

“I never thought about donating blood,
I don’t even know my blood type”

MALE, 19 YEARS OLD

insight 1

MANY PEOPLE DO NOT KNOW THEIR OWN BLOOD TYPE SO
AWARENESS CAMPAIGNS ARE FALLING ON DEAF EARS THIS
ALSO SUGGESTS BLOOD DONATION IS NOT AT THE
FOREFRONT OF PEOPLE’S MINDS.

“I haven’t donated blood because nobody
has ever personally approached me”

JEFFREY

insight 2

COMMUNICATION BETWEEN POTENTIAL DONORS AND THE SERVICE
IS NOT PERSONALIZED ENOUGH FOR SOME MEMBERS OF THE SAME
COMMUNITY TO BE ENCOURAGED TO DONATE BLOOD.

“I can donate blood if I want to, it is just
that nobody in my family does it”

NAYAB, 19 YEARS OLD

insight 3

APPROACHING POTENTIAL DONORS AT AN EARLY AGE CAN
HELP TO ESTABLISH A BLOOD DONATION CULTURE
PARTICULARLY IN THE SAME COMMUNITY.