



Blood Donor Ambassador Playbook

Purpose

The purpose of this document is to provide guidance, resources and answer frequently asked questions about the Blood Donor Ambassador position. This playbook supplements the information you learned in the Blood Donor Ambassador Training.

Audience

- Blood Donor Ambassadors
- Biomed Volunteer Workforce Engagement team members

Introduction

Communities across the country count on the American Red Cross for help every day; supporting those communities is at the heart of what we do. Our work never stops, even during this COVID-19 crisis.

Whether supplying blood products for patients in need of transfusions--including those who need surgery, cancer treatments, or trauma victims--or collecting plasma from individuals fully recovered from COVID-19 to help with treatment for the most seriously ill patients, we remain focused on delivering our lifesaving mission each day.

The included topics will help you support blood donors AND protect yourself and others from the risk of COVID-19 while still collecting the lifesaving blood products communities need.

COVID-19 Guidelines effective 08/02/2021

Effective Monday, August 2, we will require all employees and volunteers to wear a face mask at our offices, facilities, blood drives and any indoor operations while engaging in services on behalf of the Red Cross.

Guidance

Role: The Blood Donor Ambassador will provide excellent customer service to enhance the blood donor experience in several ways

1. Welcome, help donors check-in and inform on how to maximize their donation
2. Assist Collections Team members by sanitizing and disinfecting
3. Support donors in Hospitality to provide re-hydration, check time in canteen **and** monitor the donor for possible adverse reactions
4. Assist Donor Recruiting by calling donors who have not arrived for their appointment or whose appointment needs to be cancelled

Time commitment: is variable; preferred commitment: 1+ shift/month, average shift is 5-6 hours.

Onboarding & Training: online training including the role's pre-screening process, staffing the reception and hospitality areas, donor area and donor bed disinfecting and donor calling.

Training Expectations

- 1) **Review the Blood Donor Ambassador role**--Reception and Hospitality expectations, COVID-19 procedures, and donor calling on the day of the drive.
- 2) Ensure you have reviewed the training video and this playbook.
- 3) Ensure you have a volunteer name tag during the drive

Blood Donor Ambassador Training: before your first shift, be sure to watch the training video (about 35 minutes) to ensure you are equipped to serve in this important volunteer role.

[Watch Training Video](#)

Engagement: Sign up for shifts in the Volunteer Connection Shift Tool, engage in additional training as needed. You will receive weekly surveys after your shifts to see how things went.

Responsibilities: outlined in training and below



Maximize The Donation



I powered up my donation!

American Red Cross Power Red
RedCrossBlood.org/PowerRed



My plasma helps trauma patients!

American Red Cross AB Elite
RedCrossBlood.org/WeAreAB



My platelets help patients kick cancer!

American Red Cross Cancer Saver
RedCrossBlood.org/Platelets



Be nice to me. I GAVE BLOOD TODAY.

American Red Cross

You can give blood again on _____

call 1-800-RED CROSS to schedule an appointment. Remove and attach reminder to your calendar!

American Red Cross Give Blood Today

Maximize your donation.

The type of donation you give is important. Find out which is right for you!



Platelets
Help patients kick cancer.

Power Reds
A concentrated donation of the most needed blood component—red cells.

AB Elite
For trauma patients in emergency situations.

Whole Blood
Help meet the constant need by patients.

Check-In Donor

Step 1 Donor reads the information presented on the stop sign

Step 3 Donor cleans hands with sanitizer and then checks-in. Donor scans own ID

Step 5 Thank the Donor for completing check-in and for coming in to donate the gift of life

Step 2 Donor completes RapidPass or reads the Pre-Donation Information

Step 4 Complete a name sticker with time the donor finished checking in. If walk-ins allowed: print W on sticker



Disinfect Reception & Hospitality Areas*

- | STEP 1 | STEP 2 | STEP 3 | STEP 4 | STEP 5 |
|--|---|--|---|---|
| ALWAYS wear disposable gloves and avoid contact between clothing and sanitizer | If surfaces are visibly dirty, they should be cleaned using a detergent or soap and water prior to disinfecting | Use Sani Cloths or Cavi Wipes in biomed environments | Rub the cloth against the surfaces and allow disinfectant to remain on the surface

