

Save lives during working hours

**A sustainable approach to expanding
the blood donor pool**

Speaker: Cecilia Jutell

Blodcentralen Stockholm, Karolinska University Hospital





No conflicts of interest

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Blood donation in Sweden

- Importance of a loyal and diverse blood donor pool
- Need to double the amount of blood donors for long-term preparedness
- Challenges in recruiting and retaining donors
- Availability affects the willingness to donate



Background

- Lack of time and forgetfulness*
- Difficult to fit blood donation into “the everyday puzzle”
- Need to lower barriers for becoming, and remaining, a blood donor.

**Öhrner C, Kvist M, Blom Wiberg K, Diedrich B.
Why do young men lapse from blood donation?
Vox Sang 2019;114(6):566-575*

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Solution: Save lives during working hours

- Employers encourage blood donation during working hours
- Non-renumerated
- Long-term corporate social responsibility (CSR)
- Contribution for preparedness
- Opportunities to reach a wider target group

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Why Save lives during working hours is the answer

- Integrates non-renumerated blood donation into the workday
- Strengthens long-term donor engagement through employer support
- Follows employees who change jobs
- Encourages community engagement and resilience

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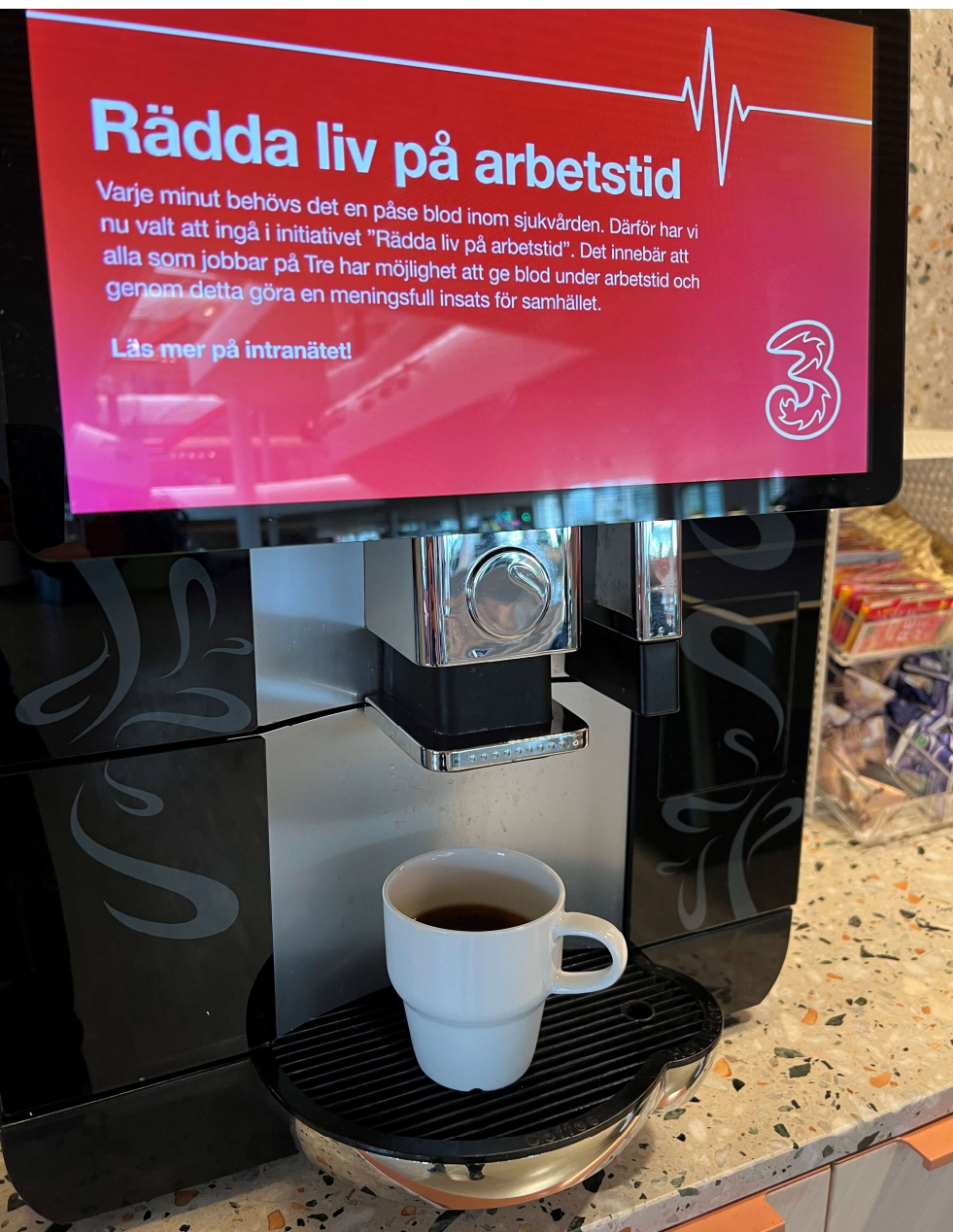


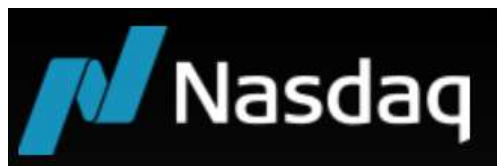
How do we do it?

- Employer engagement by reminders
- Easy access by placing mobile units near business centers on a regular basis
- Dedicated team of nurses who visit workplaces
- The social aspect of donating together with co-workers – organic storytelling in social media
- Long-term loyalty - CRM

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**We save
lives during
working hours**

— IN COLLABORATION WITH —

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Vi på Blodcentralen Stockholm räddar liv på arbetstid



Din blodgivning



41
Totalt antal blodgivningar



123
Ditt blod kan ha hjälpt 123 personer



18.45
Totalt antal liter blod

Senaste besöken

Endast besök i Region Stockholm efter 1990 visas i tabellen.

Datum	Händelse	Plats	Hb-värde ⓘ	Ferritin ⓘ	Blodtryck ⓘ
2025-06-04	Blodgivning	Blodcentralen Odenplan, Norrtullsgatan 6.	143 g/l	46	



Next step

Ongoing research study at Karolinska University Hospital on how blood donation as a work benefit affects the willingness to donate blood

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Questions?

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