



PROMOTION OF VOLUNTARY BLOOD DONATIONS IN PAKISTAN THROUGH THE FACEBOOK BLOOD DONATION FEATURE



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Safe Blood Transfusion Programme

Ministry of National Health Services

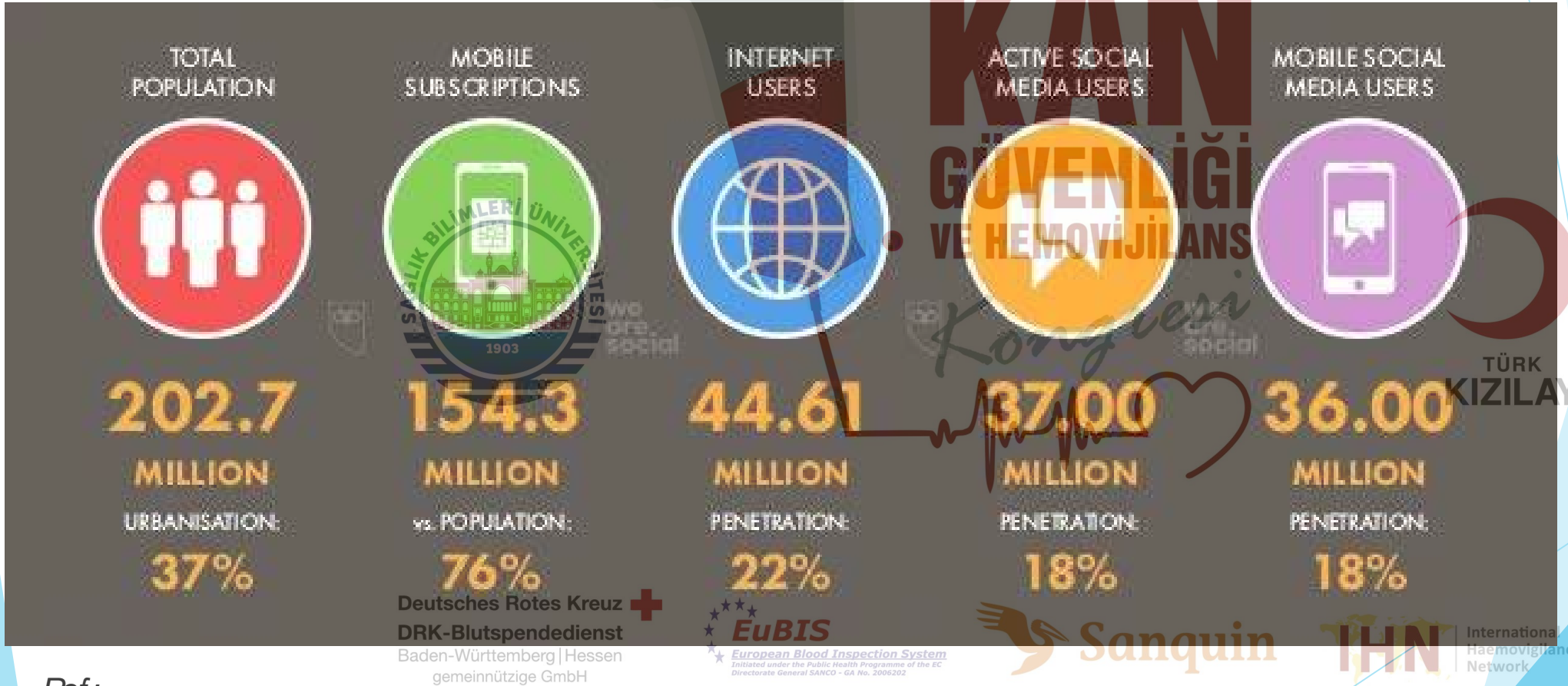
Pakistan

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MOBILE, INTERNET, AND SOCIAL MEDIA USE IN PAKISTAN (2019)



Ref;

1. Global Digital Report by We are Social
2. Global Digital Report by Hootsuite

Active SOCIAL MEDIA

users in Pakistan
grow by

5.7%

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Attracts More Clients

Helps You To Make Better Business Decisions

Increases Trust & Brand Loyalty

Improves Communication with Your Customers



What are the Benefits of Social Media Marketing?