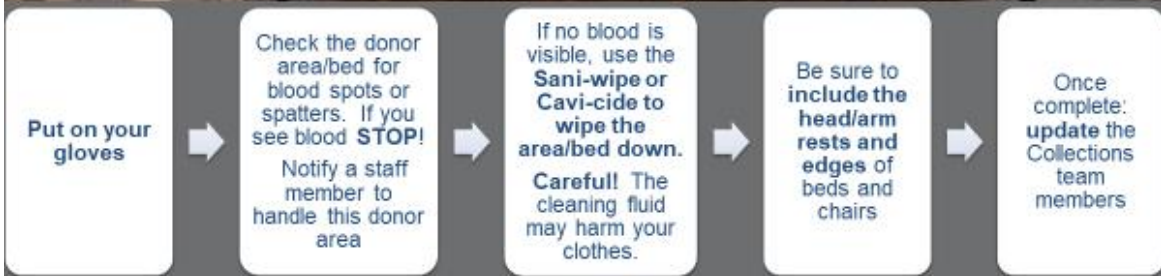
DO NOT WIPE THE SURFACE DRY UNTIL THE GERM 'KILL' TIME HAS ELAPSED | After disinfecting the area, remove and throw away disposable gloves

Clean hands after removing gloves |

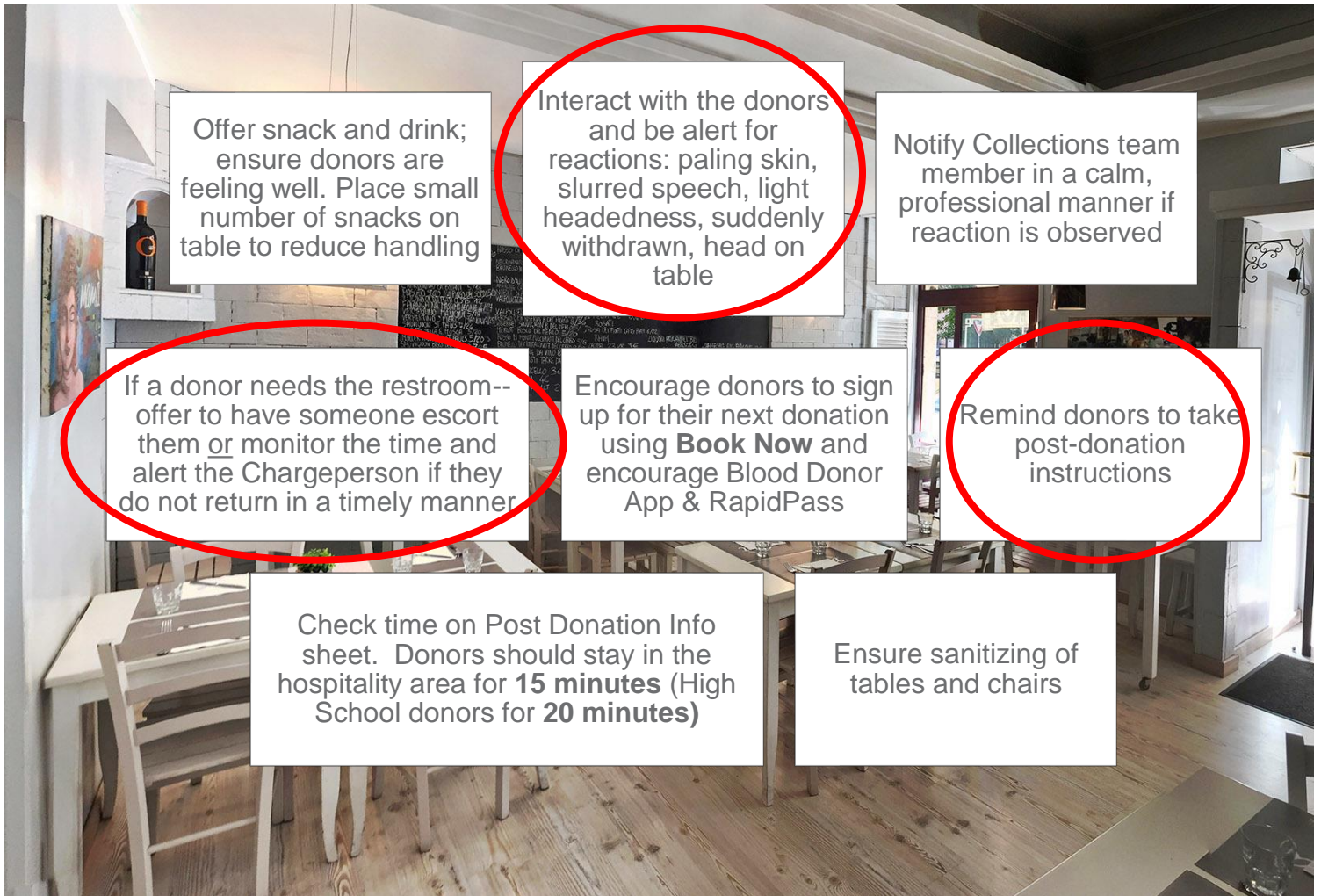


Sanitize: tables, chairs, reading material, pens & markers, and Donor Tablets.
