Access to safe blood and reliable blood products is crucial for optimal health outcomes. Blood and blood products such as red cells, platelets and plasma are essential for many serious medical conditions/procedures including surgeries, cancer treatment, chronic illnesses, and traumatic injuries. These products are only made available through live donation and have a short expiration following donation – red blood cells must be used within 42 days or less and platelets must be used within just 5 days. There is a serious need for increased blood donations across the globe and while donation rates are increasing overall, it is estimated that only about 3% of age-eligible people donate blood yearly. Further, developed and developing countries have an interest in increasing the number of young blood donors aged 17-25, the age group with the most potential lifetime donations left.

In 2015, the Dubai Health Authority (DHA) received approximately 36,000 donations, a rate that was unlikely to meet demand and would therefore affect patient outcomes, resource management and costs. An integrated clinical care team involving the DHA Management team, Dubai Blood Donation Center, Public Relations, Marketing, Communications and Brand sought to create the donor generation of tomorrow using a media strategy which leverages the BE THE 1 marketing campaign which specifically focuses on attracting new donors, particularly in the younger population. Since launch, the availability of blood products has increased significantly, due to a 37% increase in overall donations, reduced healthcare costs and enhanced physician satisfaction with resource availability.

Dubai Health Authority became the first BE THE 1 brand ambassador in the Middle East. BE THE 1™ is a global movement lead by Abbott in partnership with Cristiano Ronaldo to speak to younger generations in a new way, uniting a global recruitment program into a social movement. The program targets millions of users to engage with potential donors by leveraging social media and global ambassadors to inspire and motivate the younger generations to donate blood and plasma.

WEBSITE: www.BeThe1Donor.com FACEBOOK: www.Facebook.com/BeThe1Donor

KEY PARTNERS / STAKEHOLDERS

May Yassin Raouf M.B.Ch.B, MSc, MD
Head & Medical Director
Dubai Blood Donation Center, Pathology & Genetics Department

HE. Mr. Humaid Al Qatami
Director General
Dubai Health Authority

Sawsan Trabously
Media Advisor, Director General Office
Dubai Health Authority

Ranjita Sharma
M.B.B.S, MD
Head of Medical Care Unit
Dubai Blood Donation Center
**DISCOVERY**

The age capitated limit for donating blood in Dubai is 65 years, with young donors having substantially more eligible years for donation than the elderly. Increasing the total donor population, increasing the frequency at which donors give, and decreasing the median age of the donor population can each substantially contribute to the available blood supply.

**PARTNERS**

Collaboration with multiple departments across the Dubai Health Authority (DHA) was instrumental program discovery and implementation. Key Partners included the DHA Management team, Dubai Blood Donation Center, and Corporate Communications & Marketing department at the Dubai Health Authority.

- Strategic Responsibilities for Brand reputation was lead by the executive team
- Execution of the BE THE 1 campaign was lead by blood bank and marketing
- Safe blood collection, screening and production was lead by the blood bank
- Blood bank also measured donation metrics

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*DHA (Dubai Health Authority)*
INCREASED POPULATION ENGAGEMENT, ENHANCED PATIENT EXPERIENCE AND SAFE BLOOD DONATIONS THROUGH STRATEGIC PARTNERSHIPS AND TARGETED MEDIA CAMPAIGNS

EXECUTION
DHA created and executed a comprehensive cross-media activation plan, ensuring high visibility through TV, radio, newspaper, social media, outdoor advertising and PR actions with a true impact on donor recruitment.

Representative tactics included:
- Branding throughout community transportation platforms including road signs, billboards, taxis, buses, bus stops, and metro stations
- Widespread external branding at press conferences, hospitals, libraries, banks, and research centers
- Portal and promotional branding with self-stands and roll-ups, mobile wraps, donation buses, stress balls, and t-shirts
- Educational sessions and forums for public awareness

PROOF OF VALUE
DHA has become the first BE THE 1 brand Ambassador in the Middle East with unsurpassed success since the care program began in April 2016.

SUCCESS FACTORS
- Maximizing blood donations helps ensure a continuous lifelong vital supply of blood products
- Media strategies leveraging the BE THE 1 marketing campaign can play an essential role in attracting new donors, particularly in the younger population
- Accurate blood and blood components screening is critical to ensure a safe supply and risk mitigation of Transfusion Transmitted Infectious Disease

YOU COULD SAVE A LIFE
BE THE TM
## SPOTLIGHT ON STAKEHOLDER SUCCESS

### PATIENT

<table>
<thead>
<tr>
<th>INCREASED POPULATION ENGAGEMENT</th>
<th>37% increase in blood donations from the previous 12 months across all blood products (whole blood, plasma, red blood cells and platelets)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&gt;20,000 total blood donations since campaign launch of which 43% were new donors</td>
</tr>
<tr>
<td></td>
<td>9.5% increase in donors aged 18-21, increasing the total number of potential donations per person across DHA donor population</td>
</tr>
</tbody>
</table>

### CLINICIAN

<table>
<thead>
<tr>
<th>INCREASED PATIENT SAFETY</th>
<th>Availability of rare blood types* and blood types required in urgent situations increased by 2.8%.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>14% overall improvement in supply and demand with 11 out of 12 months showing a 6%-24% improvement in reserve supply.</td>
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</table>

<table>
<thead>
<tr>
<th>INCREASED SATISFACTION</th>
<th>“There is nothing more upsetting then not having the right blood for the right patient. Ensuring blood supply, particularly for trauma patients, arms me with the ability to deliver care with excellence.”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>— Asma Al Olama, MD, Consultant Hematologist, Dubai Hospital, Dubai Health Authority</td>
</tr>
</tbody>
</table>

### HOSPITAL ADMINISTRATION

<table>
<thead>
<tr>
<th>STRONG REPUTATION</th>
<th>Received personal recognition from Cristiano Ronaldo on social media (Facebook), as well as a signed DHA T-shirt. Cristiano Ronaldo is the most recognized social media personality on the planet, with over 300 million followers cross social media.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“We pride ourselves in having a premier, safe and sustainable blood supply in Dubai.”</td>
</tr>
<tr>
<td></td>
<td>— May Yassin Raouf, M.B.Ch.B, MSc, MD, Head &amp; Medical Director, Dubai Blood Donation Center, Pathology &amp; Genetics Department</td>
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</tbody>
</table>

### RESOURCE OPTIMIZATION

<table>
<thead>
<tr>
<th>INCREASED SATISFACTION</th>
<th>In specialized centres, reduced gap in supply by 8.9%, thus meeting requests for blood in 99.2% of requests versus 90.3%.</th>
</tr>
</thead>
</table>

### PAYOR

<table>
<thead>
<tr>
<th>LOWER HEALTHCARE COSTS</th>
<th>“The immediate availability of any blood type at any time enables immediate treatment with reduced adverse outcomes, mitigating downstream procedures and associated costs.”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>— Asma Al Neyadi, Head of Laboratory, Dubai Blood Donation Center</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RISK MITIGATION</th>
<th>4.4% of newly screened blood donors are diagnosed with undetected disease burden, enabling treatment and reduced likelihood of transmission.</th>
</tr>
</thead>
</table>

*Rare blood types include AB*, *B* and O*.4

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