Makes it Easier for You to Convert Enquiries into Clients



Increases the Likelihood of Appearing on Page 1 of Search Engines



Sends You a Steady Stream of New Enquiries



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Promotes You as a Higher Authority Within Your Industry

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A COMPARISON OF SOCIAL NETWORKS



Source: Facebook Ad, Social Bakers, We Are Social, Creative Chaos, PAS, Digitz, Twittistaan

WORLD MAP OF SOCIAL NETWORKS

January 2018



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V Kontakte
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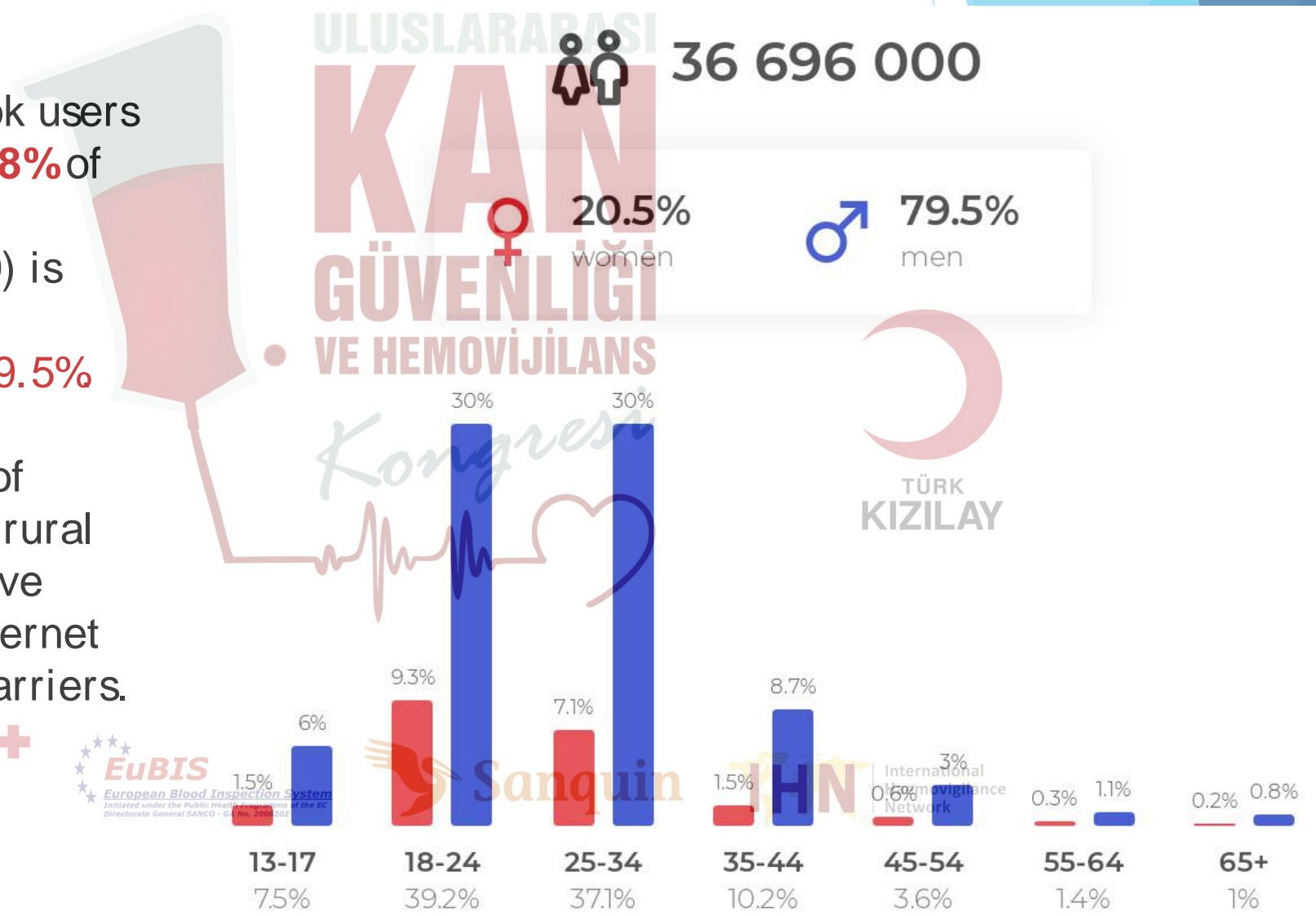
credits: Vincenzo Cosenza vincos.it

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source: Alexa/SimilarWeb

FACEBOOK USERS IN PAKISTAN (2019)

- There are **36,696,000** Facebook users in Pakistan, accounting for **17.8%** of the population.
- Largest user group (14,400,000) is **aged 18 to 24 years**.
- Majority of them are **men** **79.5%**
- Reason for large male users of Facebook is that the majority of Pakistani population resides in rural areas where females do not have access to smart phones and internet due to financial and cultural barriers.



