

EVERY LITTLE CONTRIBUTION COUNTS

#FILLEMUP

Jane received a pre-sms from Blood Bank regarding the Opt-out Blood Donation Program that will take place after her medical checkup session.



After completing her checkup, Jane was called in to review her medical report. At the end of the review with Dr. Lowial, she was prompted about the Opt-out Blood Donation Program.



Jane agreed to go ahead with the Program and was brought to the Blood Donation section with the aid of the nurses around.



Jane happened to be a blood type O and her contribution was able to help a few people in need!



After donating blood, Jane was given a collectible merchandise. She was really excited to be given the collectible and posted it on instagram.



3 months after the last blood donation, Jane received a reminder sms to attend her next blood donation appointment.



1 REDUCING PERCEIVED INCONVENIENCE & LOW SELF-EFFICACY

The Opt-out Blood Donation Program applies to individuals who made appointments for health screening (mainly individuals who are required to go for a health check-up when matriculating into tertiary education or workforce). This program includes the following theories:

- (A) **Elaboration Likelihood Model (ELM) and System 1 & 2 Thinking** – Adopting the peripheral route in ELM (similar to the System 1 thinking), the Opt-out Blood Donation Program involves minimal thought and consideration on the individual's end. By sending a text message to inform the individuals of the program and having the blood donation right after a mandatory health screening, the program nudges the individuals and remove the perceived inconvenience respectively.
- (B) **Fogg's Behavior Model (FBM)** – For the individuals who do not go for blood donations due to the fear of rejection/low self-efficacy, the Opt-out Blood Donation Program provides them with the motivation to do so as they can conveniently check if they are able to donate blood during the health screening session. They would not have to make an additional trip with possibilities of getting rejected.

2 ENSURING LONG TERM PARTICIPATION IN BLOOD DONATION

In order to sustain long term participation in the blood donation program, the #FillEmUp social media campaign and collectibles are created with the following theories:

- (A) **Psychological Consistency Theory** – Individuals will face the same problems with regards to inconvenience in commuting to blood donation locations for subsequent donations and hence, having collectibles adds another favourable factor that is consistent towards donating blood. Individuals will be given a keychain with an empty mini blood bag which they'll be able to collect the blood drop-shaped collectibles for every donation they make. They will be given silver & gold collectibles for their 15th and 50th blood donation.
- (B) **Theory of Reasoned Action (Social Norm)** – Collectibles and social media campaigning with the hashtag #FillEmUp increases the likelihood of social media sharing of blood donation by the individuals. Seasonal specials will be created and released frequently to sustain the ecosystem of created social norm.



ORIGINAL

Cheryl Chan



SEASONAL

Leong Wen Ting



SILVER

Tan Peng Hiang



GOLD

Yos Yohannes