

Ya Corporation helped redevelop donorship in Russia

Challenge

Donorship had been an extremely prestigious and popular practice in the Soviet Union, with the majority of the populace considering regular blood donations a must. This practice went to oblivion with the dissolution of that state, and the populace started to massively disregard the need for blood and blood-based medicine by the public health care system. Hence, there are only some 14 donors per one thousand people in Russia, and this is way behind the European standards and the commonly acknowledged healthy level of 40 donors per 1000 people.

Consequentially the most of Russian hospitals are in dire shortage of blood, while the Federal budget spends billions of dollars on import of blood-based medicines. The government started its attempts to tackle the issue in early 2000s and had introduced a number of sporadic massive propaganda campaigns to popularize blood donorship.

Additionally, in 2004 the Federal governmental agency Rosplazma was found in order to establish a domestic production of blood-based medicines. These drugs are produced of blood plasma, an essential component of blood and a basis for any blood-based medication. By late 2009 Rosplazma established 1/3 of an extensive federal network of donor blood plasma centers, which are already operating, while the core facility that will process that plasma into medicines is scheduled for launch in 2010 in the city of Kirov.

In 2009 Ya Corporation won a public governmental tender and was ordered to run a communicational program for support of Rosplazma activity and for attraction of donors to blood plasma centers, as well as for promotion of donorship in general along with corresponding humanistic values.

Strategy and action

Ya Corporation were briefed to actively promote donorship primarily in the area where Rosplazma currently operates, which is the Volga region.

Ya Corporation developed and implemented a series of major and minor activities to reach every target group in all of the provinces. These audiences included existing donors, healthy youth and adults, regional and federal authorities, and children, who are considered the core precondition for a sustainable redevelopment of donorship.

The program included three grand feasts to celebrate an opening of a new blood plasma center in Nizhniy Novgorod, as well as to mark one-year anniversary of plasma centers in Kazan and Volzhsk (the latter is in the rep. of Mari El). These events included announcing communicational and promotional activities, honoring of donors and concert shows by country's major artists. Another activity was an extensive promotional program that covered all settlements, where blood plasma centers are present: promotion groups were dressed in Rosplazma wear, bore Rosplazma flags and handed booklets out. A series of additional minor events for existing donors engaged the most active of them to support their loyalty.

The campaign was concluded by another two events. The first of them was a festive charity hockey match in Kirov, which also featured rewarding of several new honorary donors of Russia. This sport is traditionally extremely popular in the Kirov region, and the event helped contribute to children's and youth sportive healthy lifestyle by presenting them sport accessories signed by Vladislav Tretyak, Russia's legendary hockey player and three-time Olympic champion. The second event, that also staged in Kirov- city was the awarding ceremony of a journalists' competition for the best coverage of blood plasma donorship. This contest helped attract many of interested and thankful journalists, who are very loyal to this theme in the Volga region.