Source: NapoleanCat.com



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In an interesting breakthrough for mobile users in Pakistan, Facebook has announced the provision of free internet access for users in Pakistan

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Internet.org is now live in Pakistan for people on the Telenor Pakistan network!

Before today, only ~15% of Pakistan's 180+ million people had access to the internet. Now, people will be able to access valuable services for free, including resources for health, jobs, local news and communication.

More than 1 billion people around the world now have the ability to use free basic services through Internet.org, and we've seen these bring a lot of value to people in the 11 countries where we've launched.

Here's a photo of Javed, a rickshaw driver, and Ashfaq, a construction worker, who use their phones to help do their jobs.

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MOBILE NETWORKS OFFERING FREE FACEBOOK

ZONG 4G
No. 1 & Only 3G+4G Network



No Balance? No Worries
Zong brings you
Free Facebook

Post status updates, likes and comments on facebook with zero balance
No Subscription Required

Facebook | Zong | @zong | www.zong.com.pk | 3333 | Dial 3333 to port to Zong



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FREE FACEBOOK WITH JAZZ SUPER 4G

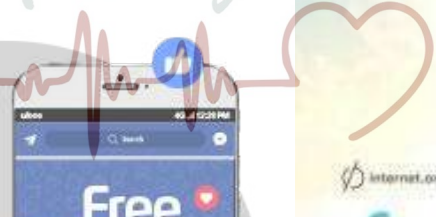


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What makes this study unique?

Till date very few studies have been conducted throughout the world to explore the role of social media in general and Facebook in particular as a tool for community engagement and social well-being especially in healthcare sector

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Google+, Twitter, Facebook, Pinterest, Instagram, LinkedIn, YouTube, Snapchat, Vevo, Reddit, and other social media icons.

BLOOD TRANSFUSION SCENARIO IN PAKISTAN

- ▶ BT Sector in Pakistan reflects the **dynamics of a country in development**
- ▶ The system backbone have been the '**multifunctional**' hospital BBs, complemented by an ever increasing number of **private BBs**
- ▶ NGOs/ BDOs are not well *acquainted with policies, standards and guidelines* for the services they are providing, mostly under **humanitarian principles**
- ▶ It is estimated that **2.7 million blood donations** are collected in Pakistan every year from approximately 600 blood banks.
- ▶ Despite 70% of its population being under the age of 29 years, only **13% of blood donations in Pakistan come from voluntary donors** while the rest come from 'Family Replacement donors'.
- ▶ 92% of the total donated blood comes from **male population**.
- ▶ To reform the existing fragmented BT system, the government initiated blood safety systems reforms in 2010;
 - ▶ SBTP is developing a **new BT infrastructure**; large modern Regional Blood Centers catering to the Hospital based BBs. So far 10 RBCs and 60 HBBs have been developed. More are under process.
 - ▶ **Blood regulation system** is also being streamlined and registration and licensing of blood centers has started in earnest across the country.





Mark Zuckerberg announced new tools and initiatives at the **Social Good Forum** in NYC on November 29, 2017, **Facebook Blood Donation Feature** was one of these tools

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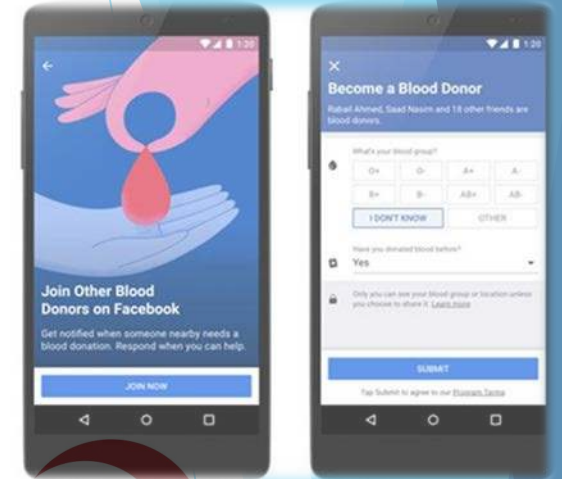
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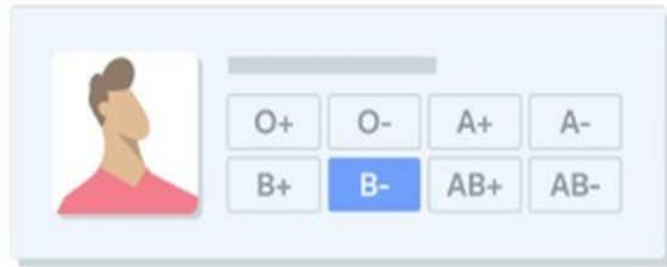
FACEBOOK BLOOD DONATION FEATURE

