

How do we secure a safe blood supply during the current corona crisis?

The blood donor organization perspective, Denmark

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Presenter:

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The blood donor setup

180.000 donors
284.000 donations in 2019

Donor organization
450 volunteers
7 FTE staff

5 Regions

5 Blood Centres

The National Strategy

- 27 Feb: First known Danish Covid-19 case.
Strategy: Quarantine to prevent spread
- 11 Mar: Lock-down of society announced.
Strategy: Limit spread
- 6 Apr: First relaxation of lock-down announced.
Strategy: Slow and controlled reopening of society

Corona Preparedness Team

- 9 Mar: Meeting suggested. Informal team
 - CEO's and key staff from blood banks
 - Professors of Clinical Immunology
 - The Danish Society of Clinical Immunology
 - The Blood Donor Organization
- Video conferences as needed

First phase

Objective: Protecting blood supply

- Information campaign to raise awareness.

Key messages:

- It's safe to donate blood
- The blood banks are open as usual
- The hygiene level is raised – hand rubbing alcohol available, all surfaces cleaned several times a day, keep safety distance
- These measures are to protect donors and staff
- SARS-CoV-2 is not transmitted through blood
- COVID-19 patients are not treated with blood transfusion

First phase

Further measures considered

- Protection masks
- Conversion of plasma collections to whole blood collections (possible, as donors are drawn from the same pool and none of them are paid)

First phase

Donor deferral measures

- 27 Feb: 4 weeks quarantine after travel to 7 high risk countries
- 10 Mar: Quarantine after travel to high risk countries adjusted to 2 weeks, 1 high risk country added. Quarantine 2 weeks after contact with person with known COVID-19 infection
- 19 Mar: Quarantine after travel to all foreign destinations

First phase

Donor communication, primarily Facebook

- 27 Feb: Travel quarantine
- 10 Mar: It's safe to give blood, increased safety measures
- 12 Mar: Blood centres still open – video
- 13 Mar: Safety measures in blood bank – video
- 15 Mar: Volunteers – maybe you can help in the blood centres?
- 16 Mar: New record in plasma collection on a Sunday!
- 18 Mar: Still need of blood after mobile blood drives visiting companies and educational institutions are cancelled – media attention.

Second phase

Objective: Balancing blood supply

- Information campaign to praise the donors (as we don't really need their effort right now)

Key messages:

- Your support has resulted in filled stocks of blood
- Make an appointment to give blood – and keep the appointment

Second phase

Donor communication, primarily Facebook

- 20 Mar: It's safe to give blood - always make an appointment first
- 22 Mar: Remember to sign up as stem cell donor as well!
- (22 Mar: New donor selection criteria, e.g. MSM allowed. Planned several months ago)
- 2 Apr: Demand for blood dropping, fewer time slots in the blood banks – praise of the donors

Third phase

Objective: Helping society

- Testing of all collections for antibodies in order to estimate the level of herd immunity
- Convalescent plasma

Key messages:

- Yet another way to do something good for others
- You will get your own test result although it is not certain on the individual level
- Don't sign up as donor just to get a test result
- Don't call the blood centre, they will call you

