

# **CAT 4 RESOURCE DEVELOPMENT**

## **GROUP 4-46 PROJECT VITA**

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## **ABSTRACT:**

Project Vita aims to publicise blood donation and correct misconceptions through the engagement of the target audience using our products, which consists of publicity posters and flyers, an Instagram page with nine posts and over a hundred following, a stop-motion animation. Working together with Blood Bank, Project Vita strives to raise awareness for the demand of blood in Singapore especially when Singapore faces the problem of an ageing population

## **1 INTRODUCTION**

### **1.1 Rationale**

The decreasing number of young donors at the age group of our targeted audience is affecting our nation's blood supply. This probably attributes to a lack of knowledge about blood donation. Also, there is an increasing demand for blood as a result of ageing population. Finally, there are many misconceptions people have which hinder them from donating blood. Thus, if these misconceptions were corrected, they could be more receptive to the idea of donating blood and be more willing to do so. As such, we decided to embark on this project.

### **1.2 Objectives**

The objectives of Project Vita are

- Publicise blood donation among our targeted age group (17-22)
- Correct misconceptions about blood donation

### **1.3 Target audience**

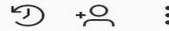
Since you must be at least 17 years old to **donate blood** legally, and approximately 67% of 17-22 year old respondents did not know a lot about blood donation, we decided to choose this age group as our target audience.

### **1.4 Resources**

The resources created are:

- Stop-motion Animation,
- Posters
- Flyers
- Instagram account.
- Scratch Game

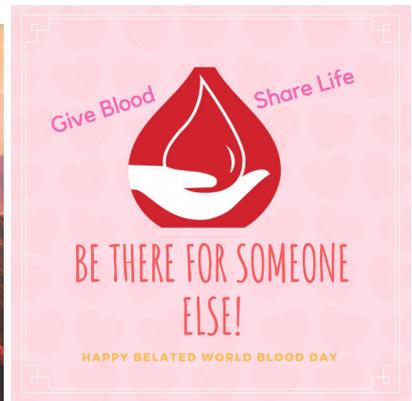
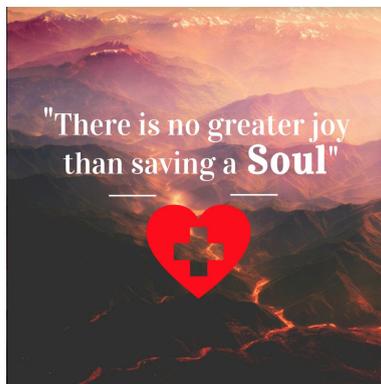
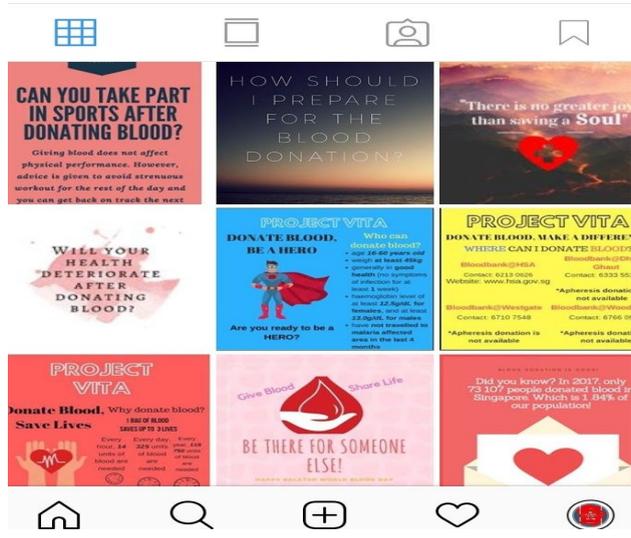
project.vita\_ ▾



9 posts 127 followers 281 following

Edit Profile

Hey there! 😊 We are group of 4 students from Hwa Chong Insitution and we aim to promote blood donation 🇸🇬 in Singapore! 🇸🇬  
[goo.gl/forms/mELJPuv8cBbo1K7D2](https://goo.gl/forms/mELJPuv8cBbo1K7D2)



# PROJECT VITA

## DONATE BLOOD, BE A HERO



Who can donate blood?

