ANNOUNCING A NEW PARTNERSHIP FOR WORLD BLOOD DONOR DAY

Dear colleagues,

World Blood Donor Day (WBBD) is Sunday, June 14. The day is designated to raise awareness about the need for safe blood throughout the world; to thank and honor the donors who make blood transfusion possible for patients in need; and to encourage healthy, eligible individuals to donate blood regularly. That three-fold objective is more important than ever, as the ongoing COVID-19 pandemic continues to affect the adequacy of the blood supply.

In celebrating WBBD, AABB is partnering with Facebook to help get the word out that blood is needed now and every day. We encourage all public-facing hospital blood collectors to sign up for the Facebook Blood Donations feature, a tool that can help the blood supply by allowing blood banks to quickly notify people when there is a need for blood in their community and communicate with nearby donors about how they can donate safely.

This tool helps blood collection facilities reach registered blood donors on Facebook, now numbering more than 70 million. The tool also raises awareness about the importance of donating blood and encourages individuals to set up appointments to donate blood. If your facility is interested in participating, please click on the "Partner with Facebook" button in the above link and it will connect you to the onboarding form. As more blood collection facilities sign up for the tool, Facebook will set up training sessions to answer questions about the platform.

Facebook has also made available a WBBD social media toolkit that can be used at your facility now and throughout the year to help encourage people to donate blood.

AABB is proud of the work our blood collectors do to make sure blood is available wherever and whenever it is needed. We think that your blood collection facility would benefit from the additional reach and engagement with donors that this tool brings.

Please reach out to AABB or Facebook if you have any questions.

Happy WBDD!