Kenya Red Cross Society

Blood Donation Challenge

Mission:

Main role is to support efficient service delivery to the most vulnerable through staff and volunteers in regions and branches countrywide.

Context:

The Red Cross and Red Crescent movement is known for its humanitarian services that are not limited to but focus on health services that includes blood donation/blood donor engagement. All 47 counties across the country engage in recruiting blood donors in support and partnership with Kenya National Blood Bank. On a regular basis, when a patient needs a certain blood group, the relative or hospital would reach out to the Blood bank and Red Cross who then circulates a message through all their social media platforms. The message is then received by everyone in Kenya or followers of the pages, reducing the attention towards the message. The response time also varies to get the right blood donor in good time. KRCS also organizes blood donation drives, in partnership with the County blood banks.

Challenge:

How can technology help the KRCS automate the blood donor registration process to allow them to have access to required blood group donors during emergencies? Knowing that blood donors are always in need, how can we send targeted messages to improve credibility and attention to the messages? Consider how can we access donors across the country in a more efficient and effective manner. How might KRCS ensure that the message has reached its user base and how might they handle the responses? Keep in mind the user-experience for both KRCS and those being reached out to.

Technology Baseline:

As this tech solution will be serving a very wide range of people, the tool should be both desktop and mobile friendly (i.e. responsive web app). For the sake of this challenge, you can assume every user will have access to the internet.

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