Clean Donor Check-In laptop and with 70% Isopropyl prep pad

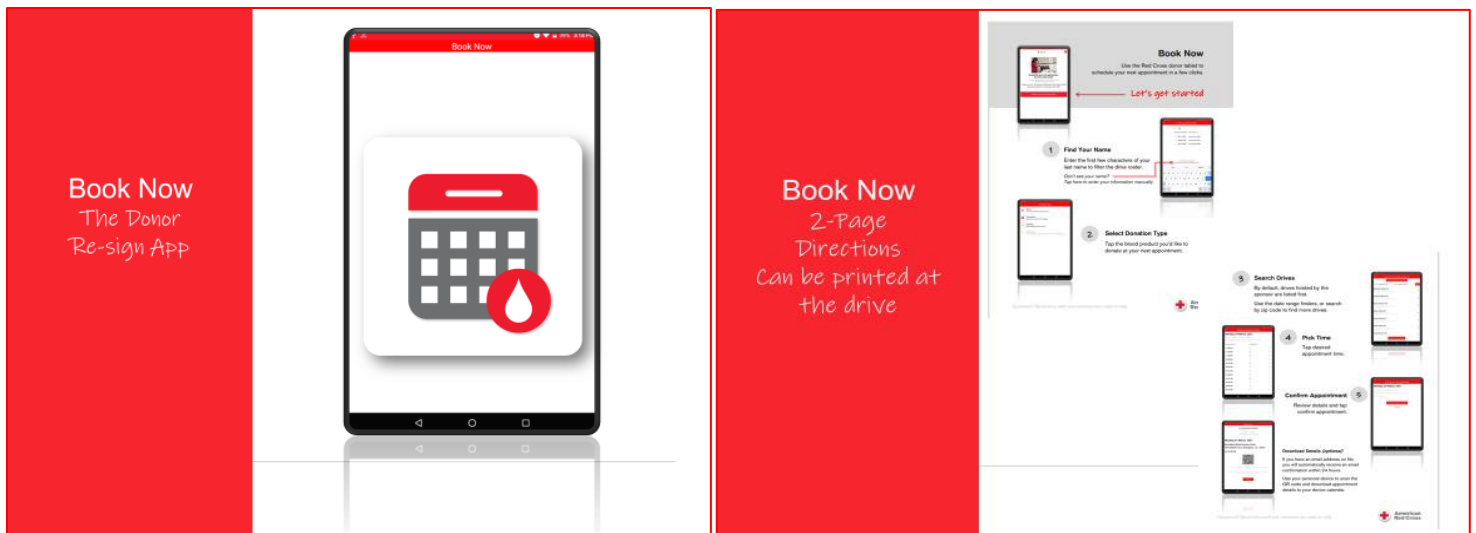
*Always check with blood drive chargeperson if unsure



Volunteer Responsibilities in Hospitality Area



Book Now, the Donor Re-sign App (click [here](#) for training video)