- age 16-60 years old
- weigh at least 45kg
- generally in good health (no symptoms of infection for at least 1 week)
- haemoglobin level of at least 12.5g/dL for females, and at least 13.0g/dL for males
- have not travelled to malaria affected area in the last 4 months

Are you ready to be a HERO?

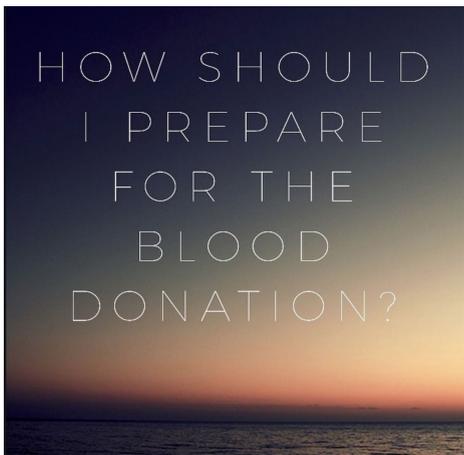
DONATE BLOOD TODAY!

## CAN YOU TAKE PART IN SPORTS AFTER DONATING BLOOD?

Giving blood does not affect physical performance. However, advice is given to avoid strenuous workout for the rest of the day and you can get back on track the next day!

Project Vita

# HOW SHOULD I PREPARE FOR THE BLOOD DONATION?



# PROJECT VITA

## DONATE BLOOD. MAKE A DIFFERENCE

### WHERE CAN I DONATE BLOOD?

<b>Bloodbank@HSA</b> Contact: 6213 0626 Website: www.hsa.gov.sg	<b>Bloodbank@Dhoby Ghaut</b> Contact: 6333 5532
<b>Bloodbank@Westgate</b> Contact: 6710 7548	<b>Bloodbank@Woodlands</b> Contact: 6766 0576

\*Apheresis donation is not available

\*Apheresis donation is not available

# PROJECT VITA

## Donate Blood, Why donate blood?

### Save Lives

1 BAG OF BLOOD SAVES UP TO 3 LIVES



Every hour, 14 units of blood are needed	Every day, 325 units of blood are needed	Every year, 118 750 units of blood are needed
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BLOOD DONATION IS GOOD!

Did you know? In 2017, only 73 107 people donated blood in Singapore. Which is 1.84% of our population!



**73,109 Blood Donors in 2017**

**39%** Regular Donors

**26%** Youth Donors

**28%** First-time Donors

**Join them!**

## PROJECT VITA

**Who can donate blood?**

- aged **16-60**
- weigh at least **45kg**
- do not have any symptoms of infection for at least **1 week**
- do not have fever for the last **3 weeks**
- haemoglobin level of at least **12.5g/dL** for females, and at least **13.0g/dL** for males

**Donate Blood Today!**

## PROJECT VITA

**Why donate blood?**

### SAVE LIVES

Every **hour**, **15** units of blood is needed

Every **day**, **325** units of blood is needed

**Give the Gift of LIFE Today**

Sickle Cell Disease  
Thalassaemia

Leukemia  
Haemophilia

Our Stop-motion Animation is available at:

[https://drive.google.com/open?id=1vK5Z0nk-v-jZsQTe\\_YhdBaFd93-9f3qd](https://drive.google.com/open?id=1vK5Z0nk-v-jZsQTe_YhdBaFd93-9f3qd)

(Please use HCI email to access)

The Scratch product is available at:

[https://drive.google.com/open?id=11DRjZnWZU7naSOJ\\_ti2zXTyo5Kayltm3](https://drive.google.com/open?id=11DRjZnWZU7naSOJ_ti2zXTyo5Kayltm3)

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## 2 Review

### Literature review 1:

1. Every hour of the day, 15 units of blood are used in Singapore. We need about 120,000 units of blood to meet the transfusion needs of patients every year, equivalent to about 400 units of blood a day.
2. Large demand for blood donation in Singapore, and is targeted to increase with Singapore's ageing population, more advanced life-saving procedures and new hospitals being established.

