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Case 5-2

3/26/13

The Journey of the Museum on Wheels: Donating Blood around Puerto Rico

**SUMMARY:**

In 2004-2005, the American Red Cross, Puerto Rico Region GCI Group set up a tour that would inform the public about blood donations to help increase the number of donations from 2004 to 2005 since only 3 percent of eligible individuals donate. A Museum on Wheels was set up to move around the community as an interactive method for young adults to learn about blood donation, where to go to donate blood, and discredit myths that go along with donating. The GCI group also partnered with local TV stations to follow the Museum on Wheels, and El Nuevo Dia newspaper to put ads and calendars about the museum visits. American Red Cross educators additionally visited schools to speak to students about blood donations. Overall, blood donations increased by 20 percent from February to June 2004 to February to June 2005, and about 627 students in grades 10-12 received teach-ins from the Red Cross.

**STRENGTHS:**

* The GCI group surpassed their objective of blood donations by 10 percent.
* The Museum on Wheels was very unique. Bringing the information to the target audience made this campaign so successful.
* Partnering with Univision TV station of Puerto Rico to get generous news coverage, and having ads in newspapers and magazines helped keep the campaign in the public’s mind.
* Holding teach-ins prior to visiting the museum was a great way to brief the students about blood donation so they could be more receptive when they went to the museum.

**WEAKNESSES:**

* There was no use of the Internet whatsoever in this campaign.
* The Museum on Wheels was designed to attract kids rather than the target audience that was able to donate blood.
* The tour dates were very limited (February 1- March 3).
* The length of time at each stop on the tour was short (six hours).
* There was only one poster used, and it was put up just a week before the museum was to arrive.

**SUGGESTIONS:**

* This campaign could have been more successful if they used sites such as

Facebook and Twitter rather than just relying on the TV and newspaper ads.

* Instead of having just one Museum on Wheels designed for youth, add another museum intended more for adults.
* Extend the tour dates so more hours could be spent at each stop, which could increase the number of people who visit the museum. In return, this could increase the number of people who actually donate blood.
* Create more visually dynamic posters to hang around visiting cities! The posters that were used were kind of boring and didn’t catch the eye.
* Have a place in the museum where people can donate blood right on the spot. Since the tour was created to help educate people and increase blood donations, they should have been taking blood donations right there.