- ▶ There are many Facebook posts every day in Pakistan, and in other countries, by families seeking blood (donors) in emergency or in routine so that their patients can get the life saving blood transfusion.
- ▶ Accordingly, Facebook launched the blood donation Feature in Pakistan (and in India, Bangladesh & Brazil) to connect the people who need blood with the people who can donate blood.
- ▶ On June 14, 2019, the Feature was launched in USA.
- ▶ The idea for this Feature came from Hema Buadraju (Project Lead, Health at FB) whose father developed cancer and repeatedly required blood transfusion.
- ▶ Mark Zuckerberg applauded the launch of this Feature and said that “*This is a constant reminder for Hema that people are always willing to help, they just need the tools and information to do so*”
- ▶ So far 35 M people around the world, including 2 M from Pakistan, have signed up on the Feature.



(CNN) — Facebook is no longer just a place to connect with former high school buddies; the social

FACEBOOK BLOOD DONATION FEATURE



People: Sign up to be blood donors

Donors fill out a simple form with optional information like blood group and whether they've donated before.

1



Organizations: Find blood donors

Register your organization and create blood camp events to connect with nearby donors.

2



Donors nearby get notified

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For registered organizations Facebook will amplify your event with notifications to nearby donors.

3



HOW IT WORKS?

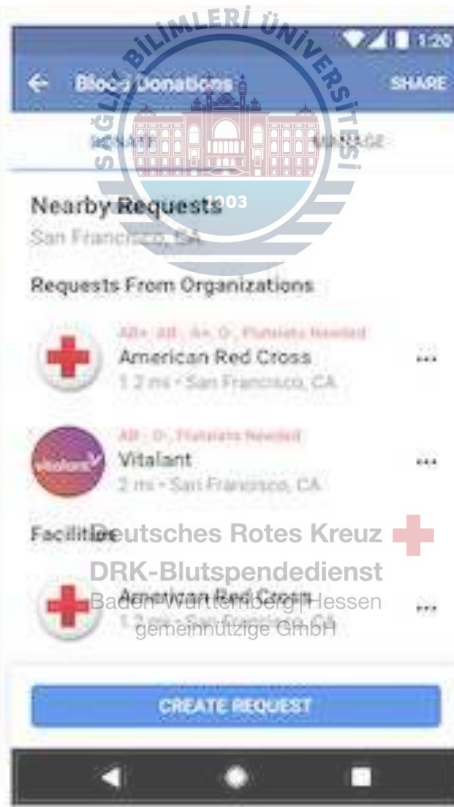
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People sign up to be blood donors



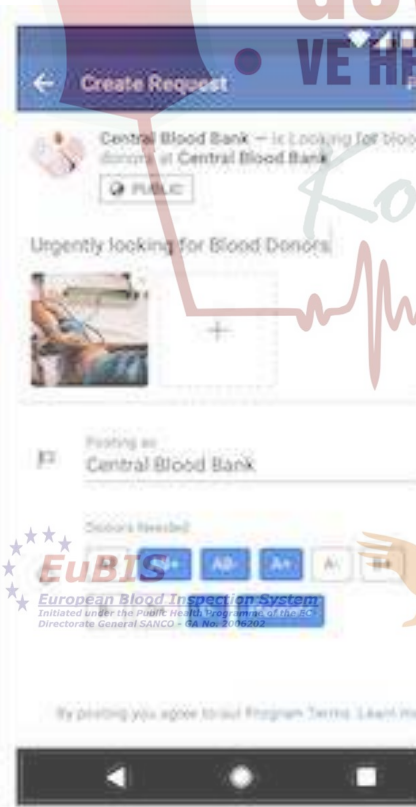
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Organizations create blood donation requests