## **Literature review 2:**

1. Not only is there a high demand for blood donations in Singapore, there is also a low supply of blood.
2. In 2017, there were only a minimal of 73 107 number of blood donors, which is equivalent to only 1.84% of the population based on the Department of Statistics Singapore, of whom 26% were youth donors.

## **Literature review 3:**

Blood transfusion is needed for:

- Women with complications of pregnancy, such as ectopic pregnancies.
- People with severe anaemia often resulting from malaria or malnutrition;
- Regular transfusions needed for people with conditions such as Haemophilia, or sickle cell disease.

(Unlike younger patients, elderly may have a lower tolerance for anaemia due to their underlying medical conditions and are more likely to need blood transfusions to prevent complications.)

## **3 METHODOLOGY**

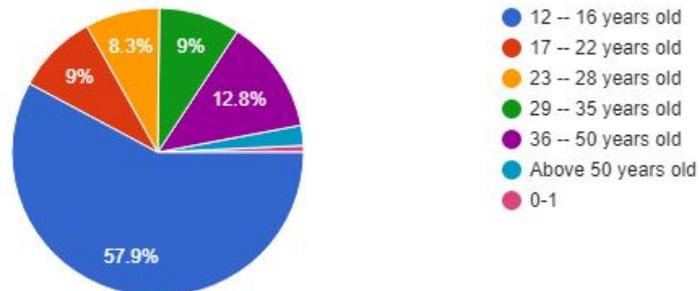
### **3.1 Needs Analysis**

A needs analysis was conducted to ascertain the relevance of such a project. Firstly, a questionnaire using Google Forms was constructed to enquire about respondents' knowledge on blood donation in Singapore, if they have seen publicity materials from the Blood Bank and if they wanted to know more about blood donation, Indeed, more than 80% of respondents did not know much about blood donation, almost 55% of respondents have not seen any publicity materials from the Blood Bank and majority of respondents wanted to know more about blood donation. This feedback confirmed the relevance and feasibility of this project.

