Introduction

- Unrelated stem cell donors can be recruited online or at stem cell drives, where they provide informed consent and a tissue sample (buccal-swab) for HLA-typing.
- Stem Cell Club is a federal nonprofit that runs stem cell drives across Canada to improve the quality of membership on Canada’s stem cell donor-database.1,2
- Previously, we reported on development of a resource outlining materials needed to run a stem cell drive, outlining the need for promotional posters.3
- A needs assessment survey of 75 Stem Cell Club recruiters (conducted in February 2017) identified the need for an online multimedia library to support stem cell donor recruitment (Figure 1).
- Here, we report on the development and launch this library.

Methods

- Stem Cell Clubs from across Canada were invited to design and submit multimedia materials to support stem cell donor recruitment.
- Materials had to target recruitment of the most needed stem cell donors according to the literature: young and ethnically diverse males.4-7
- Posters were published in an editable format (JPG, PPT, or DOC) to allow recruiters to modify and include event details.

Results

As of March 2017, examples of our multimedia library includes:

Themes include superheroes, patient campaigns, puzzle piece matching, swab cartoons, and recruitment slogans such as “Will you Marrow me?”.

Conclusions

This presentation outlines the development and launch of a multimedia library for use by all donor recruitment organizations. These materials will support donor recruiters to promote stem cell donation and participation in stem cell drives. The library will continue to be expanded at regular intervals. Needs assessments will be conducted to inform future multimedia development to support stem cell donor recruitment.

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References