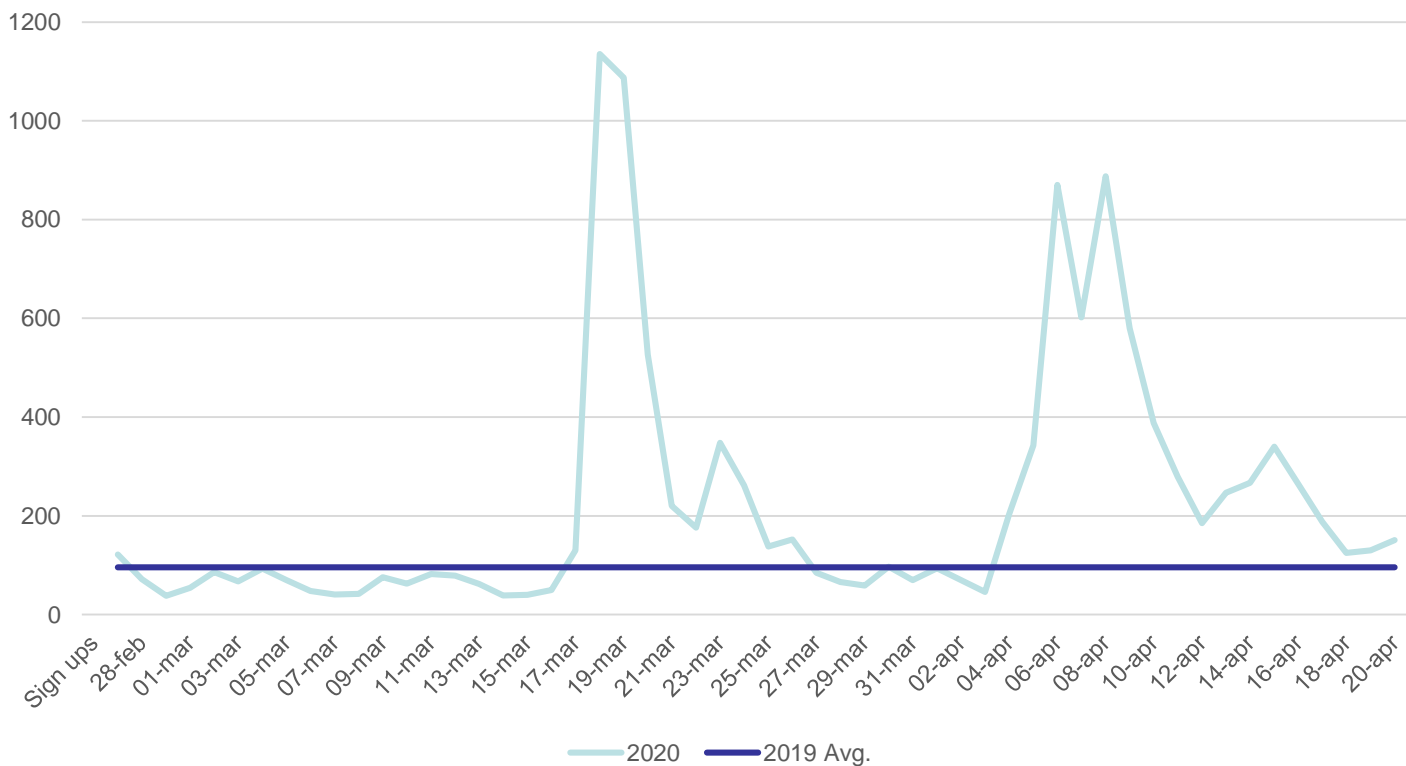
Third phase

Donor communication, Facebook, web, pressrelease

- 4 Apr: Test announced (pressrelease)
- 6 Apr: First tests taken. Information video and Q&A's on Facebook
- 8 Apr: First test results announced. 22 positive out of 1,487 donations. Adjusting for expected false negatives and false positives: 1,9 % of donor population have anti bodies
- 11 Apr: 72 out of 3.989 positive, still 1,9 %
- 17 Apr: All 5 regions now collecting convalescent plasma for double blinded research study

New donors recruited

New donors signed up / day



Visitors - web page bloddonor.dk

Audience Overview

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

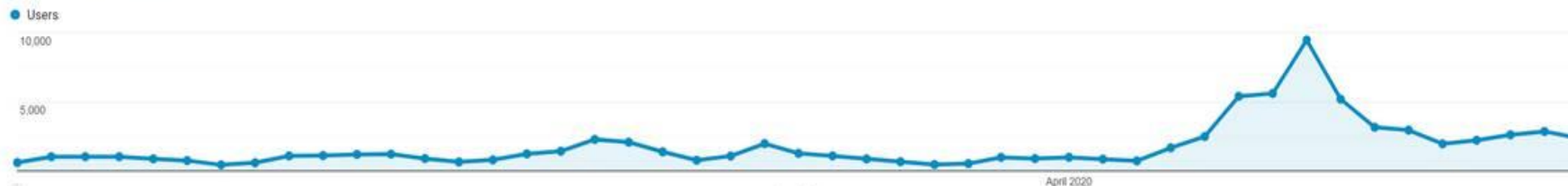
+ Add Segment

Mar 1, 2020 - Apr 16, 2020

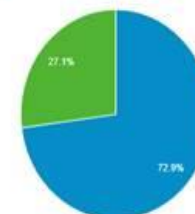
Overview

Users vs. Select a metric

Hourly Day Week Month



■ New Visitor ■ Returning Visitor



Demographics

- Language
- Country
- City
- System

Language

Language	Users	% Users
1. da-dk	53,309	81.63%
2. da	7,079	10.84%
3. en-us	2,938	4.50%
4. en-gb	1,131	1.73%

Next phase

Objective: Back to normal?

- Stocks are still full. No free time slots the next three weeks up to the next three months (varies), so no recruitment activities
- Still need of information updates and test results on a running basis
- Window for gaining public and political support for strategic self-supply of plasma open, when the worst part of the COVID-19 crisis is over?

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