

# ADVOCACY TOOLKIT

WORLD BLOOD DONOR DAY 2021

**BLOOD IS LIFE. GIVE  
BLOOD AND GIVE LIFE  
TO AFRICA'S MOTHERS AND CHILDREN**



**ADVOCACY TOOLKIT TO  
SUPPORT THE WORLD BLOOD DAY  
2021 CELEBRATION IN AFRO**

## A. Background: Quality Blood Availability and Mother and Child Health

In 2017, maternal deaths in Sub-Saharan Africa alone, accounted roughly for 66 per cent (196 000) of the 303,000 maternal deaths recorded globally. Up to 80% of these maternal deaths are directly due to five complications: haemorrhage, sepsis, eclampsia, rupture of uterus (obstructed labour), and complications of abortion. Reliable information about the individual medical causes of maternal mortality is scarce, especially in sub-Saharan Africa. Bleeding during labour, delivery, and postpartum accounts for one-third of all obstetric deaths globally and is the leading cause of maternal deaths in Africa (31%). Half of the maternal deaths from severe bleeding in the world occur in sub-Saharan Africa. About 65% of these deaths occur in the postpartum period.

It is important to note that once bleeding starts, death can occur in around 2 hours compared with 10 hours for eclampsia and 72 hours for obstructed labour. Rapid access to adequate and safe blood supplies for transfusion is critical to prevent maternal deaths due to obstetric haemorrhage.

The coronavirus disease 2019 (COVID-19) affected millions of people worldwide and caused disruptions at the global level, including healthcare provision. WHO estimated that the COVID-19 pandemic caused 20% to 30% reduction of blood supply in all its six Regions. In the WHO African Region, the average blood donation rate dropped by 17% and the frequency of blood drives reduced by 25% during the COVID 19 pandemic. Demand for blood also decreased by 13%. It is, therefore, to support the supply of blood donation in the African Region during the period of COVID-19 and beyond that, the WHO Africa Office (AFRO) seize the opportunity of the World Blood Donor Day 2021 to draw the attention of the public to the harmful effects of the lack of blood, especially on the health of mothers and children.

This advocacy toolkit is designed for everyone in Africa to support the cause of quality blood availability in communities and fully participate in the fight for maternal and child health in sub-Saharan Africa.

## B. Advocate for African Mothers and Children Access to Quality Blood

Advocacy is any action taken to support a cause and lead to a decision in favor of that cause.

For this toolkit, advocacy is an effective way to draw attention to the link between maternal and infant mortality and the availability of quality and quantity of blood.

The purpose of the advocacy in this toolkit is to:

- Encourage current donors to continue donating blood, despite the difficult period of COVID-19
- Encourage potential donors to donate blood to save mother and child
- Encourage African governments and health authorities to make blood available in quantity and quality to save mothers and children

## C. Target of the advocacy actions

The target audience of the advocacy action is composed of:

- The general public, especially people of age and eligible to donate blood, whether they are women or men
- Decision-makers and health authorities.

## D. Advocacy actions

Based on the target audience you wish to reach, you can take one or more of the following actions. Since advocacy is a group effort, it is best to have several individuals, groups, or organizations on board to conduct these actions.

We suggest conducting public, online, media, community outreach, high school and university talks, and round tables with health and political authorities.

### a. Meetings in communities, high schools, and universities

For the community, high school, and university meetings, focus on visual materials. Support your presentations with A3 posters and an awareness video.

Organize trivia games to win T-shirts and caps at the end of your presentation. Announce this game at the beginning of the meeting to ensure that everyone participates from start to finish. This game is a way to measure the audience's understanding and retention of the message.

Meetings should not be too long to keep everyone interested.

### b. Roundtables or other meetings with health and political authorities

The organization of meetings with health and political leaders is an excellent opportunity to advocate for strengthening state actions to ensure the availability of quality and quantity of blood for African populations.

To support this meeting, you are encouraged to print the toolkit's infographics and make them available to meeting participants. The infographics provide a visual overview of all the campaign's key messages and present the issue in a fun way for better decision-making.

### c. Radio programs and TV shows

For radio programs, we advise that you use interactive talk shows with the possibility of winning prizes at the end of the show. You may also prefer question and answer shows. The winners of the games can receive posters, caps, and T-shirts.

During the program, have the radio spot broadcast as an interlude.

