Pledge 25 & Club 25 Manual

GHANA CLUB 25

One Nation One Blood

National Blood Service, Ghana

NATIONAL BLOOD SERVICE, GHANA

PLEDGE 25
AND CLUB 25
MANUAL



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Introduction

Voluntary non-remunerated blood donation (VNRBD) is the foundation of a sustainable supply of safe and adequate blood and blood products. To improve the percentage of blood collections from regular voluntary non-remunerated blood donors, the National Blood Service has adopted the approach of establishing functional Pledge/Club 25s as a donor recruitment and retention strategy towards the achievement of 100% voluntary blood donation.

This goal is in accordance with the Melbourne Declaration of the Global Consultation on 100% voluntary Non-remunerated Donation of Blood and Blood Components by the World Health Organization (WHO) in June 2009 which recommends that countries :

- Recognize that safe blood and blood products and their transfusion is a critical aspect of health care that saves millions of lives and improves the health and quality of life of many patients
- Acknowledge that the realization of the health related Millennium Development Goals to reduce child mortality (Goal 4), to improve maternal health (Goal 5) and to combat HIV/AIDS, malaria and other diseases (Goal 6) is dependent on universal access to safe blood transfusion
- Recognize that evidence supports that regular voluntary, non-remunerated blood donors are the cornerstone of a safe and sustainable national supply of blood and blood products sufficient to meet the transfusion requirements of the patient population
- Acknowledge the need for a sustainable blood supply through increasing the number of voluntary non-remunerated blood donors who donate regularly
- Recognize that the establishment of well-organized and managed national blood services based on 100% voluntary

non-remunerated blood donations with effective quality systems will increase the safety of blood supply by reducing the transmission of Transfusion Transmissible Infections (TTIs)

- Believe that family replacement and paid donation can compromise the establishment of sustainable blood collection from voluntary non-remunerated blood donors.

The Melbourne declaration is founded on the policies articulated in World Health Assembly resolution WHA. 28.72 "Utilization and Supply of Human Blood and Blood Products" which urges Member States to promote the development of national blood services based on voluntary non remunerated blood donation and is supported by resolution WHA 58.13 Blood Safety: Proposal to establish World Blood Donor Day.

The establishment of functional Pledge/Club 25s will also help to phase out family/replacement blood donation which contradicts the objective of a safe blood supply system. The National Blood Service therefore acknowledges the need to establish adequate numbers of functional Pledge/Club 25s across the country to contribute to the achievement of 100% Voluntary Non-remunerated Blood Donation by 2017.

This manual is intended for the management of the National Blood Service, Blood Donor Recruiters, Policy makers, Voluntary Blood Donor Organizers and other stakeholders who share the vision of making the supply of blood and blood products safe, adequate, affordable, efficacious and accessible to all patients requiring blood transfusion therapy. It will serve as a guide for the formation of Pledge/Club25 for all relevant stakeholders of the National Blood Service.

1 History of Club 25

In the early 1980s, the HIV/AIDS pandemic began spreading throughout the world. One of the significant routes of transmission of the virus was through transfusion of blood collected from HIV-infected blood donors. Nations all over the world soon recognized that the primary way to prevent transfusion of unsafe blood is to begin with safe donors, and so qualification criteria for safe blood donors were reviewed to exclude those who have engaged in lifestyle activities associated with HIV transmission, and those who exhibit symptoms associated with AIDS-related illnesses. Other strategies that evolved to improve the safety of blood include testing all collected blood for HIV and surveillance procedures to detect and remove contaminated units.

Within the general population, young people between 16 and 19 have been recognized as a pool of potential donors with low risk for HIV infection. Transfusion services all over the world have begun focussing blood donor recruitment efforts in this group of potential donors.

