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Scottish National Blood Transfusion Service

DR TONI DEDEU & SUE SCOTLAND

6 MAY 2014

The screenshot shows a web browser window with the URL www.scotblood.co.uk/become-a-donor.aspx. The page features the Scottish National Blood Transfusion Service logo, the text "GIVE BLOOD", the phone number "0845 90 90 999", and the NHS National Services Scotland logo. A navigation menu includes "HOME", "BECOME A DONOR", "CAN I DONATE?", "LEARN ABOUT BLOOD", "ABOUT US", "NEWS", and "CONTACT US".

The main content area is divided into three columns:

- Left Column:** A list of links: "What happens when I donate?", "Before and after giving blood", "Testing your donation", "Give platelets", "Donor information leaflets", "Other ways to give", and "Watch our videos".
- Middle Column:**

Become a donor

Donating blood is safe, simple and takes only an hour

Every minute of every day someone in Scotland is receiving blood as part of a life-saving or life-enhancing treatment. Yet, only 5% of the population are active blood donors.

The Scottish National Blood Transfusion Service (SNBTS) must welcome 5000 blood donors every week to meet the needs of patients in Scotland.

Register today and help us show patients in Scotland they are not fighting alone.

Title *

First name *
Surname *
Date of birth *
DD/MM/YYYY
Address *
Postcode *
Email
Contact number
- Right Column:**

Where to donate

Find your nearest session.

 Where to donate

Become a donor


Becoming a blood donor is quick and simple.

 Can I donate?

Ensure you don't have a wasted journey.


The Windows taskbar at the bottom shows the system tray with the date "06/05/2014" and time "13:08".






GIVE BLOOD

0845 90 90 999



[HOME](#)
[BECOME A DONOR](#)
[CAN I DONATE?](#)
[LEARN ABOUT BLOOD](#)
[ABOUT US](#)
[NEWS](#)
[CONTACT US](#)

Current blood stock levels



View current blood stock levels here

Glasgow Blood Donor Centre

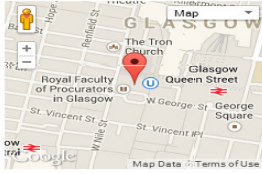
Open 6 days a week

To ensure that you are not faced with unnecessary waiting time, you can make an appointment to give blood below or by calling 0845 90 90 999. If you prefer, you will always be welcome to drop in to give blood during the opening times.

Address
8 Nelson Mandela Place
Glasgow G2 1BT
[View map and directions](#)

Opening times

Monday: 11am - 4.30pm
 Tuesday: 11am - 4.30pm
 Wednesday: 11am - 7pm
 Thursday: 11am - 7pm
 Friday: 9.30am - 4.30pm
 Saturday: 9.30am - 2.30pm
 Sunday: Closed



Book an appointment

A minimum of 50 appointments are available at 10 minute intervals each day. Please use the calendar below to select your preferred time slot within a given hour.

W/C Monday, 5th May 2014 change week << >>

Time	Mon 5/5	Tue 6/5	Wed 7/5	Thu 8/5	Fri 9/5	Sat 10/5	Sun 11/5
09:00							
10:00							
11:00							
12:00							
13:00							
14:00							
15:00							
16:00							
17:00							
18:00							
Available to book							

Where to donate

Find your nearest session.

Find >

Become a donor

Becoming a blood donor is quick and simple.

Register now >

Can I donate?

Ensure you don't have a wasted journey.


Check here >

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Innovation Centres

Supported by The Scottish Funding Council, Highlands and Islands Enterprise and Scottish Enterprise.



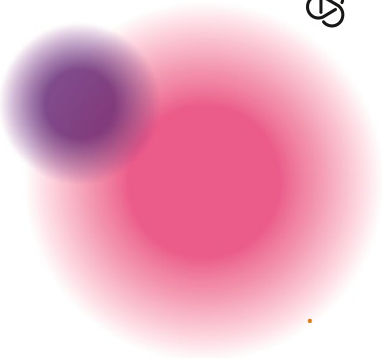
13:11
06/05/2014

Background

- ⑧ Focused on Blood donation
- ⑧ Types of blood donors:
 - ⑧ 'New donors' and 'former regular donors' with health changes or without any donation for a long period of time
 - ⑧ Regular donors
- ⑧ Profile of the donors: Volunteers and people with close relatives, friends who have or need blood
- ⑧ The Scottish National Blood Transfusion Service (SNBTS)
- ⑧ Scottish National Blood Donor Association (SNBDA)
- ⑧ Lay committee members
- ⑧ National school talk programme

Context and DHI involvement

- ⑧ Digital & health & social care
- ⑧ Sense relationship with academia
- ⑧ Exploratory – Experience Labs - Factory



