

vCJD Implementation

As of May 2022 the FDA has released revised deferral criteria for Creutzfeldt Jakob Disease (aka Mad Cow Disease). Donors who were previously deferred due to risk of exposure to CJD / Mad Cow Disease have been reinstated as potential donors. This toolkit provides content and graphic templates to assist with notifying potential donors as well internal and external audiences.

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Donor Communications

[SMS](#)

[Telerecruitment](#)

[Email](#)



News Release



Online

Donor Communication Templates

SMS/Text

Note: Approx. 2 message segments per recipient as written.

Hello [Donor First Name], this is [Blood Center Name], your community blood center. We're reaching out because the FDA made some criteria changes and your ability to give blood may have changed. To learn more, please [call/go to Blood Center phone number/web link]. Thank you!

Telerecruitment

Speaking with Donor

Hello [Donor's Name], this is [Caller's Name] with [Blood Center Name], your community blood center. I'm calling because your ability to give blood may have changed due to some recent changes to the donor requirements. Specifically, the FDA lifted the restriction of blood donors with a history of travel or transfusion within specific countries in Europe & the UK. After years of research, there's no documented risk of vCJD (or Mad Cow Disease) through blood transfusion. This change means that you may be eligible to safely give blood & truly make a difference to people in need. We'd like to invite you to be a blood donor with us; I'd be happy to help get you scheduled now.

Left Voicemail/Cloud Call

Hello [Donor's Name], this is with [Blood Center Name], your community blood center. Your ability to give blood may have changed due to some recent changes to the donor requirements. To learn more about this exciting change and what it means for you, please give us a call at [Blood Center phone number]. Thank you, we look forward to talking with you soon!

Speaking with 3rd Party

Hello, this is [Caller's Name] with [Blood Center Name], your community blood center. I'm calling for [Donor's Name]; their ability to give blood may have changed due to some recent changes the donor requirements. Could you please have them give us a call to learn more about this exciting change and what it means for them? Our number is [Blood Center phone number]. Thank you!



Visit www.adrp.org/vcjdtoolkit to download templates and graphics from this toolkit.



Donor Communication Template

Email

Note: Blood centers would insert their own contact information, header & footer images, sidebar images, call to action buttons, etc.

Subject line: *Historic change in blood donor eligibility.*

Hi [Donor First Name],

Thousands more people will be able to give blood with this historic change to donor regulations.

We're excited to announce that [Blood Center Name] is reinstating over [# of potential donors] potential donors in response to updated guidance from the U.S. Food & Drug Administration (FDA).

What's changing?

Over 20 years ago, the FDA implemented regulations to protect transfusion recipients against the possible risk of variant Creutzfeldt-Jacob Disease (vCJD, also known as Mad Cow Disease). These regulations prevented many people who lived in or traveled to the United Kingdom, France, or Ireland from donating blood in the US. After years of study and no documented risk of vCJD through blood transfusions, the FDA removed this donor restriction.

This important change will allow more people to safely donate and strengthen our blood supply for the [Number of hospitals served] regional hospitals [Blood Center Name] proudly serves, thanks to donors like you.

What's next?

[Blood Center name] welcomes all eligible donors at one of our permanent donor centers or local blood drive locations. [Donor First Name], did you know you're eligible to give blood today? [Online scheduling Link]

Questions about how these changes affect you or someone you know? Call [Blood Center Name] at [Blood Center phone number] or [link to online FAQ/contact info].

[Read more about it] [Find an appointment]



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News Release Template

[Blood Center Name] Lifts Deferral For Potential Exposure To Mad Cow Disease

DONOR ELIGIBILITY UPDATE: Under new guidance from U.S. Food and Drug Administration, [Blood Center Name] to reinstate donors previously deferred from blood donation for time spent in Europe

[Blood Center Name] will reinstate more than [insert number] potential donors who were previously deferred from blood donation under donor eligibility guidance that was recently updated by the U.S. Food and Drug Administration. Following new guidance issued by the FDA in May, [Blood Center Name] has removed indefinite deferrals for [insert number] potential donors who were previously deferred from blood donation due to travel or residence in the United Kingdom, France, or Ireland. The deferral was related to a theoretical risk of transmitting Cruetzfeldt-Jakob Disease (also known as Mad Cow Disease) to blood transfusion recipients. FDA has determined this is no longer a concern for donors who have previously lived in the United Kingdom and other European countries.

The new guidance from FDA removes the deferral recommendations associated with geographic risk of Mad Cow Disease for time spent in the United Kingdom (1980 – 1996); time spent in France and Ireland (1980 – 2001); and receipt of a blood transfusion in the U.K., France or Ireland (1980 – present). [Blood Center Name] is now reaching out to [insert number] potential donors who were previously deferred under the former eligibility criteria. Individuals who have questions about their eligibility for blood donation are asked to call [Blood Center Name] at [Blood Center phone number] or see [Blood Center eligibility web address].

[Quote from Blood Center Representative]

The opportunity to expand the blood center's donor base comes during a challenging time for our region's blood supply. In recent weeks, the blood supply has been as low as just a two- to three-day supply for type O-negative and O-positive red blood cells. [Blood Center Name] urges all eligible and potential donors to schedule appointments for donation during the first weeks of August. To schedule, call [Blood Center Name] at [Blood Center phone number], visit [Blood Center web address], or download the [Blood Center Name] mobile app at [mobile app web address].

-end-

[Blood Center Boilerplate]



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Online Content Templates

Social Media Graphic & Content

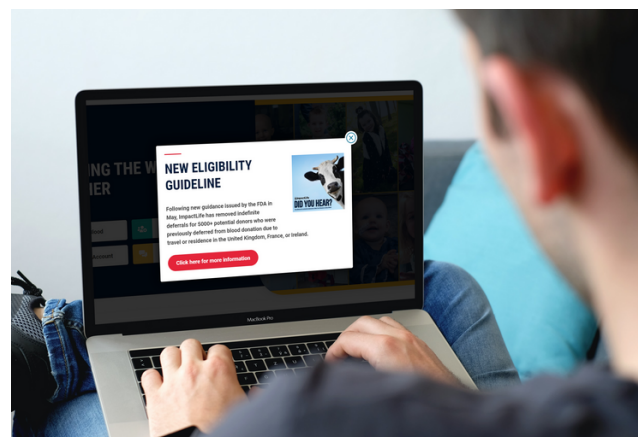


Following new guidance issued by the FDA in May, [Blood Center Name] has removed indefinite deferrals for [insert number] potential donors who were previously deferred from blood donation due to travel or residence in the United Kingdom, France, or Ireland. The deferral was related to a theoretical risk of transmitting Mad Cow Disease, or CJD, to blood transfusion recipients. FDA has determined this is no longer a concern for donors who have previously lived in the United Kingdom and other European countries. [\[Link to eligibility information on website\]](#)

Website Pop-Up

Note: Utilize same content as social media for consistency and recognition

Following new guidance issued by the FDA in May, [Blood Center Name] has removed indefinite deferrals for [insert number] potential donors who were previously deferred from blood donation due to travel or residence in the United Kingdom, France, or Ireland. The deferral was related to a theoretical risk of transmitting Mad Cow Disease, or CJD, to blood transfusion recipients. FDA has determined this is no longer a concern for donors who have previously lived in the United Kingdom and other European countries. [\[Link to eligibility information on website\]](#)



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