

Research Question

How can we encourage young people to start giving blood?

Background

As Japan becomes an aging society, the number of people who need donated blood has increased. According to the Japan Red Cross, more than 85% of the people who need blood donations are over the age of 50. At the same time, only about 20% of blood donors are between the age of 16 and 29. Unless young people start donating more, Japan will face a serious blood shortage in the future. In this research project, we wanted to find out if there was something we could do as high school students to help solve this problem.

Investigation

RQ①

What type of donations can high school students make?

There are two type of blood donations: whole blood donations and plasma donations. High school students are only able to give **whole blood** donations. Furthermore, there are two different donation amounts: 200ml and 400ml. People under the age of 18 are only allowed to donate **200ml**. Therefore, in this research project we are going to focus on 200ml whole blood donations.

Although this type is not as in demand as 400ml donations, it is very **important** because it is needed for children and elderly people who have a weakened immune system.

Reference: October 10, 2020 interview at Kyoto Red Cross.

RQ②

How many high school students give blood now?

We looked at Kyoto and two nearby prefectures. There are about 430,000 high school students in this area. Of these 11,594 gave blood in 2019. So as a percentage of the number of students in each prefecture, it is:

Kyoto -- 1.63%
Osaka -- 2.91%
Hyogo -- 2.85%



Kyoto was **the lowest** of the three.

Reference: Kyoto Japan Red Cross Annual Report 2019

RQ③

Why is the number of HS students in Kyoto who give blood low?

One reason may be that the number of donation rooms and the number of bloodmobiles (mobile blood donation centers) is the lower than the other two prefectures.

Rooms: Osaka 10, Hyogo 7, Kyoto 3
Bloodmobiles: Osaka 16, Hyogo, 9, Kyoto 6



From this we can say that perhaps one reason students do not give blood is because there are a **limited number** of places to do it in Kyoto. Unfortunately, these are difficult to increase for financial reasons.

Reference: Kyoto Japan Red Cross Annual Report 2019

RQ④

How do high school students feel about donating blood?

We did a survey of 70 students second grade Global Course at our school. We found that

-**Only 3 students** have ever donated.

-**Advertising** was the way most students hear about blood donation. Other ways were through SNS or seeing the bloodmobile.

-**More than 50%** are interested in donating.

So, high schools students **will donate** if given the chance.

Reference: October 2020 survey by the authors.

RQ⑤

How is blood donation being promoted now?

Famous people appear in TV commercials, posters, and other types of advertisements for promoting blood donations. There are also special gifts such as clear files and towels with photos of famous people on them.

In Kyoto, there are community-based events such as a collaboration event with the soccer team Kyoto Sanga FC. Participants who give blood can get an original towel with the players autographs.

These promotions, however, are **not targeted at high school students**. So, we tried to think of some events or promotions that high school students would be interested in.

Reference: October 2020 survey by the authors.

RQ⑥

What kind of promotions would HS students be interested in?

We made another survey and asked 134 first and second grade Global Course some **promotional ideas** such as giving coupons for karaoke or movie theaters, putting lots of posters to promote blood donation in high schools, and asking shops near our school, such as juice shops, bookstores, sporting goods stores, to donate coupons to high school students who give blood.

Unfortunately, **none** of the ideas were very popular. Moreover, many students had a **negative image** of donating blood, such as "it hurts" or "it seems like a lot of trouble."

Reference: November 2020 survey by the authors.

Proposal

Promote giving blood as a fun and meaningful activity to do with friends

Discussion

In our research, we found that while many students want to give blood, there are a limited number of places to do it in Kyoto and they have a negative image about it, and promotions such as giving coupons or gifts are not attractive to them. So we propose promoting giving blood as a fun and meaningful activity to do with friends. For example, we four went to give blood together. It was a really fun experience that we could share and we felt good helping people. We can promote this image of giving blood as a positive experience on SNS using hashtags such as #高校生献血 or #献血デビュー or in posters.