



TOOLKIT:

FDA'S MOVE TOWARD INDIVIDUAL DONOR ASSESSMENT

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Social Media

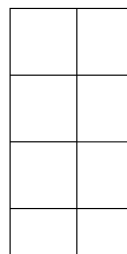
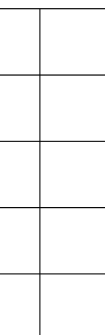
Images pre-sized to fit your social media channels are available.



[CLICK HERE TO DOWNLOAD](#)

ADRP is providing our members with free, ready-to-use social media graphics that you can use to promote this change, the science behind it, and how it will protect the safety of the blood supply.

These graphics includes data-backed messages that are pre-sized to work across a variety of social media platforms. Members are encourage to choose the graphic and messaging that works best for their community.





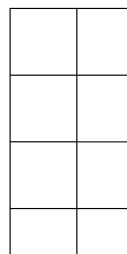
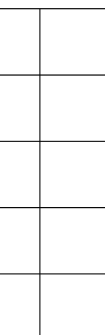
The History of This Change

A re-sizeable PDF document is available for use by your center.



[CLICK HERE
TO DOWNLOAD](#)

We are also providing *The History and Future of Donor Eligibility for Gay and Bisexual Men*. This resource can be used in document form or be re-sized to display as a poster at your blood center. It is meant to provide a look at ongoing efforts to follow the science and maintain the safety of our nation's blood supply while treating all donors with the fairness, equality, and respect they deserve.





Tony Morrison

Senior Director of Communications, GLAAD

Blood and LGBTQ+ Organizations Working Together

Video content about this historic collaboration is included here.



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The blood and LGBTQ+ communities recently came together for a historic session at the ABC Annual Meeting, *Connecting Communities: Working Collaboratively to Welcome Back LGBTQ Donors*. Included in this toolkit are videos highlighting this collaboration.

This includes a long-form video about the session as well as shorter clips designed for use across your social media channels.



Additional Resources

Human Rights Campaign (HRC) Foundation data is included here.



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The Human Rights Campaign (HRC) Foundation, the educational arm of the nation's largest lesbian, gay, bisexual, transgender and queer (LGBTQ+) civil rights organization, has released data detailing the LGBTQ+ community's views toward the current FDA policy. Over half (57.9%) of LGBTQ+ respondents agree or strongly agree that the proposed FDA changes are a step forward. At the same time, almost three quarters (72.3%) believe the proposed policy is still discriminatory.

2022 STATE OF HIV STIGMA



Additional Resources

GLAAD's Annual
State of HIV
Stigma Study is
Included



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TO DOWNLOAD](#)

GLAAD, the world's largest lesbian, gay, bisexual, transgender and queer (LGBTQ) media advocacy organization, has released its third annual *State of HIV Stigma Study*, a national survey among U.S. adults measuring knowledge and attitudes among Americans about HIV. It finds that while more people are comfortable interacting with people who have HIV, a persistent near-90% believe there is still stigma around HIV. It is included here for your reference.



Let's Work Together

ADRP aims to provide each of our members with the resources they need to succeed. This toolkit will be updated as necessary. Please let us know what additional resources you need as the implementation of these changes continues. We are available by phone at (202) 393-5725 Ext 7, or email at info@adrp.org.

ABOUT ADRP

ADRP, an International Division of America's Blood Centers, educates and empowers blood banking professionals worldwide who are committed to donor recruitment, donor experience and donor management by providing a forum for networking, professional development and resource sharing. More than 1,000 members from around the world are already members of ADRP.

TO LEARN MORE, VISIT WWW.ADRP.ORG



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