

Hospital Support Sheet

Severe Blood Shortage – Summer 2021



**American
Red Cross**

The American Red Cross is experiencing a severe blood shortage as the number of trauma cases, organ transplants and elective surgeries rise—and deplete the nation's blood inventory. To help combat this shortage and help ensure our hospital partners, like you, can provide the best possible care to your patients and stabilize the blood supply we encourage your support to raise awareness about the emergency need within your communities. To provide consistent messaging to public and to the media please use the information below.

Severe Blood Shortage Support:

Key dates to engage in June:

- June 14 – World Blood Donor Day (the Red Cross will launch media campaign announcing severe blood shortage nationally)
- June 19 – World Sickle Cell Day
- Week before July 4 (historically a challenging holiday weekend to collect)

Immediate areas of support for external/patients/community:

Shareable content:

- Share on social media to encourage your followers to donate this week/month, etc. Sample messaging can be found [here](#).
- Amplify Red Cross social posts from either national Red Cross accounts or local regional Red Cross accounts. Sample messaging can be found [here](#).
- Place blood donation [flyers](#) in key areas of hospital (cafeteria, ER waiting room, surgical waiting room, lobby, infusion suites, elevators, gift shop, information desk).
- Place [information about platelet donation](#) in oncology and infusion waiting rooms

Communications amplification opportunities:

- Help identify a blood recipient patient – particularly if they had to wait to receive the treatment they needed due to the inventory constraints – who would be willing to participate in media interviews or be featured in marketing efforts about how blood donations helped them recover.
- Provide a medical expert spokesperson who can speak to media, or be featured in marketing efforts, about how blood is used and the impact an inadequate blood supply has on patient care.
- Provide quotes of support for Red Cross use in news releases, media, social media and marketing efforts.
 - Publicly acknowledge blood donors by giving a statement of thanks to all those who generously give blood, as they help make medical treatments at your hospital possible.
- Send a letter to your community from your CEO to help increase blood donor turnout at existing Red Cross blood drives. [Draft Attached](#).

Suggestions for internal audience engagement:

- Urge employees to donate this week/month, etc., and encourage employees to invite others to donate as well. This can be through internal emails, newsletters, intranet pages or other established communications methods. [Draft Attached](#).
- Highlight employees who are donors and share their stories about why they give.

On-going asks for support this summer: (July-Aug.)

- Host a blood drive if you don't have one already scheduled. It can take many weeks to plan a successful drive, and you can map out. Visit [RedCrossBlood.org/HostADrive](https://www.redcrossblood.org/HostADrive) to get started today.