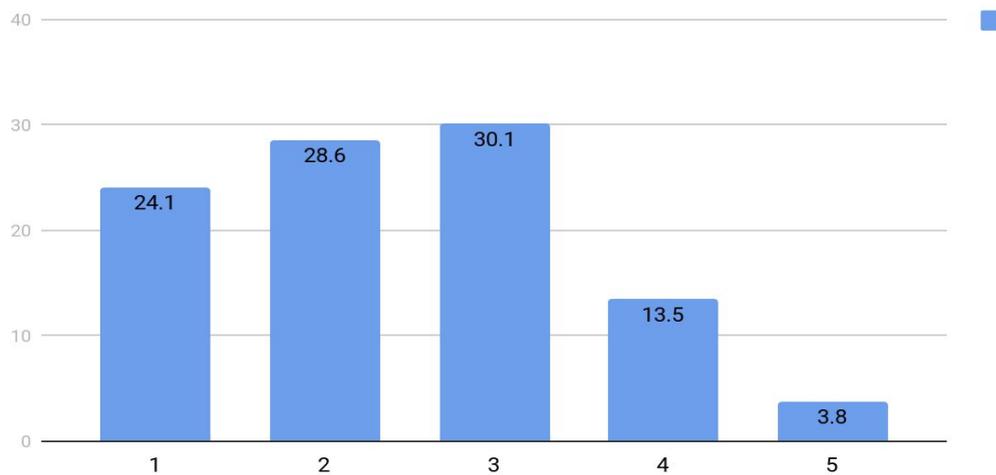
## 3.2 Survey Results

### Age group

133 responses

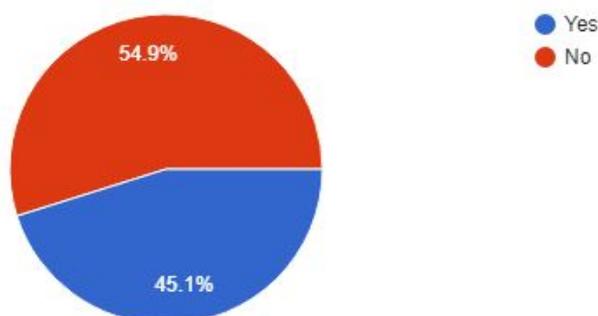


On a scale of 1 to 5, how much do you know about blood donation? 1 being the least and 5 being the most

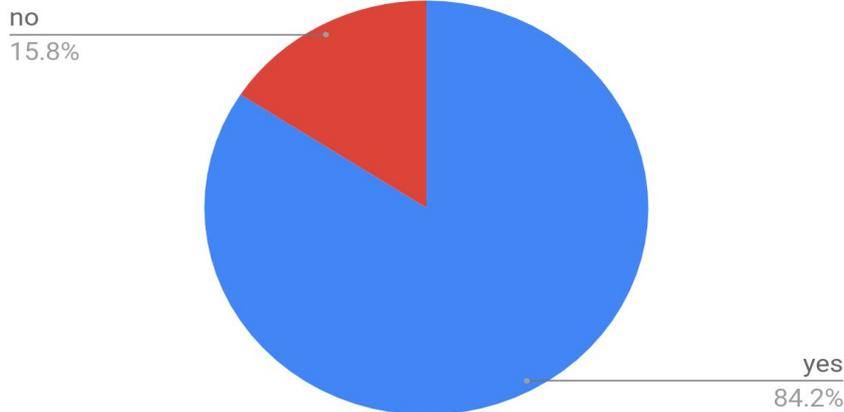


Have you seen any publicity materials from bloodbank?

133 responses

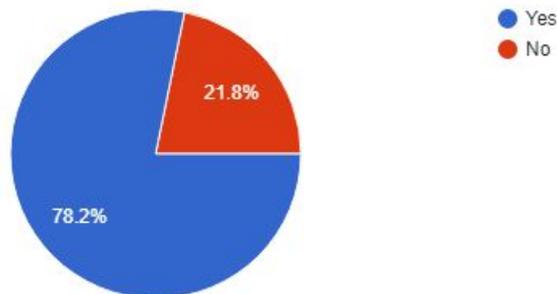


Do you want to learn more about blood donation?



If you were old enough and given a chance to donate blood, would you?

133 responses



### 3.3 Development of Resources

Research was done on the various aspects of blood donation, common misconceptions and frequently asked questions to be used as the content of the publicity posters, flyers and Instagram posts. We created an Instagram account under the name of project.vita\_ to publicise our various products, and our followers also increased from when we started off to over a hundred. Through the use of uploading the link of our survey and pilot test into our bio, we could reach many respondents, who provided invaluable advice on the potential improvements that can be made to our project. Using information we have gathered, we came up with a plot and a script for the animation and dedicated countless hours on doing a good job on that product.

### 3.4 Pilot tests

We conducted our pilot test on our targeted audience, which is 17-22. We went to the JC side and asked members of the public to browse through our products and fill in our feedback form. Additionally, we put the link to the feedback form on our Instagram biography so that viewers would easily be able to access and respond to it.



Pictures taken

## 4 OUTCOME AND DISCUSSION

### 4.1 Advice and Areas For Improvement

We have liaised with the Blood Bank to improve our products and sought their advice on how to improve on them. We communicated with them through email over the course of our entire project and gained invaluable advice on the effectiveness of our posters and animation.



