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SANBS LAUNCHES GOOD HOOD CAMPAIGN TO REACH DONORS CLOSER TO HOME

Just a little bit of time and little space makes a huge impact

FOR IMMEDIATE RELEASE

Johannesburg – The South African National Blood Service (SANBS) has launched the Good Hood campaign to bring blood donation to the people and reach donors within their communities.

Often seen as a time-consuming activity, the Good Hood campaign aims to bring community-minded individuals together at their residential complex or estate, to conveniently make their donation.

“The launch of the Good Hood campaign comes at a time when individuals are hunkering down at home to avoid increasing their risk of COVID-19 infection while donating blood. The campaign aims to not only to make the donation process convenient but also addresses the misnomer that setting up a blood drive is admin intensive and requires lengthy management and planning,” says Nomthandazo Mosupye, SANBS Senior Manager of Marketing and Communication.

For the converted, blood donation is a no brainer. Taking just 30 minutes in a donor centre is an easy way to save lives and give others a second chance at life. The story is different for those who aren't donors. Fear of needles and access to donor centres are common reasons people give for not giving blood. SANBS wants to change that through the Good Hood campaign.

Not a revolutionary approach, as mobile blood drives are commonly set up in community spaces, but it certainly does tackle the challenge of people's unwillingness to travel to make a donation. SANBS also wants to give individuals in communities, who have always wanted to get involved in community work, an opportunity to make their contribution through blood donation.

sanbs.org.za
Toll free 0800 11 9031

Board of Directors: Executives: V Reddy (CEO), K Van Den Berg (Medical Director) **Non Executives:** A Ramalho (Chairman), F Burn, S Fakie, P Knox, G Leong, T Mokgatla, P Mthethwa, R Theunissen, M Vaithilingum,

Company Secretary: A Manduna

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Universal Blood Type



Donates to Everyone

Receives from 

The campaign is rooted in the concept of getting communities to band together to assist blood recipients who live among them in their neighbourhoods. To recognise the generosity and selflessness of each participating community, SANBS would love to publicly acknowledge and celebrate each neighbourhood, as a Good Hood.

“We want to appeal to everyone's inclination towards civic responsibility, for this campaign to be successful,” Mosupye added. “Being labelled a Good Hood will show others that blood donation does not just have to be an individual activity – it can become a community and family activity too.”

Through this campaign, SANBS intends to give recognition to the communities made up of individuals, who donate blood voluntarily to save lives. The blood service urges everyone to band together and be a part of the live- saving movement.

ENDS

About the SANBS

The South African National Blood Service (SANBS) is an independent non-profit organisation, and one of the leaders in the discipline of blood transfusion. SANBS operates in eight out of nine provinces in South Africa (with the exception of the Western Cape, which is serviced by the Western Cape Blood Service). It also provides crucial support to countries in the SADC region.

SANBS supplies over one million blood products annually and is rated among the top blood services in the world. This pedigree comes, as a result of world-class testing and collection protocols which ensure that the blood which is transfused is always of top quality.

The blood is processed into its constituent components; red blood cells, plasma, and platelets therefore in principle a single blood donation can save a minimum of three lives.

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