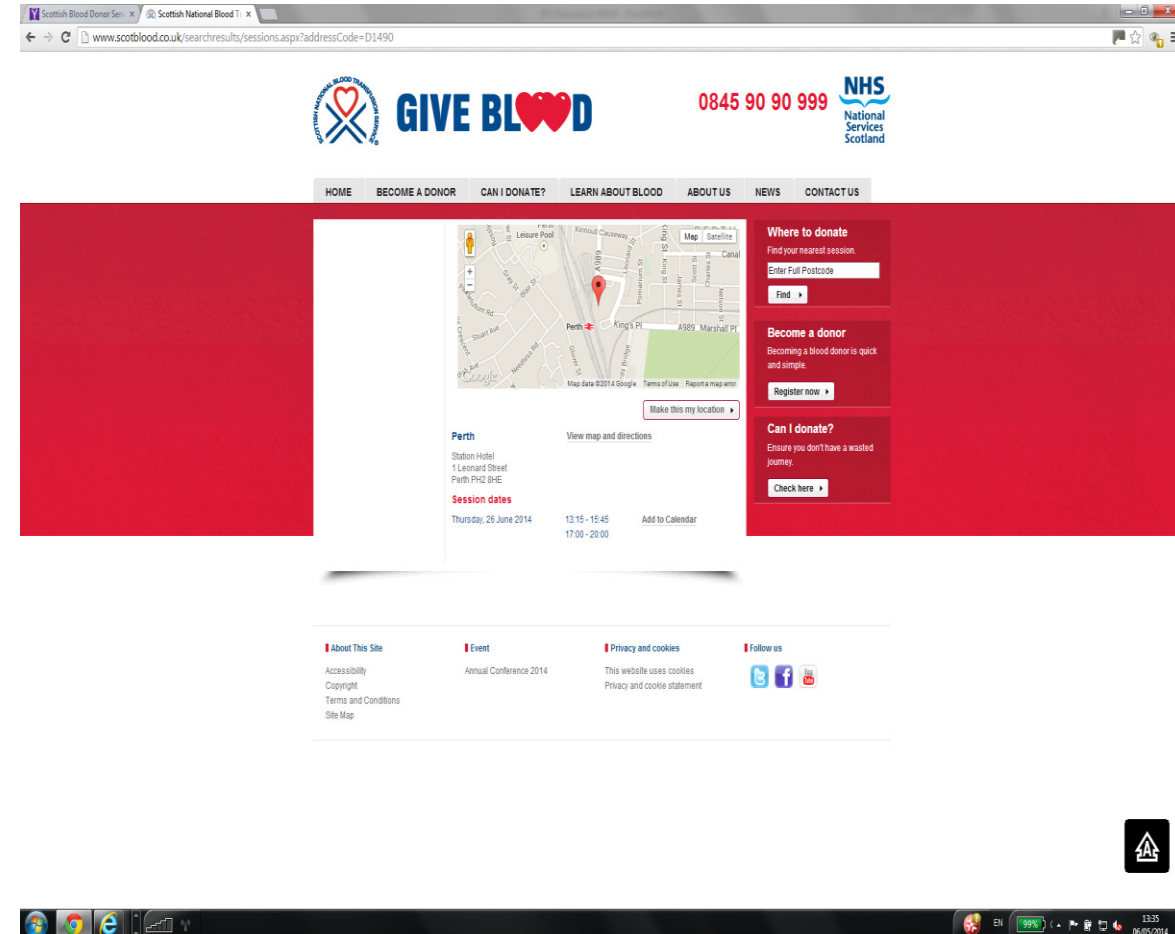
Site Visits

PERTH

- Community Session
- Paul Chapman, Deputy National Standards Manager
- Gwen Fenton, Donor Service Recruitment and Publicity Officer, she is based at the East Scotland Blood Transfusion Centre in Dundee

EDINBURGH LAURISTON

- Permanent centre 'Static'
- Patsy Scouse, Team leader
- Paul Chapman



The screenshot shows a web browser window with the URL www.scotblood.co.uk/searchresults/sessions.aspx?addressCode=D1490. The page features the NHS logo and the text "GIVE BLOOD" with a red heart icon. A navigation menu includes links for HOME, BECOME A DONOR, CAN I DONATE?, LEARN ABOUT BLOOD, ABOUT US, NEWS, and CONTACT US. The main content area displays a map of Perth, Scotland, with a red pin indicating a location. Below the map, the text reads "Perth" and "Station Hotel, 1 Leonard Street, Perth PH2 8HE". The "Session dates" are listed as "Thursday, 26 June 2014" from "12:15 - 15:45" to "17:00 - 20:00". To the right of the map, there are three red boxes: "Where to donate" with a search field for a full postcode and a "Find" button; "Become a donor" with the text "Becoming a blood donor is quick and simple" and a "Register now" button; and "Can I donate?" with the text "Ensure you don't have a wasted journey" and a "Check here" button. At the bottom of the page, there are links for "About This Site" (Accessibility, Copyright, Terms and Conditions, Site Map), "Event" (Annual Conference 2014), "Privacy and cookies" (This website uses cookies, Privacy and cookie statement), and "Follow us" (Twitter, Facebook, YouTube). The Windows taskbar at the bottom shows the date as 06/25/2014 and the time as 13:35.

