at one school and only for two days. However, we've still received 23 sign-ups

## **Recommended Actions**

Our primary objective for this project is to create a sustainable solution to generate awareness about blood donation awareness to the Chinese community with a specific interest in developing a robust generation of new ethnically Chinese blood donors. From our experience working on this project, we found that a new generation of blood donors is achievable if we develop a framework for understanding the importance of donating as well continuously building a dialogue between parents and children.

We started of this project asking one important question: what does everybody know? We had noticed there was a knowledge gap for Chinese-American youth when it comes to blood donating, and one of the reasons why this was happening was due to the lack of shared knowledge between parent and child. So, it was imperative for our group to figure out what everyone knew, where did they learn it from, and how can we educate them on the importance of blood donating.

The culminating event for our project was to host an educational awareness fair for the Chinese community. From our data, we found that the best method of gaining more donors was to educate the young Chinese donors as well as their parents. The presentations developed by the LMC students focused on destroying myths surrounding donating blood and educating them about the benefits of the being a blood donor. Additionally, we had a guest speaker, Dr. Kirsten Alcorn from Bloodworks Northwest, discuss in-depth the process of blood donating as well as donor resource representative from Bloodworks NW, Wendy Chu, help assist the LMC students with their projects. The significance of this event was to bring both parents and children together to start a very important dialogue regarding the blood donating process, and more importantly, establish a baseline understanding of what blood donating is, how it works, and who can become one. After the event, we saw parents discussing with their children about blood donation, so we highly recommend future teams use an event like this to achieve the same results.

### Potential Improvements

(1) Closing the educational gap between parent and child.

These means establishing an educational framework for understanding what blood donation is, how the process works, and the benefits of becoming a donor. With these framework for shared information, it allows both parent and child to eliminating myths/stigma surrounding blood donation as well as create a more informed rapport between the two.

(2) Generate awareness in-person rather than online.

Online platforms such as Facebook and Twitter can be useful marketing tools, but from our experience found out that students responded better when meeting in person. For the Lakeside high school event, we were able to demonstrate a more active presence meeting with the students in-person.

(3) Expanding the educational awareness fair into larger event.

For our final event, we were successful in achieving our goal of building an awareness of blood donating for the Chinese community. If another team is to develop a similar project, it would beneficial for them to expand the event to a larger audience of parents and children.

#### Sample Action Plan

### **High School Bloodworks Event**

(1) Research high schools with the specific demographic of people you want to market to.

(2) Collaborate with the high school to plan an sponsoring event for a blood drive.

(3) Station your sponsoring event at the high school during busy hours such as the beginning of school, lunch periods, and the end of school. Put flyers on the lunch tables.

(4) Market to the students in class.

### **LMC Blood Donor Awareness Event**

(1) Plan out the activities you would like to have. It's recommended that you are able to combine fun activities with educational activities; for example, we had five stations divided into three stations focusing on blood donation awareness and two stations with fun activities such as trivia.

(2) Plan out the venue weeks in advance.

(3) Start promoting the event weeks in advance as well. Use as many different resources as possible to distribute the information whether it be social media or advertising for it at schools.