Origins of Club 25

The "Club 25" concept originated in Zimbabwe in 1989 to target young donors in a bid to improve the long term safety and adequacy of the blood supply, and also to reduce the HIV prevalence by regularly promoting safe and healthy lifestyles among young people. The students who were first involved became so committed that even when they completed their schooling they went on to form the Pledge 25 Club, pledging to make at least another 25 blood donations before the age of 25.

Because blood donation goes with health promotion activities, committed blood donors benefit from regular counselling, health education and testing, which helps them stay HIV-free. The HIV prevalence among blood donors in Zimbabwe fell from 4.45% in 1989 to 0.35% in 2005, at a time when the infection rate in the sexually active population was 21.3%.

Currently 70% of the blood supply in Zimbabwe is donated by students and young people.

The concept has been adopted by many countries all over the world as 'Club 25' 'Pledge 25' and 'Pledge 25 Club', with various modifications to suit local needs.

Any established Club 25 performs the following core activities:

1. Brings together young volunteer non-remunerated blood donors,
2. Promotes regular blood donation,
3. Promotes positive and risk-free healthy lifestyles among the youth.

The extension of Club 25 activities to those who have completed school helps make blood available during school vacations. Clubs also welcome persons who have been deferred or disqualified from donating blood, but nevertheless are passionate about the cause and therefore are willing to support Club activities.

Pledge/Club 25 in Ghana

The Ministry of Health and the National Blood Service, Ghana (NBSG) have also endorsed the establishment of Club/Pledge 25 in Ghana. Pledge/Club 25 are expected to be play a crucial role in the achievement of 100% voluntary non-remunerated blood donation.

In Ghana, **"Pledge 25"** exists for the youth who are still in school and between the ages of 17-25 years, while **"Club 25"** is the term for the groups comprising school leavers, members of organized community groups, religious and other organizations.

In line with the National Blood Collection Plan of the NBSG, there is an ongoing drive to strengthen existing Pledge/Club 25s, and establish additional functioning Clubs across the country.

2 Vision and Objectives

MISSION STATEMENT

The main goal of the Pledge/Club 25 programme is to establish a cohort of safe, regular non-remunerated blood donors among young people towards the achievement of 100% voluntary blood donation.

OBJECTIVES

The Pledge/Club 25 has the following objectives:

1. To motivate peer groups within educational institutions, religious organizations, organized community groups such as keep fit Clubs, work places and the community at large to donate blood voluntarily and on a regular basis.
2. To promote safe lifestyle among young people with the purpose of recruiting them to contribute to adequate and safe blood supply.
3. To facilitate the follow up of blood donors in order to enhance donor retention.
4. To create awareness about the blood requirements of the National Blood Service, Ghana and the need for safe blood transfusion and its benefits to patients.
5. To assist in the dissemination of information on the collection and use of safe and adequate blood and blood components.
6. To serve as advocates of positive lifestyle attitudes in their community.
7. To demystify blood donation among the youth and the community at large.

Slogan

The slogan of Pledge/Club 25 is: **"Be a hero, donate blood!"**

3 Formation and Membership

Blood Donor Recruiters will spearhead the formation of Pledge/Club 25 across the country. Members of an established Pledge/Club 25 must commit themselves to donating blood at least 25 times within their lifetime.

Formation of Pledge/Club 25

The Blood Donor Recruiter

- contacts potential Institutions/ Organizations
- writes officially to notify the authorities about the formation of the Association.
- Organizes a sensitization workshop
- Chooses a focal person to help in the registration of new members
- Ensures the register is included in the Area Blood Centre's database of voluntary blood donors
- Supervises election of executives and the appointment of a Patron
- Organizes a training workshop for Executives and Patrons
- Inaugurates Pledge/Club 25
- Organizes a blood donation exercise.

Membership Eligibility

Eligibility Criteria:

Prospective members will have to meet the following criteria:

a. Commitment to volunteerism
b. Commitment to a healthy lifestyle
c. Commitment to saving lives
d. Commitment to donate blood on regular basis at least two (2) times a year

e. Commitment to donate blood at least twenty-five (25) times
f. Should have a minimum age of 17 years
g. Any person who believes in the objectives of Pledge or Club 25 can also become a member. They can serve as peer educators or voluntary organizers
h. One has to have read and understood the rules and regulations of the association and assented to them.

