

International Club 25

linking young blood donors
from Club 25 programmes
all around the world

To encourage social
responsibility and health promotion
amongst youth through blood donation

To encourage young people
to give around 20-25 blood donations
by age 25 years



one world...one blood

International Club 25

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*For further information on setting up
a Club 25 Programme, or similar
programme engaging young people
in regular blood donation and
promotion of healthy lifestyles,
please visit the Federation's
web site:*

www.ifrc.org/youth/activities/club25
or contact: peter.carolan@ifrc.org

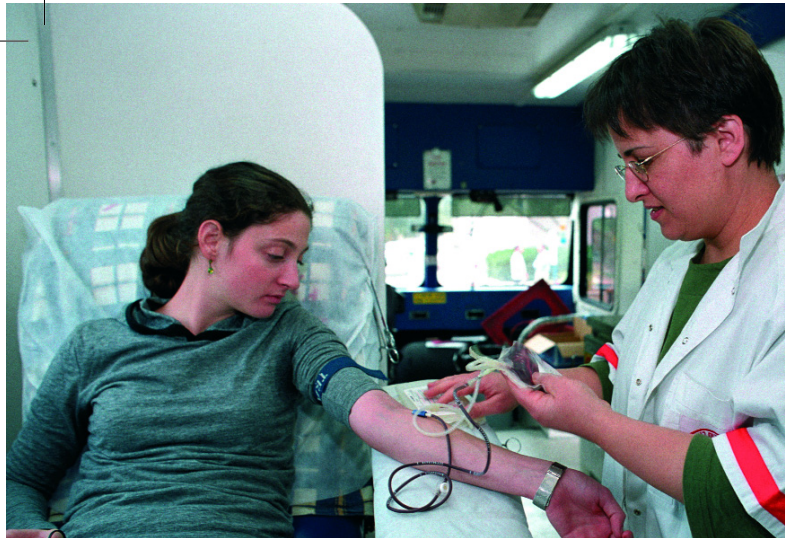
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one world...one blood



International Federation
of Red Cross and Red Crescent Societies



What is Club 25?

Club 25 is a youthful concept, promoting the value of saving lives by giving blood. Through Club 25 young people are encouraged to attend a blood centre, learn about healthy lifestyles and to give blood regularly, aiming for about 20 blood donations by age of 25 years.

They also share what they have learned with their communities through health promotion activities to prevent HIV/AIDS, substance abuse and other health risk behaviours; in addition there are opportunities to be active in promoting first aid, good nutrition, physical exercise and road safety.

How does Club 25 function?

Membership: criteria will vary from country to country but here are some ideas:

- Blood donors aged 16-25 years who have donated at least 2 donations a year
- 'First-time' donors who commit to giving blood regularly (2-3 donations a year)

Aims: these will also vary from country to country but generally Club 25 Programmes are part of an overall blood donor retention strategy. For example, in South Africa the Club 25 Programme aims to:

- Establish a process whereby senior school blood donors will be retained at the time they leave school
- Create a lifelong commitment in school leavers to the concept of regular donation of safe blood after they leave school.

Where did the idea of Club 25 start?

It all began in Zimbabwe in 1989 when a pilot programme was introduced to retain young blood donors. Entitled "Pledge 25" the strategy involved the setting up of donor clubs, targeting young people just leaving school. The pledge simply required members to commit to making 25 blood donations after leaving school. Peer support became a crucial element as the clubs helped young people talk about their experiences and to discuss issues related to healthy lifestyles. Members were given educational materials and very soon promotion of safe blood donation and healthy lifestyles was soon finding its ways into the whole community.

The concept rapidly spread to other parts of Africa (South Africa, Togo, Kenya, Uganda, Zambia, Malawi, Botswana) and across the world to the Philippines, Indonesia, India, Haiti and elsewhere.

And we now have "*International Club 25, one world...one blood*" linking young blood donors together from all countries! But remember, membership may also embrace young people who cannot donate blood but choose to volunteer their services to the overall aims of the Club 25 Programme.

How to set up a Club 25

Various models of the original Club 25 idea exist but generally they follow a similar structure:

- The Club elects a national or local administrative committee to organize activities, i.e. a national youth blood donor activity or celebrations for the World Blood Donor Day (June 14).
- Peer promoters are elected to assist the Blood Service in the recruitment of voluntary blood donors from low-risk populations and in turn the Blood Service supervises and supports the Club.

Operationally the clubs function according to local needs but one common thread is the education of young people about risk behaviour helping ensure that they remain HIV negative. Data from South Africa National Blood Service (SANBS) helps to underline the significance of Club 25 in this important area. Within four years of implementing the Club 25 programme SANBS reported:

- 35,193 active donors on Club 25 donor list
- 177,426 donations from Club 25 members
- increase in 18-25 year old donors on SANBS donor list from 6% to 15%
- decrease in HIV prevalence of Club 25 panel to 0.04% in a country where HIV prevalence is around 26-28%

Lessons learned from Club 25 Programmes?

The Malawi Club 25 has only been operational for two years and the Club 25 leaders there, Joyce and Merger, tell of their experience:

"As well as promoting healthy lifestyles Malawi Club 25 provides opportunities for social interaction at different levels and collaboration and contact at global level. There are positive effects to all members regarding personal development and leadership skills. We have established the following indicators for monitoring and evaluation:

Percentage increase in:

- the number of youth involved in donating blood;
- the total number of regular, voluntary and non-remunerated donors among the youth;
- the number of young donors who return to give blood a second or subsequent time;
- the average number of donations per person per year (within acceptable limits of safety to the donor) among young people;
- the number of young people enquiring about the blood bank.

Percentage decrease in:

- the number of donors who have to be permanently excluded because of transfusion-transmissible infections;
- the number of donor dropouts."

Over to you!

- Find a responsible, dedicated and committed person to drive the programme
- Gain commitment and support from top level at your blood centre
- Monitor, evaluate, change the programme until it works for your country!