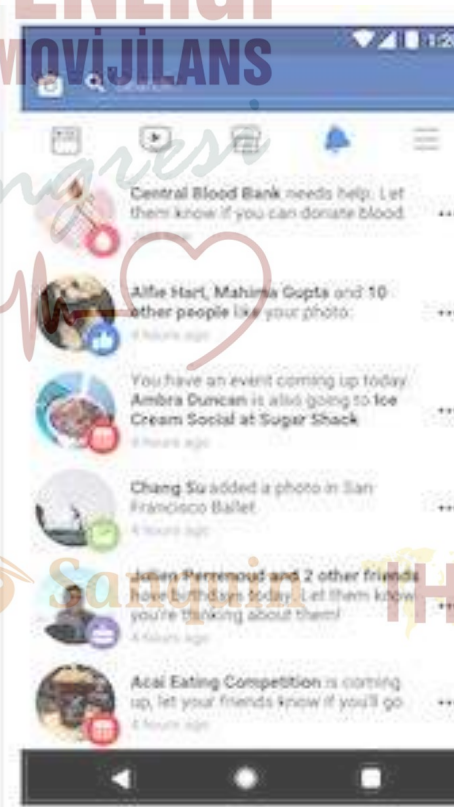
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Facebook notifies nearby donors



4

Donors go to blood banks and give blood



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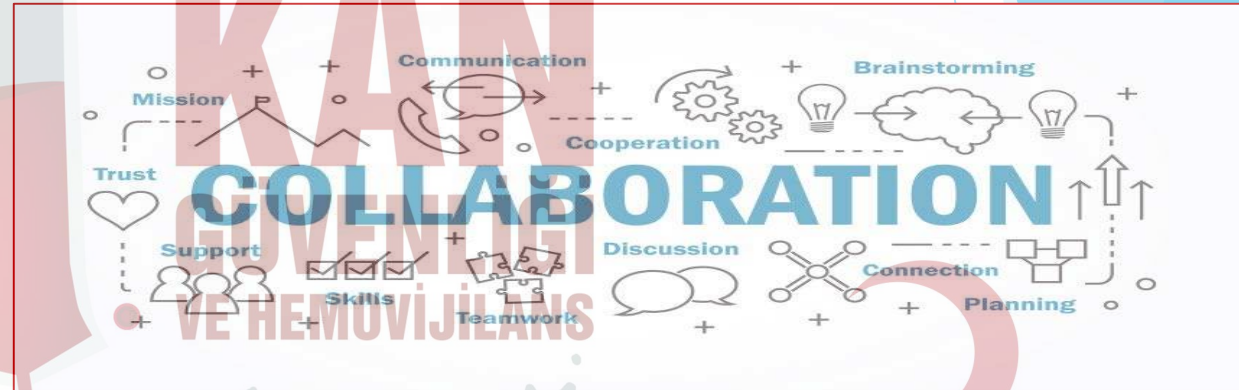
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PAKISTAN, AN IDEAL COUNTRY FOR PROMOTING VNRBD THROUGH FACEBOOK

- ▶ **Presence of a national counterpart** in Pakistan (Safe Blood Transfusion Programme) unlike other partner countries (India, Bangladesh & Brazil).
- ▶ SBTP **capacity to coordinate with and mobilize stakeholders** across Pakistan.
- ▶ Large proportion of the population being **smart phone / FB user**.
- ▶ **Altruistic potential** of the nation.
- ▶ **Youth bulge** of more than 70% of the population.