Before:



After:



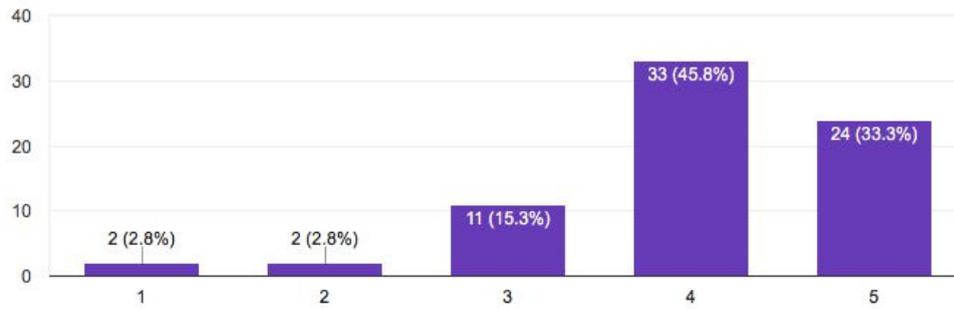
Edits made to posters

#### 4.2 Pilot Test 2

We conducted a second pilot test with our updated products and received positive feedback. Targeting our target audience once again, our efforts were affirmed. Almost 80% of respondents rated our posters a 4 or better, a significant increase in how well the posters were received. Also, we asked specific questions such as font size and visual aesthetics of the products. All in all, we also met our objectives, with more than 70% of the respondents indicating that they were willing to donate blood when they reach the legal age to do so.

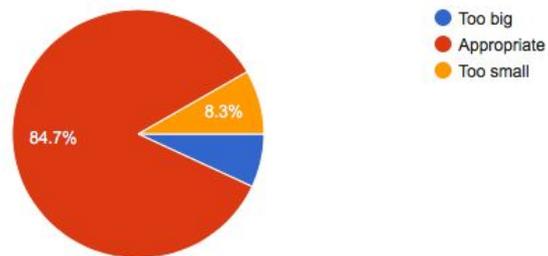
### How good are the posters generally? (1 being the worst, 5 being the best)

72 responses



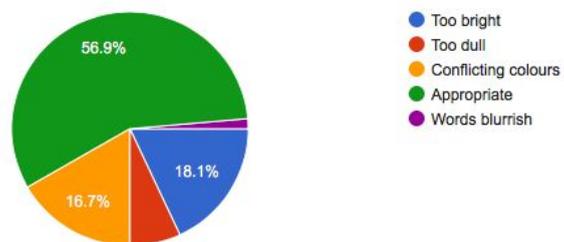
### How is the font size?

72 responses



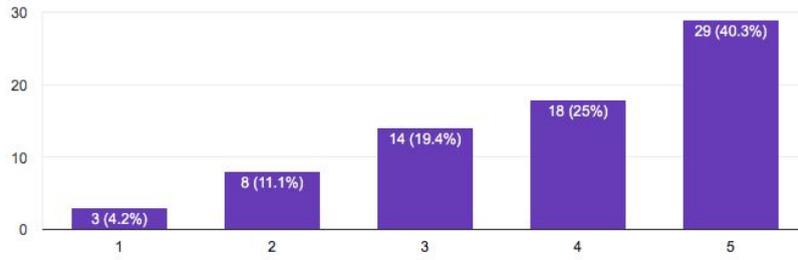
### How is the colour scheme?