For TV shows, talk shows are the suggested format. It is essential to decorate the TV set with the campaign elements, such as the A3 posters and the infographic. Make sure that the people participating in the show wear campaign caps and T-shirts.

For talk shows (both radio and TV) invite experts of blood, but also people who can testify that blood transfusion has saved their lives, especially pregnant women or women who have given birth.

## E. Key messages to support advocacy

- Blood is life. Give blood and give life to Africa's mothers and children
- Each year more than 196,000 women in Sub-Saharan Africa die from pregnancy-related complications. Many of these deaths are due to lack of blood

- **Every day 537 women in Sub-Saharan Africa die from pregnancy-related complications.** Many of these deaths are due to lack of blood
- Every hour, 22 women in Sub-Saharan Africa die from pregnancy-related complications. Many of these deaths are due to lack of blood
- Half of the maternal deaths from severe bleeding in the world occur in Sub-Saharan Africa. About 65% of these deaths occur in the postpartum period.
- In Sub-Saharan Africa, haemorrhage during pregnancy, labour, delivery, and postpartum accounts for one-third of all obstetric deaths and is the leading cause of maternal deaths in Africa (31%)
- The maternal mortality ratio per 100 000 live births is estimated to be 542 in Sub-Saharan Africa and 10 in Europe. Up to 75% of these maternal deaths are directly due to five complications: haemorrhage, sepsis, eclampsia, obstructed labour, and complications of abortion. Most of these complications require timely availability of blood to save the life of the mother and child. Donate blood to reduce maternal and infant mortality in Africa.
- Only 50% of blood requirements are collected annually in the region. During the COVID-19 pandemic, the average blood donation rate dropped by 17%. The frequency of blood drives reduced by 25% in the WHO African Region. It is even more crucial to help save lives by donating blood and working for improved access to safe, and quality assured blood products in these difficult times.
- The maternal mortality ratio per 100 000 live births is estimated to be 542 in Sub-Saharan Africa and 10 in Europe. Up to 75% of these maternal deaths are directly due to five complications: haemorrhage, sepsis, eclampsia, obstructed labour, and complications of abortion. Most of these complications require timely availability of blood to save the life of the mother and child. By investing in the availability of quality blood, member states are also helping to reduce maternal and child mortality.
- Women are an at-risk target for safe blood supply, especially during pregnancy, childbirth, and the immediate postpartum period. National health authorities must make available sufficient quality assured blood and blood products for pregnant women and newborns.

## F. Materials to support advocacy

Below are some materials to support the advocacy. They can be used separately or together depending on the means available and the target population to be reached.

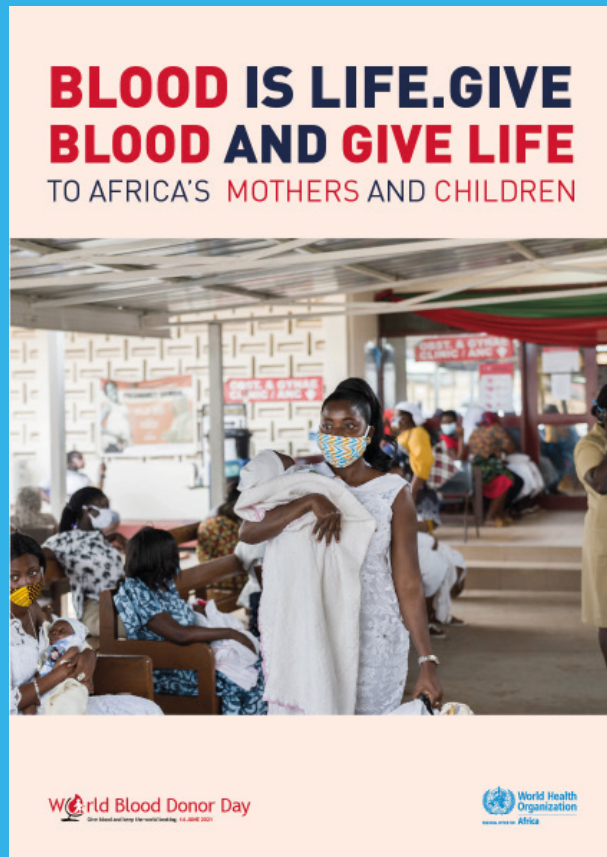
The materials proposed are:

- Billboard posters, which are the big posters to put on the billboards of our cities and countryside,
- A3 posters to be distributed and displayed wherever possible,
- Caps, to be worn to give visibility to the advocacy action,
- T-shirts, to wear to provide visibility to the advocacy action,
- Social media posts for posting on your social media profiles,
- Awareness-raising spots for radio and TV, to be read and broadcast on radio and TV

### a. Billboard posters



b. A3 size posters



c. Caps

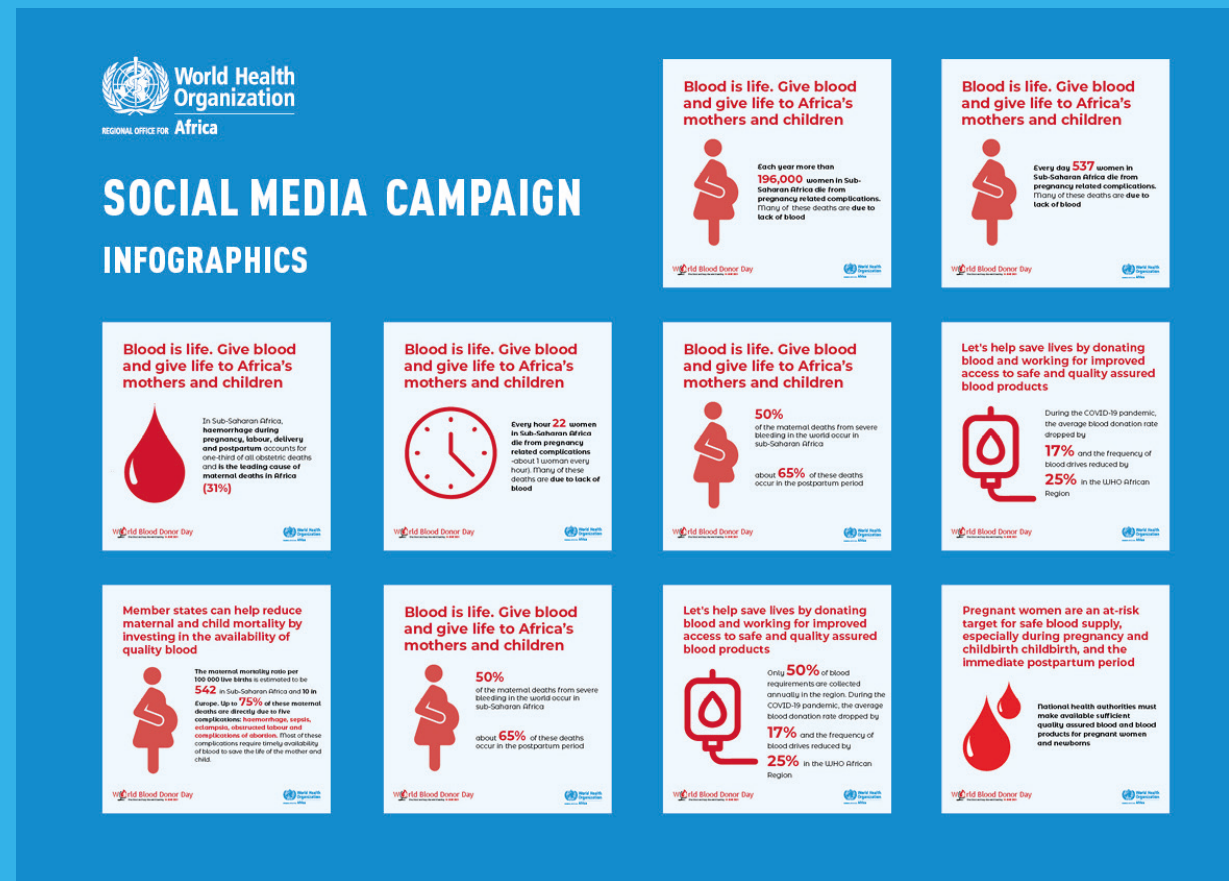


d. T-shirt



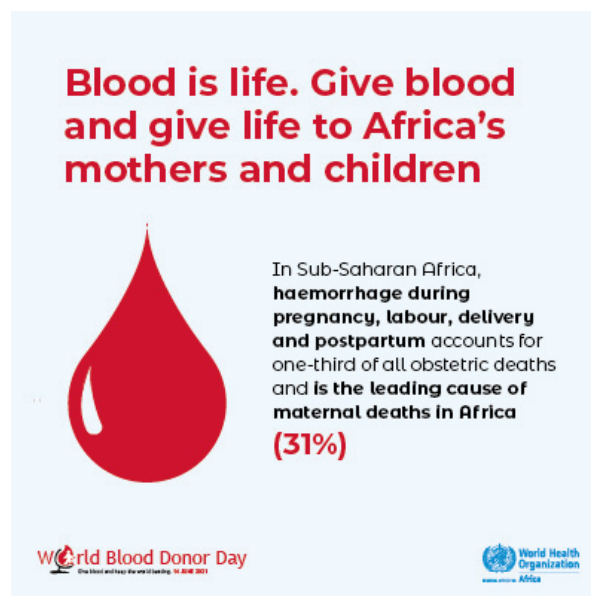


## e. Infographic leaflet



## f. Social Media

## Tweets



In Sub-Saharan Africa, haemorrhage during pregnancy, labour, delivery, and postpartum accounts for one-third of all obstetric deaths and is the leading cause of maternal deaths in Africa (31%). Give blood and give life to Africa's mothers and children [#WorldBloodDonorDay](#)



Each year more than 196,000 women in Sub-Saharan Africa die from pregnancy-related complications. Many of these deaths are due to lack of blood. Give blood and give life to Africa's mothers and children [#WorldBloodDonorDay](#)

## Blood is life. Give blood and give life to Africa's mothers and children



Every day **537** women in Sub-Saharan Africa die from pregnancy related complications. Many of these deaths are due to lack of blood

World Blood Donor Day  
The blood we give saves lives. 14 June 2021



Every day 537 women in Sub-Saharan Africa die from pregnancy-related complications. Many of these deaths are due to lack of blood. Give blood and give life to Africa's mothers and children  
[#WorldBloodDonorDay](#)

## Blood is life. Give blood and give life to Africa's mothers and children



Every hour **22** women in Sub-Saharan Africa die from pregnancy related complications -about 1 woman every hour). Many of these deaths are due to lack of blood

World Blood Donor Day  
The blood we give saves lives. 14 June 2021



Every hour, 22 women in Sub-Saharan Africa die from pregnancy-related complications. Many of these deaths are due to lack of blood. Give blood and give life to Africa's mothers and children  
[#WorldBloodDonorDay](#)