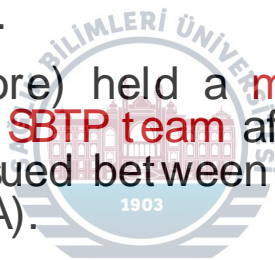
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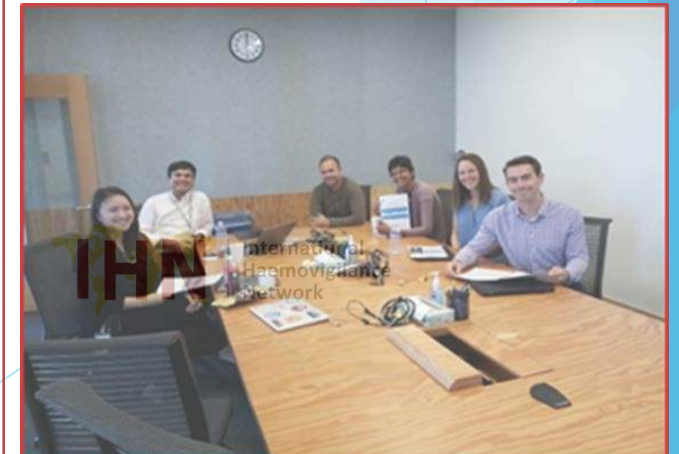
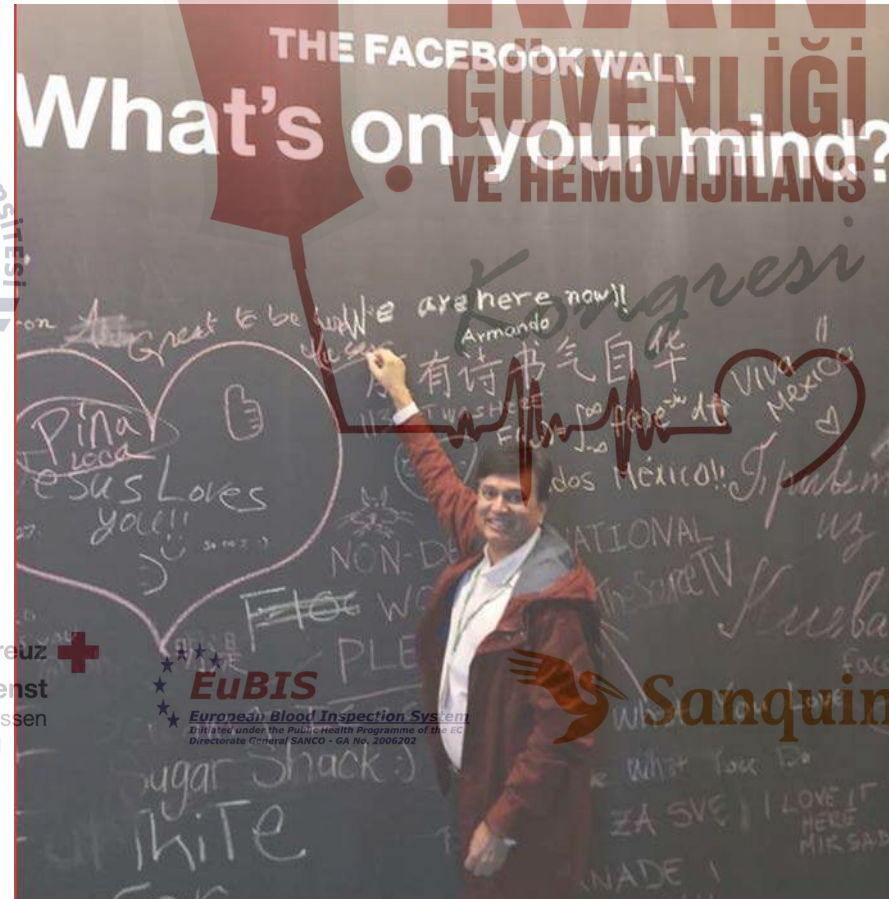
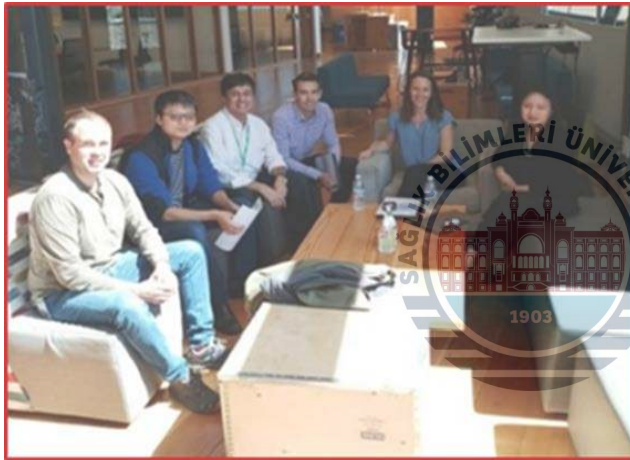
SBTP- FACEBOOK COLLABORATION

- ▶ FB launched a **voluntary blood donation Feature** in India and Bangladesh in 2017 and later in Pakistan and Brazil. However, a national counterpart for this collaboration is only present in Pakistan.
- ▶ FB contacted **SBTP** on the eve of the launch of the Pakistan FB Feature (February 27, 2018).
- ▶ FB official (Singapore) held a **meeting in Islamabad with the SBTP team** after which regular contact ensued between SBTP and FB (Singapore & USA).
- ▶ SBTP shared its **technical feedback** on the Feature. Accordingly, the FB Feature was revised and re-launched as 'FB Blood Donation Hub' on June 17, 2018.
- ▶ SBTP also shared the list of national BBs and BDOs and **jointly organized some activities** in different cities to introduce the Feature to the stakeholders.



SBTP- FACEBOOK COLLABORATION

- ▶ The improved FB **Feature Hub** included the **Blood Establishments** in addition to the people who needed blood (patient families) and people who can give blood (potential donors). More joint activities were organized and valuable experience gained in the functioning and utility of the Feature Hub.
- ▶ The NC, SBTP also **visited the Facebook HQs** in San Francisco and held a brainstorming session with the experts who had developed the Feature and came up with a plan of action for popularizing the Feature.



