

Press Release

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ICCBBA ENTERPRISE GRANT RECIPIENT

ICCBBA is pleased to announce Bloodworks Northwest, a nonprofit organization based in Seattle, Washington, USA, as the recipient of the 2018 ICCBBA Enterprise Grant for its proposal to implement an innovative technological strategy for blood donor recruitment and retention in Webuye, Bungoma County, Western Kenya.

“Bloodworks’ Center for Global Impact is committed to making safe blood more accessible to communities around the world,” said CEO Dr. James P. AuBuchon. “The safest blood supply comes from donors who give again and again, from a local population of repeat blood donors. We are pleased that ICCBBA recognizes the importance of using mobile technologies to engage and involve donors.”

In Western Kenya, the availability of safe and accessible blood transfusion is hampered by donor participation, logistical challenges, and infrastructure limitations. Increasing repeat donations from returning donors is the safest source of blood, as the donor has been previously screened for infectious diseases and risk factors, however, retention is challenging because automated methods to contact, trace, and engage repeat donors are lacking. Bloodworks Northwest proposes to increase community-centered donor participation and retention with the PROMISE approach, using e-mobile technology to develop a registry of self-identified local community members who are pre-tested and pre-blood typed for future blood donation. The e-mobile platform will also be used to cultivate regular donor education, message reinforcement, and feedback to support the acquisition and retention of local blood donors.

“Donor recruitment and retention are common challenges in many resource limited countries”, said Paul Ashford, Executive Director of ICCBBA. “The PROMISE project provides an innovative approach and ICCBBA is happy to provide Bloodworks Northwest with the support they need to pilot this solution in Kenya.”

The ICCBBA Enterprise Grant was created to help support initiatives at the national or regional level in resource limited settings that are aimed at developing an underlying organizational infrastructure that is well developed, quality driven, and focused on information management or traceability. Applications are accepted from professional societies or other nonprofit organizations working in the fields of transfusion and/or transplantation.

For more information about the ICCBBA Enterprise Grant, visit www.iccbba.org.

ICCBBA is an international, not-for-profit, non-governmental organization in official relations with the World Health Organization that manages, develops, and licenses ISBT 128; the global information standard for the terminology, coding and labeling of medical products of human origin. Since 1995, ICCBBA has managed the allocation of globally unique identifiers to licensed facilities and maintains the ISBT 128 Standard, international databases for Facility Identification Numbers and Product Description Codes, supporting documentation, and educational materials.

Bloodworks is a community-based nonprofit organization that provides blood for transfusion, specialized blood testing, and blood research to advance health and save lives. Bloodworks has pursued discovery and innovation for safe blood transfusion for more than 70 years, with capabilities including blood collection, laboratory testing, transfusion medicine, and quality management systems. Bloodworks currently serves



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ICCBBA
Enterprise Grant

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more than 90 hospitals in the USA, and its Center for Global Impact draws on its extensive experience and innovative approaches to improve how blood is collected and transfused around the world.

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