



## The Hispanic Initiative: A Vital Blood Donation Campaign

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### Introduction

The Hispanic Initiative is a crucial campaign aimed at increasing blood donations from the Hispanic community in Houston and surrounding areas. This initiative, spearheaded by the Gulf Coast Regional Blood Center, addresses the growing need for diverse blood donors in one of America's most multicultural cities.

### Houston's Demographic Landscape

Houston, the fourth most populous city in the United States, boasts a rich tapestry of cultures. With 44.5% of its population identifying as Hispanic or Latino, this community plays a vital role in the city's blood supply.

### The Critical Need

Hispanic donors are particularly valuable because:

1. Approximately 60% of Hispanics have type O blood, which is in high demand for various medical treatments.
2. Blood from Hispanic donors may contain rare variants crucial for saving lives within the community.
3. Patients often find better matches from donors with shared heritage.

### Challenges and Solutions

#### Language Barriers

The initiative recognizes that language can be a significant obstacle. To combat this:

- Spanish-language messaging is incorporated in outreach efforts.
- 13.3% of fixed location staff and 12.14% of mobile operation staff are Spanish-speaking.
- Spanish-language tele-recruiting services are utilized.

## CASE STUDIES

### Trust Issues

Some potential donors express distrust in the blood donation process. The initiative addresses this through:

- Educational programs to increase transparency.
- Partnerships with trusted community organizations, particularly churches.

### Cultural Considerations

Recognizing the collectivistic nature of Hispanic culture, the initiative:

- Encourages group donations (e.g., coworkers, church groups).
- Utilizes social media platforms like META for information dissemination.

### Marketing and Outreach Strategies

The Hispanic Initiative employs a multi-faceted approach:

1. Diverse representation in marketing materials.
2. Spanish-language TV and radio advertisements.
3. Bilingual recipient testimonials.
4. A dedicated Spanish-language section on the website.
5. Google Ads targeting Spanish-speaking audiences.

### The Commit for Life Donor Program

This program encourages regular donations through:

- Incentives for frequent donors.
- Multiple communication channels to keep donors informed.
- Encouraging donors to spread awareness within their communities.



## RESOURCE LIBRARY:

### CASE STUDIES



## Conclusion

The Hispanic Initiative represents a critical step in ensuring a diverse and robust blood supply for Houston and beyond. By addressing cultural nuances, language barriers, and community concerns, the Gulf Coast Regional Blood Center is working to save lives and foster a culture of regular blood donation within the Hispanic community.

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