PILOT STUDY CONCEPTUALIZATION

The SBTP and Facebook team **jointly conceptualized a pilot study** for a period of 6-8 months to promote and enhance the usage of the Feature in five selected hospital blood banks to increase the number of walk-in donors for voluntary blood donations.



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PILOT BLOOD BANKS

RBC Jamshoro



RBC Sukkur



RBC Multan



RBC Bahawalpur



Jamila Sultana Foundation, Rwp

JAMILA SULTANA FOUNDATION

Affiliated with
THALASSAEMIA INTERNATIONAL FEDERATION

Certified Under Pakistan Centre for Philanthropy

BLOOD BANK
(Licensed Under Punjab Blood Bank Authority)

- BLOOD TRANSFUSION SERVICES (Daily Transfusion)
- CHELATION, IV Chelation
- Provision of FREE MEDICINES.
- SPONSORED BONE MARROW TRANSPLANT CASES (limited)

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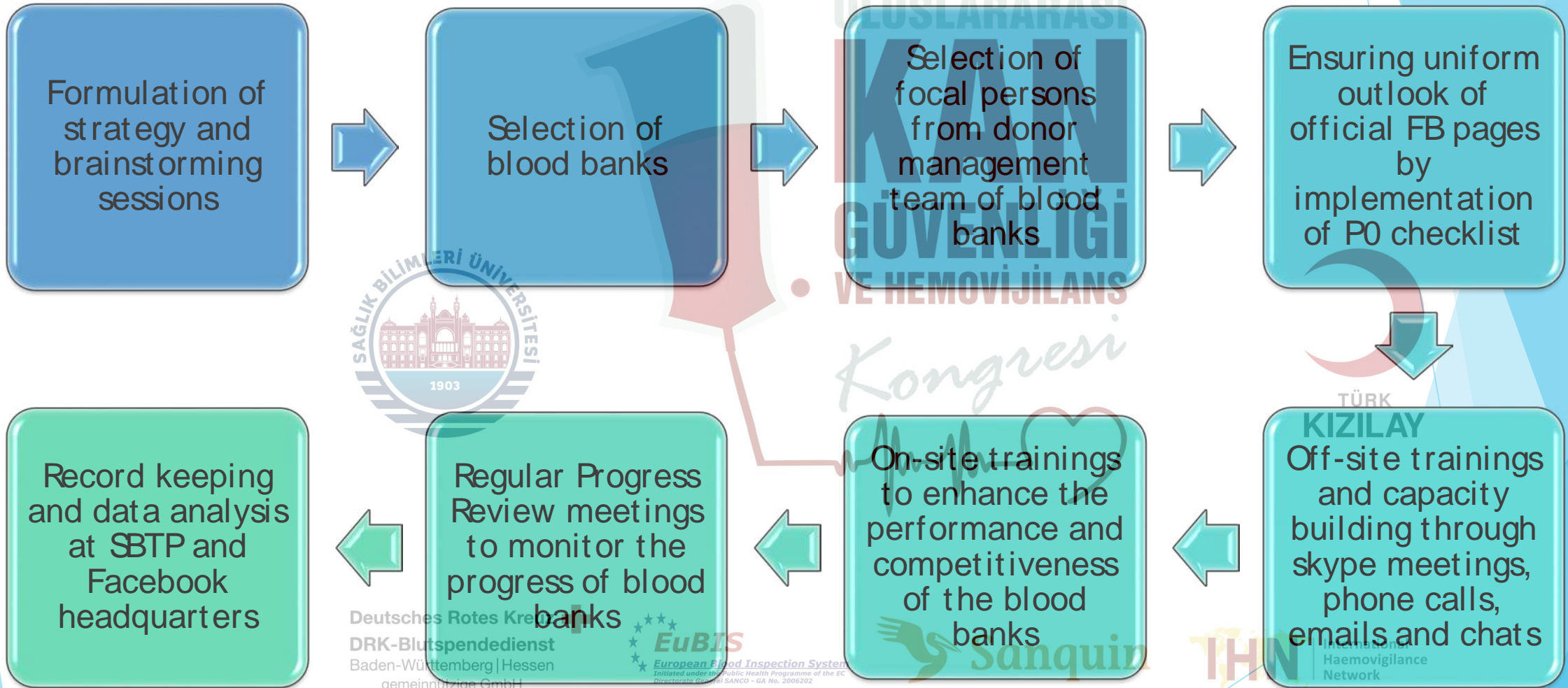
شہنشاہی سہما کے ساتھ اور، راک تم کیلئے، آئی ڈی ڈاننگ کریں۔