72 responses



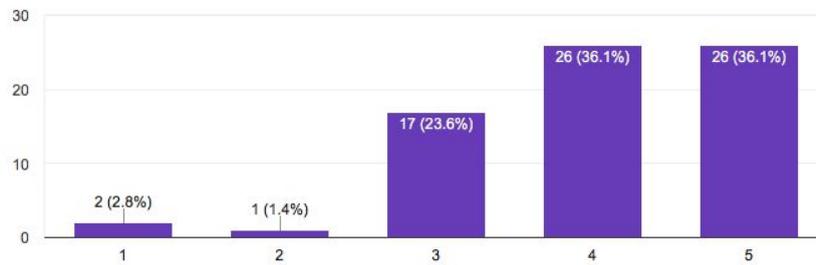
**Are the posters visually appealing? (1 being the least and 5 being the best)**

72 responses



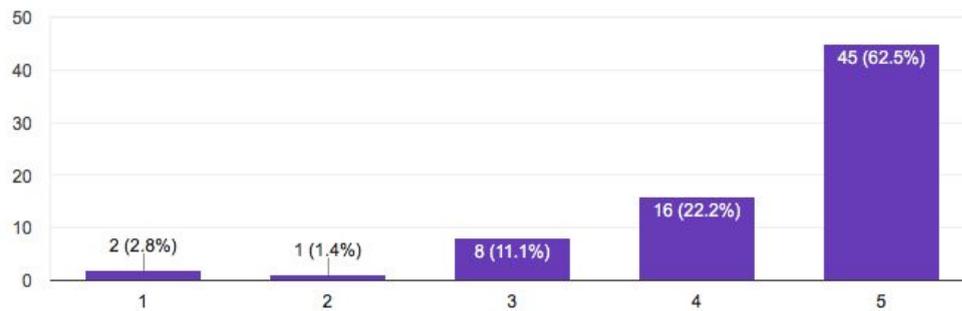
**How effective is the information delivered? (1 being the least and 5 being the best)**

72 responses



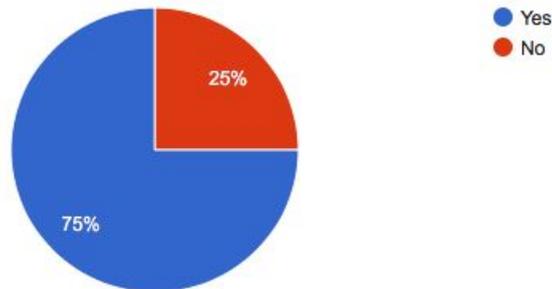
**How much have you learnt about blood donation through our posters and posts? (1 being the least and 5 being the most)**

72 responses



After reading though our posters and posts, will you be willing to donate blood (at a suitable age)?

72 responses



#### 4.2 Limitations/possible further works:

Through the course of this project, we hope that our target audience have learnt more about blood donation and would be more willing to donate blood. We are currently considering to do a service learning project on this same issue next year to help to both raise funds for Blood Bank and to publicise about blood donation even further.

## 5 CONCLUSION

### 5.1 Reflections:

Project Vita has come a long way from where we started off. It was an extremely fulfilling process and we are proud to say that we did our utmost best, thus contributing to the success of this project. Not only have we learnt technical skills such as research, public speaking and confidence in approaching others and when preparing for the various evaluation stages, but also core values that would shape our futures in time to come. Undeniably, each of us learned about the importance of responsibility and diligence in everything that we undertake. Project Vita has also bonded all of us closer as we had to make personal sacrifices and accommodate each of the members' flaws and inabilities. This project has also allowed us to gain much more insight about Blood Donation and its importance, causing us to firmly believe that this project was a meaningful and worthwhile cause. Many of the skills learnt can definitely be put to good use in our daily lives as well. We are proud of the

outcome of this project and our products and we hope that our target audience has actually learnt valuable knowledge from our project, and are motivated to donate blood and do something for our society. I am glad that we were motivated to organise regular meetings with each other and our mentor which allowed us to complete our project more efficiently.

## **5.2 Acknowledgements:**

We want to thank the following: without whom we would not be able to achieve the completion of our project, our project mentor and the bloodbank, for helping us along the way.

## **6 REFERENCES**

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