

Quick orientation for branch Blood Service contact persons

As a Blood Service contact person, you have an important role in ensuring critical blood supply

As a Blood Service contact person, you are an important link in the unique chain of aid from donor to patient. Your volunteering position supports Finland's security of supply as there needs to be functioning blood supply in all circumstances, also during states of emergency. You have the chance to raise awareness of the role of donating blood in preparedness.

As a Blood Service contact person, you speak on behalf of blood donation in interactions with your local communities and companies. You can also encourage communities to act, e.g. to establish a donor group, and motivate companies to make it possible to donate blood during working hours. Information about donating blood can be promoted by sharing the publications of the Blood Service on social media and correcting false beliefs.

If possible, you also coordinate local blood donation events. In this case, you act as the contact person for the event. Your predecessor or the Blood Service staff will provide you with orientation in the responsibilities related to the organisation of regional blood donation events, such as recruiting volunteer assistants and guiding them according to the instructions of the Blood Service. In cooperation with the assistants, you promote the preparations and advance communications of the donation events. Knowledge of regional and digital media is an important skill in marketing the events. At the donation event, you promote good customer experience by taking care of relaxed coffee moments so that donors feel like respected partners in the chain of aid and are willing to donate blood again.

In your position as Blood Service contact person, you will benefit from good organisation skills, interest in customer service as well as good cooperation and communication skills. If you take part in the coordination of local blood donation events, you will also benefit from basic food hygiene skills. You will have the chance to expand your knowledge of these themes.



Your most important duties:

- Raising awareness of the importance of blood donation within your local communities and companies
- Being aware of the role of the Blood Service as part of preparedness of the healthcare system and the different ways how the Blood Service helps: blood donation, Stem Cell Registry and Biobank, and encouraging participation in these
- Being aware of the Blood Service's cooperation with companies and communities and encouraging companies to join
- Arranging blood donation events (blood donation bus in the Helsinki metropolitan area)
- Donor groups
- Workplace certificate
- Donor campaigns

- Possibly coordinating local blood donation events, in which case you are responsible for the arrangements of the event
 - Agreeing on the dates of the events with the Blood Service
 - Promoting the marketing of the event in a manner agreed upon with the Blood Service
 - Recruiting volunteers to assist in the event
 - Overseeing the arrangement of donor catering in a separately agreed manner together with assistants
 - Promoting good customer service, cleanliness and hygiene during the donation event
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Start with these:

- The Way of Blood learning material includes general information about blood and the importance of blood donation
- Blood Service website: bloodservice.fi
- Blood Service social media: [YouTube](#), Facebook, Instagram, LinkedIn
- Hengenpelastajat podcast, 2022 (Blood and stem cell donation topics, 9 episodes)
- Current Blood Service themes in the Red Cross member magazine
- Blood Service, the mobile app for blood donors

If you coordinate local blood donation events, you also need the following in your position:

- Orientation provided by the previous contact person
 - Orientation provided by the Blood Service staff
 - Bloodservice.fi: Guide for blood donation event contact persons (previously available on RedNet)
 - Blood Service hygiene training or hygiene passport recommended
 - Regional contact person days
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In this position, you will be supported by:

- ·Your regional Blood Service centre staff
- ·Regional cooperation meetings between Blood Service contact persons