NOTE: Request 2-page Directions at blood drives



Please remember to Thank Donors

Resources

[CDC.gov Infographic](#)

[Biomedical Volunteer Donor Services Toolkit](#) Tools and resources for Blood Donor Ambassadors. Includes operating during a pandemic

- [Volunteer Update: New Processes for Coronavirus \(COVID-19\)](#) - Full narrative of changes made to volunteer roles at blood drives in response to coronavirus
- [Screening Measures for Volunteers, Staff and Donors](#)- Donor Services quick reference guide to COVID-19 process and tactics
- [Infographic of Updated Requirements for Donor Services Volunteers](#)- Pictorial description of Blood Donor Ambassador requirements in COVID-19 operations
- [Blood Drive QuickGuide](#)- Brief overview of Blood Donor Ambassador Reception and Donor Check-In responsibilities at a blood drive
- [Donor Services Disinfecting Infographic](#)- Blood drive directions for disinfecting and sanitizing Reception and Hospitality areas
- [Script: Donor Ambassador 'Day of' Calling](#)- Job tool to help Blood Donor Ambassadors support day-of-drive donor outreach

Frequently Asked Questions

Q: How are we managing the health questions to ensure my health is suitable for the assignment?

A: The Biomed Volunteer Workforce Engagement (BVWE) Team is providing information found in the [Volunteer Screening Measures](#) (Donor Deferral column) to the you in advance of assignment.

Q: Will I be given all of the appropriate protective equipment for the assignment?

A: Yes, the Collections Team Member, or the Chargeperson for the blood drive will provide what is deemed appropriate: masks if you're unvaccinated, gloves, disinfecting wipes.

Q: Can I provide my own mask?

A: Staff and volunteers can bring their own disposable particle mask, surgical mask or N95 mask. The drive chargeperson is required to approve the mask if it is not provided by the American Red Cross to ensure it is one of the approved types.

Q. Are masks optional?

A. For your protection, and the protection of others, those in a donor facing role including staff, volunteers and sponsors, **must wear masks.**

	Am I required to wear a mask at a blood drive/ fixed site?	What if I can't wear the Red Cross provided mask due to a medical condition?	What if I absolutely can't wear any mask due to a medical condition?	What if I refuse to wear any mask?
Volunteer (all roles)	Yes	Wear an alternative mask that is supervisor approved: <ul style="list-style-type: none"> • Self-provided disposable mask preferred • Self-provided fabric mask as last resort 	At this time, Volunteers who cannot wear masks cannot work at drives or fixed sites: <ul style="list-style-type: none"> • contact your Volunteer Engagement Rep 	At this time, Volunteers who refuse to wear masks cannot work at drives or fixed sites: <ul style="list-style-type: none"> • contact your Volunteer Engagement Rep

Q: What training will a Blood Donor Ambassador receive? Who will provide the training?

A: Blood Donor Ambassadors can view online training information ahead of the first shift. Blood Donor Ambassadors will then be provided on-site-instruction from Collections staff to ensure understanding for your role that day.

Q: Will Blood Donor Ambassadors be asked to do things outside of the traditional position description such as surface cleaning?

A: Volunteers may be asked to support the blood drive in a number of ways. At this time, if asked, surface cleaning and disinfecting would apply to chairs, tables, unregulated areas like reception and hospitality and donor areas/donor beds.

Q: Where can I find out more information about the updates to the work environment at blood drives?

A: You may view additional information on the Exchange, the American Red Cross website.

Change Log

Date	Page(s)	Section	Change
07/10/2020	8		Initial version
09/18/2020	2	Experience Page	Linked Training video
10/1/2020	all		Updated for Blood Donor Ambassadors
01212021	all		Updated with new temperature screening, removed links that may not work for everyone
05212021	all	COVID protocols	Clarified vaccinated/unvaccinated protocols
06022021	all	Temp Screening,	Updated to remove temperature screening,
06142021	2,4,5	Sanitize & Disinfect info	Updated disinfecting expectations
08022021	1,2,5		Added August 2, 2021 face mask guidelines/expectations
08022021	5		Added Book Now info and link to training