Regulations

The Pledge/Club 25 members are expected to abide by the following tenets:

1. Live a positive SAFE lifestyle through the adoption of safe sex practices (abstinence is best advocated)
2. Abstinence from excessive alcohol consumption.
3. Abstinence from the use of hard drugs.
4. Avoid tattooing, ear and body piercing, and blood sharing.
5. Live positive lives which are worth emulating.

Membership

Full Members

- Any person between the ages of 17 and 60 years who donates blood regularly.

Associate Members

- Persons below 17 years or above 60 years
- Anyone who believes in the objectives and ideals of the Club but cannot donate blood due to various reasons.

Conditions Of Membership

Membership shall be based on the following conditions:

1. A prospective member must be prepared to actively participate in Club activities and commit to the Pledge of 25 voluntary non-remunerated blood donations in their lifetime.

2. A prospective member will be approved by the Executives after completing a registration form.
3. Any person accepted into Pledge/Club 25 membership will receive an Identification Card.

Leadership of the Clubs

The Executive membership of Pledge/Club 25 consists of the following:

1. *Chairman*
   a) A member duly elected to office and oversees the affairs of the Club and coordinates all meetings.
   b) A spokesperson of the Club.
2. *Vice Chairman*
   - A member duly elected to office and who supports the Chairman in the performance of his/her duties, and oversees the affairs of the Club and coordinates all meetings in the absence of the Chairman.
3. *Secretary*
   a) A member duly elected to office and who keeps accurate details of all activities carried out by the Club.
   b) A member who takes minutes of meetings.
4. *Financial Secretary*
   a) A member duly elected to office who keeps track of all funds received from personal donations made by members and other approved sources.
   b) A member who accounts for all expenditure incurred and income received from any source considered acceptable.
5. *Organizing Secretary*
   a) A member duly elected to office who will be responsible for overseeing the Club/Pledge events.
   b) A member who will prepare and give reports of events and activities as and when required.

4 Pledge/Club 25 Activities

Pledge/Club 25 will engage in the following activities:

1. **Blood drives and campaigns**

   Blood Donation drives will take a central part of Pledge/Club 25 programmes. Pledge/Club 25 executives and members will:

   a) Liaise with Blood Donor Recruiters (BDR) at the Area Blood Centres in their respective catchment areas in planning suitable dates for blood donation sessions in their institution, organization or community.

   b) Create awareness among the target group of donors on the planned donation drive. This may be through posters, flyers, newspaper advertisements, radio and TV announcements, social media, public announcements, etc.

   c) Participate in the mobilization of peers on the blood donation day.

   d) Donate blood during the blood drives if due for donation. Members are expected to donate at least twice in a year

2. **Donor Recruitment**

   Members will assist in peer recruitment. The recruitment will be done during donation sessions and any other suitable forums such as interschool activities.

3. **Blood Donors Day**

   Members will participate in anniversaries organized by the Area Blood Centres such as National and World Blood Donor Day Anniversaries.

4. **Mentorship and Career Guidance and Counselling**

   Experts may be engaged to provide these services

5. Education

Members will embark on educational tours to health facilities and other places of interest. Debates among various Pledge/Club 25s will be encouraged.

6. Health Promotion

Healthy lifestyles will be promoted among members. Topical issues such as nutrition, road safety, alcoholism, drugs and substance abuse, and Transfusion Transmissible Infections (TTIs) will be addressed.

7. Recreation

Members will also organize other activities such as drama and games.

