(Report for EPSF Blood Donation Campaign part 1)

Are you the next super hero ...?
*Organizing association: EPSF_AUG
*University: Alazhar University for girls
*City: Cairo, Nasr city.

*Chairperson Full Data:
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*Locations, time and dates:
a) Workshop: (6/12/2015) from (2 pm to 4 pm)
b) University: (Alazhar University for girls) for 2 days;
   1st day: Wednesday 10/12/2014 in faculty of Pharmacy
   (From 10 am to 4 pm)
   2nd day: Tuesday 16/12/2014 in faculty of engineering
   (from 10 am to 3 pm)
c) The village: Elglatma village on Friday (19/12/2014)
   (from 12 pm to 3 pm)

*Targeted Audience:
1. Number: near 200
2. Type: female university students, adults & children of Popular class.
3. Number of Actual Donors: 97
4. Number of People who wish to donate (referred): 60
5. Number of Donors who did not complete the Donation: 3

*Number of EPSF members taking part in the campaign:
a) From Public Health Committee: 12
Main activities

Activities from toolkit

"EPSF Blood Donors Stories Book"
- Writing Panel
- Blood Types Board
- Hanging Balloons
- The regretful vampire

Smiley blood droplets:

**Description:**

Papers in the form of blood droplets stacked on a stick written on them different diseases and conditions which require blood transfusion and putting them in a box so, audience can withdraw one read and keep it.

**Requirements:**
1- red Cardboards. Cut in form of droplets
2- Pen
3- Scissors

**Key message:**

Increase students health awareness in a funny and smiley face

Donation cards

**Description:**

Cards in the form of blood droplet written on it the day of donating and the day he should donate in it in the future.

**Requirements:**
Red cardboards
Pen
Scissors

**Key message:**

Stimulates donors to donate blood continuously
March :

Description:
Group of members wearing t-shirts and caps and holding flags with vampire and droplet girl walking in the place of donation before starting donating to attract audience and walk in the university during campaign to attract and talk to a big number of students

Requirements:
1- at least 6 members
2- t-shirts
3-flags
4-caps
5-vampire
6- droplet girl

Key message:
Attract audience to the campaign to take the best use of it

Blood droplet girl

Description:
Member wear droplet of blood made of cotton and fiber present near the campaign to attract people to the campaign or to tack a photo with her

Requirements:
1-scissor
2-fiber
3-red fabric
4- member from PH committee

Key message:
Attract audience to the campaign and telling them the benefits of donating.

Droplet medals

Description:
Red droplet from cardboard put in medals written on it (I am super hero) given to donors
Balloons for children

Description:
Group of balloons written on it quotes of benefits of blood donation to give to children

Requirements:
1-pin
2-red balloons

Key message:
Attract children to speak with them and told them information about healthy habits in injury and foods to avoid anemia.

Picture of Disease

Description:
Printed picture of cancer and other diseases need to blood transfusion

Requirements
1-pictures of diseases

Key message
Increase awareness of people of diseases need blood and encourage them to donate

Announcement before campaign

Description:
Posters written on them the date and time of campaign and quotes to encourage students to donate blood.

Requirements
1. Posters
2. pins

Toktok show

Description:
Riding toktok with flags and posters and take around in the whole village before the campaign

Requirements
1. Posters
2. Toktok
3. Flags

**Key message**

Make show to attract more and more people to tell them information about blood donation.

**Obstacles and solutions:**

**Permission from vice university president**

We go to our dean and explain the importance of campaign to her and she helped us in getting permission.

**Materials delaying** Consequently the campaign had to delay and we could not change permission to another date

We cancelled one day but we made the other day.

**Absence of materials in the first day of the campaign**

We made handmade materials instead of the campaign materials.

**Second day permission**

We were trying to take permission from public spot instead of the university but when our dean saw the first day of the campaign she was so admired and talk to university vice president to give us permission for a second day.

**In the first day of the campaign** Demonstrations take place in the university and the police interfere, the security went to the dean want to cancel the campaign.

EPSF_AUG president talked with them and the dean and solve the problem and the campaign did not cancelled but we were forbidden to talk around in the university.

The time of the campaign was in the end of semester so the number of audience was not big.

**-Ideas arising from the campaign:**

1. Balloons
2. Medals
3-flags
4-smily droplet
5-blood droplet girl

-Online Links:

a) Link of Campaign Announcement:
https://www.facebook.com/events/1509092159363500/

b) Links of Campaign Albums:

- local blood donation work shop
https://www.facebook.com/media/set/?set=a.1544055655832664.1073741837.1521419021429661&type=3

- first day
https://www.facebook.com/media/set/?set=a.1538805656357664.1073741835.1521419021429661&type=3

- second day
https://www.facebook.com/media/set/?set=a.1543762599195303.1073741836.1521419021429661&type=3

- third day
https://www.facebook.com/media/set/?set=a.1544058192499077.1073741838.1521419021429661&type=3&uploaded=68