## Blood is life. Give blood and give life to Africa's mothers and children



**50%** of the maternal deaths from severe bleeding in the world occur in sub-Saharan Africa

about **65%** of these deaths occur in the postpartum period

World Blood Donor Day  
The blood we give saves lives. 14 June 2021



Half of the maternal deaths from severe bleeding in the world occur in Sub-Saharan Africa. About 65% of these deaths occur in the postpartum period. Give blood and give life to Africa's mothers and children  
[#WorldBloodDonorDay](#)

## Let's help save lives by donating blood and working for improved access to safe and quality assured blood products



During the COVID-19 pandemic, the average blood donation rate dropped by

**17%** and the frequency of blood drives reduced by

**25%** in the WHO African Region

World Blood Donor Day  
The blood we give saves lives. 14 June 2021



During the COVID-19 pandemic, the average blood donation rate dropped by 17% & the frequency of blood drives reduced by 25% in the African Region. It is crucial to donate blood and work for improved access to safe, and quality assured blood products.  
[#WorldBloodDonorDay](#)

## Blood is life. Give blood and give life to Africa's mothers and children



**50%** of the maternal deaths from severe bleeding in the world occur in sub-Saharan Africa

about **65%** of these deaths occur in the postpartum period

World Blood Donor Day  
The blood we give saves lives. 14 June 2021



Women are an at-risk target for safe blood supply, especially during pregnancy, childbirth, and the immediate postpartum period. National health authorities must make available sufficient quality assured blood and blood products for pregnant women and newborns.  
[#WorldBloodDonorDay](#)

## Facebook post

**Blood is life. Give blood and give life to Africa's mothers and children**




Each year more than **196,000** women in Sub-Saharan Africa die from pregnancy related complications. Many of these deaths are due to lack of blood

World Blood Donor Day  
The blood that saves lives is giving. 14 June 2021

World Health Organization  
Africa

Each year more than 196,000 women in Sub-Saharan Africa die from pregnancy-related complications. Many of these deaths are due to lack of blood. Blood is life. Give blood and give life to Africa's mothers and children. [#WorldBloodDonorDay](#)