Permanent Centres



Aberdeen

Edinburgh

Glasgow

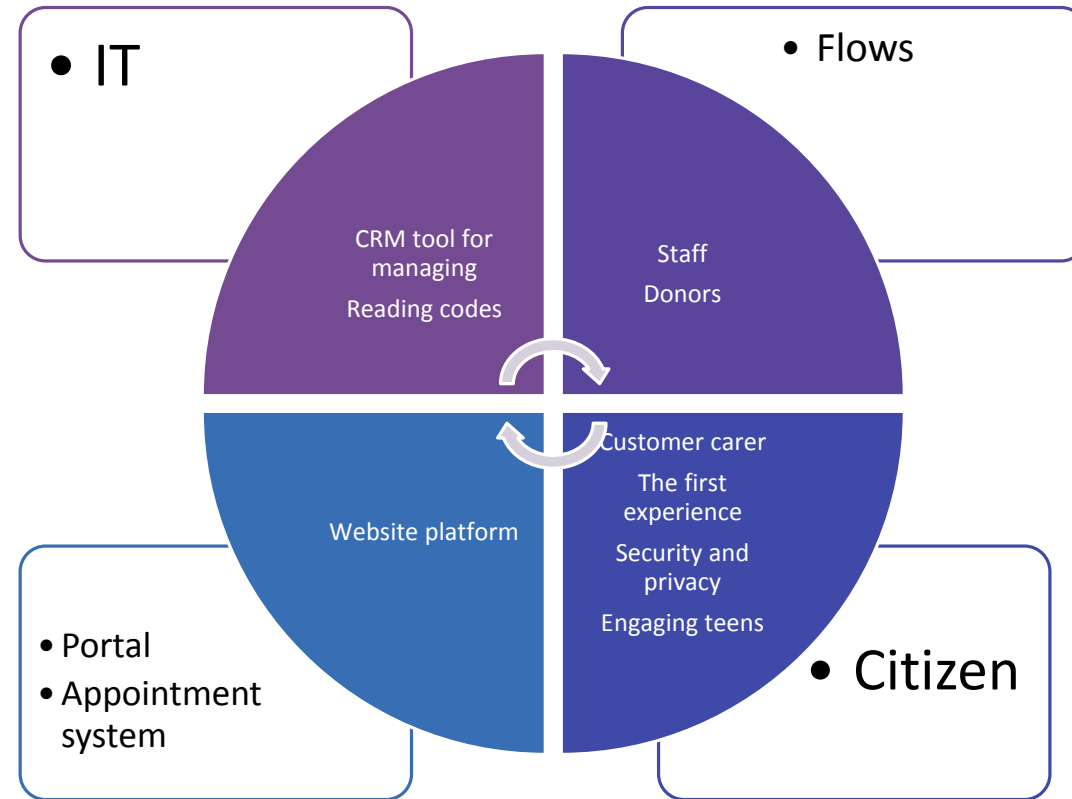
Inverness

Dundee

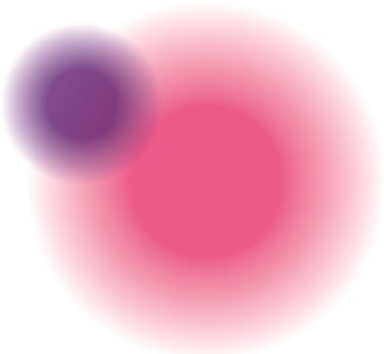
First observations

- 🌀 Venues. A conference room of the Station Hotel. Sessions every 16 weeks.
- 🌀 Space with natural light which respects privacy
- 🌀 Appointment system: ordinary post letter with the declaration form at the back of the letter.
- 🌀 Trust. Not crossed with clinical health records.
- 🌀 Paper trail at the entrance
- 🌀 People per session: 150 to 200 in Perth. Less in Edin'h
- 🌀 Technology: backup services
- 🌀 Guidelines to be applied are stored in a laptop!!!
- 🌀 This would include logistical support in the preparation, administration and dissemination of Exploratories, research projects and activities funded within the DHI
- 🌀 Unpredictable demand in Static centres
- 🌀 Excessive demand? How to address them? Take a break letter/message

Scope and areas for improvement



Recommendations

- 
- § Proposal – DHI Open Call
 - § Exploratory
 - § Experience Lab
 - § Factory