



Association for the  
Advancement of  
Blood & Biotherapies

# INSTRUCTION GUIDE FOR THE AABB STATE POLICY BRIEFING TOOLKIT



**The Association for the Advancement of Blood & Biotherapies (AABB) is an international, not-for-profit Association representing individuals and institutions in the fields of transfusion medicine and biotherapies. AABB supports members in their ongoing work to ensure a safe, available and resilient blood supply.**

## Why This PowerPoint Toolkit Was Created for Members

State-level policymaking has become increasingly important for issues affecting the blood community. In recent years, state policymakers have considered:

- Misinformation about blood safety and vaccination.
- Proposed bills that could reduce the eligible donor pool.
- Growing demands for emergency preparedness and prehospital transfusion programs.
- Increased scrutiny of the blood supply during disasters, pandemics and crises.

To help members respond to policymakers effectively, AABB developed this customizable PowerPoint deck as a “Briefing-in-a-Box.” The deck provides:

- Clear messaging on the blood supply and transfusion medicine.
- Policy recommendations aligned with AABB positions.
- Ready-to-use content that members can personalize and make state-specific for legislative briefings, policymaker meetings or educational events.

This resource is designed to encourage partnerships between policymakers and the blood community, and to help members speak with a unified, credible and compelling voice, while still allowing for strong local adaptation.

## How to Use This PowerPoint Deck

This PowerPoint presentation is intended to support legislative briefings, one-on-one policymaker meetings or educational sessions. Below are instructions for preparing and tailoring the deck.

### 1. Review the Full Deck

Before customizing, take a moment to review all slides and speaker notes. This will help you understand:

- The flow of the presentation.



- The key messages in each advocacy area.
- Where state-specific or organization-specific information should be added.

## 2. Customize the Slides for Your State or Organization

The deck is fully editable. You are encouraged to tailor slides to best represent:

- Your state's blood supply challenges or data.
- Local policy issues or recent legislation.
- Patient or donor stories from your community.
- Your organization's services, coverage area or partners.

Slides with clear placeholders (e.g., "Insert state data here") are designed for quick customization.

## 3. Use the Notes Sections for Suggested Talking Points

AABB has included **suggested language** for each slide in the PowerPoint's Notes section. These notes:

- Provide sample phrasing to communicate each key message.
- Offer context behind the data or policy recommendations.
- Can be used as-is or adapted to your own speaking style.

Members should feel free to tailor any talking points to reflect:

- Their own experiences.
- Local circumstances.
- Current state policymaking environment.

## 4. Add Your Contact Information and Call to Action

The last slide you present (Slide 24), includes space to add your organizational contact information. Members should:

- Provide a direct point of contact.
- Invite policymakers to tour a local blood center or hospital blood bank.
- Follow up after the briefing with materials, such as a PDF copy of the PowerPoint deck, that policymakers can reference.

## 5. Remove Slide 25 Before Using or Sharing the Deck

- It contains instructions for members who may want to highlight additional state policies.
- It includes links to AABB positions, talking points and resources for bills being considered by some states, which address:
  - **Directed blood donations**
  - **Vaccinations and blood donation**

## Tips for Using the Deck in Briefings

1. **Keep the presentation conversational.** The slides are designed to be visual and clear; the talking points come through your delivery.
2. **Tell a story.** Use at least one local patient or donor story to illustrate the impact of policy decisions.
3. **Focus on solutions.** Policymakers appreciate briefings that not only identify challenges but clearly state how they can help.
4. **Leave time for questions.** Many policymakers are unfamiliar with how the blood system operates, and therefore, this is an opportunity to educate.

## Resources and Additional Support from AABB

If you need assistance customizing your slides, understanding policy issues, or preparing for a specific meeting, AABB's Public Policy and Advocacy team is available to help. Feel free to contact us at [advocacy@aabb.org](mailto:advocacy@aabb.org).

You can find additional resources on the AABB website, including those addressing:

- [\*\*Vaccinations and Blood Donation\*\*](#)
- [\*\*Directed Blood Donations\*\*](#)
- [\*\*Where To Donate Blood\*\*](#)

## Thank You for Your Advocacy

Your engagement with policymakers strengthens the nation's blood system and protects patients who rely on safe, available blood every day.

This PowerPoint deck is one tool to help you communicate the critical work you do, and AABB is grateful for your leadership.

# THANK YOU



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