**Blood is life. Give blood and give life to Africa's mothers and children**




In Sub-Saharan Africa, haemorrhage during pregnancy, labour, delivery and postpartum accounts for one-third of all obstetric deaths and is the leading cause of maternal deaths in Africa (31%)

World Blood Donor Day  
The blood that saves lives is giving. 14 June 2021

World Health Organization  
Africa

Bleeding is the leading cause of death in nearly all Sub-Saharan Africa countries. Haemorrhage during pregnancy, labour, delivery, and postpartum accounts for one-third of all obstetric deaths in the Region (31%). Half of the maternal deaths from severe bleeding in the world occur in Sub-Saharan Africa. About 65% of these deaths occur in the postpartum period. Give blood and give life to Africa's mothers and children. [#WorldBloodDonorDay](#)

**Let's help save lives by donating blood and working for improved access to safe and quality assured blood products**




Only **50%** of blood requirements are collected annually in the region. During the COVID-19 pandemic, the average blood donation rate dropped by **17%** and the frequency of blood drives reduced by **25%** in the WHO African Region

World Blood Donor Day  
The blood that saves lives is giving. 14 June 2021

World Health Organization  
Africa

Only 50% of blood requirements are collected annually in the region. During the COVID-19 pandemic, the average blood donation rate dropped by 17%. The frequency of blood drives reduced by 25% in the WHO African Region. It is even more crucial to help save lives by donating blood and working for improved access to safe, and quality assured blood products in these difficult times. [#WorldBloodDonorDay](#)

**Blood is life. Give blood and give life to Africa's mothers and children**



The maternal mortality ratio per 100 000 live births is estimated to be **542** in Sub-Saharan Africa and **10** in Europe. Up to **75%** of these maternal deaths are directly due to five complications: haemorrhage, sepsis, eclampsia, obstructed labour and complications of abortion. Most of these complications require timely availability of blood to save the life of the mother and child. Donate blood to reduce maternal and infant mortality in Africa.

World Blood Donor Day  
The blood that saves lives is giving. 14 June 2021

World Health Organization  
Africa

The maternal mortality ratio per 100 000 live births is estimated to be 542 in Sub-Saharan Africa and 10 in Europe. Up to 75% of these maternal deaths are directly due to five complications: haemorrhage, sepsis, eclampsia, obstructed labour, and complications of abortion. Most of these complications require timely availability of blood to save the life of the mother and child. Donate blood to reduce maternal and infant mortality in Africa. [#WorldBloodDonorDay](#)





Women are an at-risk target for safe blood supply, especially during pregnancy, childbirth, and the immediate postpartum period. National health authorities must make available sufficient quality assured blood and blood products for pregnant women and newborns.

[#WorldBloodDonorDay](#)

### g. Awareness spots on radio and TV

The following text is proposed as a message to be broadcasted on the radio. It should be read and recorded by a journalist. You can then publish it as many times as you wish or can on the radio stations of your country.

For television broadcasting, it is necessary to accompany the text with infographics to make the spot visually appealing.

*Each year more than 196,000 women in Sub-Saharan Africa die from pregnancy-related complications. Half of the maternal deaths from severe bleeding in the world occur in the Region.*

*Unfortunately, during the COVID-19 pandemic, the average blood donation rate dropped by 17%. The frequency of blood drives reduced by 25% in Sub-Saharan Africa.*

*It is even more crucial to help save lives by donating blood and working for improved access to safe, and quality assured blood products in these difficult times.*

*Give blood and give life to Africa's mothers and children.*

*Give blood and keep the world beating.*

*Happy World Blood Donor Day 2021.*

### Conclusion

The materials of this campaign were designed for World Blood Donor Day 2021 but can be used at any time if needed. The advocacy action can also be done for one week or one month, starting from 14th June 2021.

Given the strong correlation between the health of Africa's mothers and children and the availability of quality blood in quantity, conducting an advocacy campaign in this direction is a necessary action. It can help save lives.

We encourage you to carry out one or more of the activities in this toolkit in your families, your community, your cities and villages, your countries, and with health and political authorities at all levels.

Together we will advance the cause of blood and maternal and child health in Africa.



**World Health  
Organization**

REGIONAL OFFICE FOR

**Africa**