

GEN111: Project Proposal



1. **TITLE:** Blood donation campaign during COVID-19 for people



2. **RATIONALE:** describe needs or problems that your project is intended to address / solve.

COVID-19 situation is one of the greatest pandemics in the world that totally change our way of life. With rapid spread, Coronavirus can easily transmit from one to another via respiratory secretions such as spit, snot, or coughing. Lockdown measures have turned the world into its unpredictable one and the negative effect is vastly, especially blood shortage.

In the meantime, many hospitals are facing a historical blood shortage crisis. The blood supply is reduced by more than 50 percent [1] but the demand still remains the same since there are patients who need blood regularly, and there is no data on whether Coronavirus can be transmitted by blood transfusion [3]. Thai Red Cross is now working hard on assuring people's safety by the following policy from the Department of Disease Control and producing a safety protocol for better guaranty. They only gather blood from individuals who meet their eligibility requirements covering COVID-19 screening [2]. Thai Red Cross assure that donors, employees, and blood recipients will receive full safety from their process.

At each blood center, they follow a safety protocol. For instance, often changing gloves, using sterile collection sets for every donation, or enhanced disinfecting of surfaces and equipment so that we can get rid of worries about pandemics and moderate blood shortage.

Consequently, our group aims to be a part of this issue solving by developing a website to promote blood donation campaigns during COVID-19. The people who access our website will be aware of what happens with the blood supply and will get the knowledge about donating blood. Also, this project will help to increase the number of donors and the blood supply.



3.NEEDS: Identify need/problem that you will address in this project.

This great pandemic, as mentioned, affects blood-shortage which reduces over a half of blood supply. There are mainly three groups of patients who we need to take into account which is over fifteen thousand thalassemia patients who require blood transfusion twice a week that means they must receive two units of blood for saving their normal life, reported by the Ministry of Public Health ^[1], accidental patients who require 5-10 unit of bloods per operation, and surgery patients who might fall into crisis situation if they wouldn't receive normal treatment.

Although the number of donors has increased this year, we are still facing a blood-shortage since many people are worried about their safety so our purpose is to give them correct information, that is they can trust the safety protocol, and to reduce the impact of blood-shortage.



4. OBJECTIVES: point out the desired goals to address the needs / problem.

1. To encourage people to donate blood voluntarily.
2. To raise awareness that individuals can save lives by donating blood.
3. To support the operation of safe and reliable blood services.



5. PROJECT SCOPES: provided detailed info proposed procedures.

This project is 'Blood donation campaign during COVID-19 for people who want to donate'. We will develop the website to promote blood donation campaigns during COVID-19. The website includes a video about how to prepare before blood donation. The knowledge about COVID-19 impact on blood supply, the suggestion when you receive the COVID-19 vaccine, and the criteria for who can donate blood. Also, there is the question to check about COVID-19 symptoms and the suggestion when you have COVID-19 symptoms to make donating as safe as possible. The last one is the pledge, this part is the part that invites people to donate blood by making them give the pledge. The people can give the pledge by giving their name and email. We can evaluate awareness about this website by checking the access through google analysis that we can check the number and the location of people who access our website, and also we can know the number of people who want to donate blood by checking the number of people who fill the information about the pledge to donate blood.



6. DIVISION OF TASKS: provided detailed info about tasks and responsibilities.

Student ID.	NAME - SURNAME	TASK
62070503420	Nacha Hirunyakarn	Search Information Design website
62070503434	Pralaphat Wattanachai	Search Information Write Proposal
62070503438	Piriya Chaigul	Develop website Provide database
62070503451	Supavadee Phusanam	Search Information Write Proposal
62070503462	Thanapat Jaipram	Search Information Presentation slide



7. BENEFITS: provided detailed info about benefits that would contribute to your target.

1. This project can help to increase the number of donors. So it can solve the problem that the red cross has not enough blood because the red cross will get more blood and can save more lives.
2. The donors will get the knowledge about donating blood for example COVID-19 impact on blood supply, the suggestion when receiving the COVID-19 vaccine, and the criteria for who can donate blood.
3. The donors will get health benefits when they donate blood for example anti-cancer, maintains a healthy heart and liver, weight loss, stimulates blood cell production, etc.



8. FUNDRAISING (OPTIONAL): provide detailed info about how you would fundraise for your project

This campaign no need any fundraising because we aim to create a website and it is all free. Anyway, to expand the target group, some investment might be required.



9. TIMELINE: provide detailed info about the length of time that the project will take

Task 1 - Search Information

Task 2 - Write Proposal

Task 3 - Design website

Task 4 - Develop website

Task 5 – Create presentation

DAY	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
WEEK	WEEK 1							WEEK 2							WEEK 3							WEEK 4						
TASK 1																												
TASK 2																												
TASK 3																												
TASK 4																												
TASK 5																												



10. REFERENCE

[1] <https://www.bangkokpost.com/life/social-and-lifestyle/1903325/making-merit-in-time-of-crisis>

[2] <https://www.redcrossblood.org/donate-blood/dlp/coronavirus--covid-19--and-blood-donation.html>

[3] <https://doi.org/10.1016/j.jiph.2020.05.001>