5 Benefits and Motivation

Benefits

Pledge/Club 25 members shall enjoy the following benefits:

1. Personal satisfaction derived from the opportunity to contribute to the society by saving lives.
2. Tokens of recognition such as branded tee-shirts and caps
3. Social life is enhanced through Club activities such as games, drama, excursions to places of interest, etc
4. Members will benefit from various educational and training programmes which will prepare them adequately for life after school.
5. Health status assured through promotion of healthy lifestyle and regular blood donation. Blood donors go through medical assessment each time they present themselves for blood donation.
6. Members acquire interpersonal and mobilization skills
7. Members acquire knowledge about pertinent health issues
8. Members benefit from career guidance and counselling

Motivational Items

The very essence of voluntary blood donation is the selfless giving of an irreplaceable gift to someone who desperately needs it to live. Therefore remuneration in cash or kind for blood donation is against the spirit and principle of voluntary blood donation. Donor education and information has to stress the altruistic motivation for voluntary blood donation.

At every donation, branded souvenirs such as exercise books, pens and carrier bags which have no significant resale value will be given donors.

Periodically, outstanding Pledge/Club 25s are recognized at sponsored awards events

Additionally, in order to recognize and appreciate the selflessness of Pledge/Club 25 blood donors, and to motivate them to continue in their generosity, members are awarded and celebrated as they reach milestones in blood donation.

Number of Donation	*Recognition*
1	Donor Card
3	Key holder or wrist band
5	Baseball Cap
10	Pledge/Club 25 tee-shirt and a badge
15	Tourist bag
20	Citation
25	Plaque
25+	Enter National/Regional Award

6 Monitoring and Evaluation

In order to sustain established Pledge /Club 25s and make them contribute effectively towards the achievement of 100% voluntary non-remunerated blood donation, it is important to regularly monitor and evaluate Pledge/Club activities.

Objectives

The formation of the Pledge /Club 25 is to ensure that blood is obtained from a reliable and safe source through 100% voluntary non-remunerated repeating blood donation programme.

The Monitoring & Evaluation (M&E) is meant to achieve the following objectives:

- To ensure that the objectives of the operational plan of the pledge/Club are achieved
- To identify gaps and weakness in the implementation and operations of the Club for immediate attention.

M&E Team

The Monitoring and Evaluation team operates within designated catchment areas. The members comprise the following:

1) The Pledge/Club 25 Coordinator (who shall be the team leader)
2) The Blood Donor Recruiter in charge of the Catchment Area,
3) A senior donor care nurse
4) A voluntary blood donor organizer

A report on the findings will be presented to the Head of the Area Blood Centre by the Team Leader.

Pledge/Club 25
Registration Form

Surname.....

Other Name .....

Facebook Name .....

Mobile Number.....

Email .....

Institution/Organisation .....

Postal Address.....

Date of Birth.....

☐ Male ☐ Female Blood Group .....

Last Donation Date .....

I pledge to donate blood at least **25** times
for the purpose of saving lives.

Sign.....

Date .....

Official Use Only:

Received by:.....

Date and Stamp: .....

Pledge/Club 25
Donor Panel Register

ID Number ..... Blood Group .....

Blood Group .....

Last Name .....

First Name .....

Address .....

Mobile Number .....

Email Address .....

Institution .....

Occupation .....

☐ Male ☐ Female Date of Birth .....

	Date	Donation Number	Remark
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Pledge/Club 25
Monitoring and Evaluation

Date .....

Organization .....

Information obtained from .....

Form completed by .....

Indications	Responses	Remark
1. Executives named	☐ Yes ☐ No	
2. Patron appointed	☐ Yes ☐ No	
3. Membership List sighted	☐ Yes ☐ No	
4. Training organized for Executives	☐ Yes ☐ No	
5. Pledge/Club 25 members adequately sensitized about rationale for Club	☐ Yes ☐ No	
6. Blood donation undertaken by members	☐ Yes ☐ No	
7. Number of blood donation sessions		
8. Evidence of activities undertaken	☐ Yes ☐ No	
9. Number of meetings held		
10. Total units collected		
11. Total donations (Male, Female)		

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