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/jsfrwabad
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Share the Gift of Life



METHODOLOGY OF PILOT STUDY



ASSESSMENT OF DONOR RESPONSE TO FB FEATURE

► Quantitative Aspects

- **Call received** from donors on the provided contact phones
- **DMs** on the official Facebook page of blood centre
- Number of **donors showing up** at the blood center after viewing the blood requests through the FB Feature
- Number of **donors actually donating blood** at the blood bank

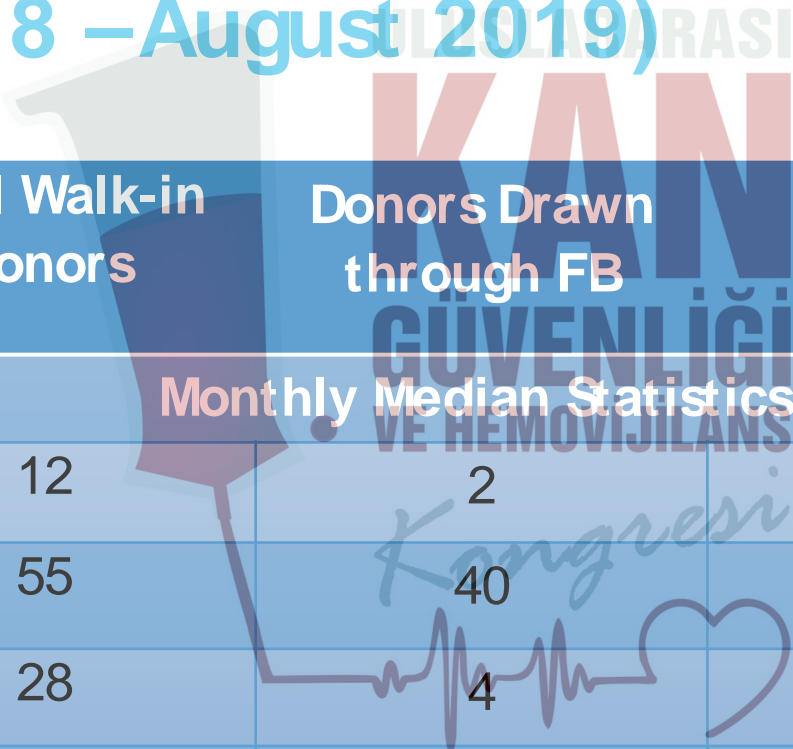
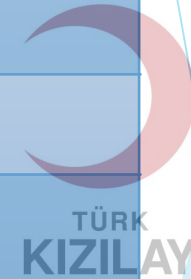
► Qualitative Aspects

- **Counselling** of potential donors
- Standards of blood bank **inventory management**
- **Quality of service** provided to blood donors
- **Donor satisfaction**
- Donor recruitment to Donor retention **ratio**
- **Donor vigilance**
- **Professionalism** of the donor management team



DONORS MOBILIZED THROUGH FB FEATURE (Dec 2018 – August 2019)

S#	Pilot Blood Bank	Total Walk-in Donors	Donors Drawn through FB	Calls/DMs received
Monthly Median Statistics				
1	RBC Multan	12	2	7
2	RBC Bahawalpur	55	40	112
3	RBC Jamshoro	28	4	5
4	RBC Sukkur	23	19	15
5	Jamila Sultana Foundation	12	10	18



IMPACT OF FACEBOOK BLOOD DONATION FEATURE (Dec 2018 – August 2019)



The progress of the pilot study has been presented in ISBT Basel, 2019.



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After the encouraging pilot phase, Team Facebook and SBTP geared up for the case study to highlight the impact the FB-Blood Donation Feature in Pakistan.



NEW COLLABORATING BLOOD BANKS



Jinnah Post Graduate
Medical Centre



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And many more.....

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CONCLUSION

- ▶ SBTP-FB partnership has **complemented and boosted the national efforts** to promote VNRBD in particular and blood safety in general.
- ▶ The initiative is a **unique opportunity to study and enhance the use of Facebook** as a tool to support the core function of BTS in Pakistan.
- ▶ The Pilot plan not only helped in **gauging the response rate of the donors** but also modified the donor mobilization strategies in an efficient and economical manner.
- ▶ Promising results of the **pilot study augurs well for the more extensive use of the Feature** in the rest of the country.
- ▶ So far 2 M people have signed up in Pakistan on the FB Feature. A **reporting mechanism needs to be developed to follow up these cases** at the level of individual blood banks.





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