



JOINT NEWS RELEASE BY THE HEALTH SCIENCES AUTHORITY AND THE SINGAPORE RED CROSS

SINGAPORE HOSTS INAUGURAL NATIONAL BLOOD DIALOGUE, CHALLENGING YOUTH TO CREATIVELY TACKLE YOUTH DONOR DECLINE

The Health Sciences Authority (HSA) and Singapore Red Cross (SRC) held their inaugural National Blood Dialogue, bringing together nearly 500 young voices under the theme 'Let's Talk Drip: Your Voice, Your Impact' to empower youth in shaping Singapore's blood donation future.

2 Guest-of-Honour Mdm Rahayu Mahzam, Minister of State for Ministry of Digital Development and Information & Ministry of Health, joined Mediacorp personalities Joakim Gomez and Sonia Chew for a live podcast discussion on sustaining Singapore's vital blood supply and fostering a culture of regular donation.

3 Another key highlight of the event was the Blood Advocacy Challenge, "What's the Drip?", organised in partnership with the National Youth Council. Three finalist teams presented creative solutions to inspire young people to become blood donors. All three teams received \$3000 Young ChangeMakers (YCM) Grant funding to bring their ideas to life. The challenge empowered youths to develop innovative approaches for raising awareness and mobilising their peers around blood donation, helping to cultivate a new generation of donors and secure Singapore's future blood supply. Please see **Annex A** for the proposals from the finalist teams.

Critical Need for Blood Supply

4 Singapore faces increasing pressure on its blood supply system as demand continues to rise with an ageing population. Patients aged 60 and above now account for 60% of blood consumption, according to a study conducted by HSA in 2023. This challenge is compounded by an increase in cancer cases, with the Singapore Cancer Registry Annual Report 2022 [\[Link\]](#) revealing that crude cancer incidence rates have tripled for males and quadrupled for females between 1968-1972 and 2018-2022.



Cancer patients now represent 10% of Singapore's total blood usage, creating sustained pressure on Singapore's blood supply.

5 "As Singapore's population ages, our blood supply challenges will only intensify," said Adjunct Professor (Dr) Raymond Chua, Chief Executive Officer, Health Sciences Authority. "Today's youth are tomorrow's regular donors, making their engagement essential for sustaining Singapore's healthcare system. Initiatives like today's dialogue are critical for building our nation's healthcare resilience. We will continue to actively engage our youths on how we can get them to be regular donors."

Declining Youth Participation

6 The situation has been exacerbated by a sharp decline in youth participation. Youth donor numbers have dropped by nearly 50% over the past decade, falling from 20,400 donors in 2014 to just 10,800 in 2024. HSA and SRC aims to reverse this trend by growing youth donors to 15,000 by 2030.

7 Through extensive engagement with young people, SRC has identified key barriers preventing youth participation, including (i) limited exposure and awareness about blood donation processes, and (ii) competing priorities that position blood donation as optional rather than essential amidst academic and work pressures as well as social activities.

8 "Initiatives like the National Blood Dialogue and YouthInspire catalyse interest and conversations amongst youth about blood donation and inspire them to make their first or repeated blood donation. By sharing their views and experiences, they can take active steps to debunk myths and address fears or worries their peers may have. The personal connections the youth make also serve to inspire each other, and can go a long way in sustaining our current blood supply and securing our future blood stocks," said Mr Benjamin William, Secretary General/CEO of the Singapore Red Cross.



Innovative Solutions for Youth Engagement

9 SRC is implementing various innovative solutions that meet young people where they are and integrating blood donation with youth culture through partnerships with youth-centric events. In January 2025, collaboration with Invade brought blood drives to ARTBOX, a popular creative festival, attracting nearly 200 donors and engaging 100 youth volunteers in a culturally relevant setting.

10 Building on this success, SRC established a presence at the PopToy Convention by POP MART in August 2025, capitalising on the brand's rapid growth among trend-conscious youth. This roadshow engaged over 400 attendees, demonstrating the effectiveness of aligning with emerging cultural trends to reach youth demographics.

11 The organisation is also leveraging social connections by creating participation opportunities for specific interest groups, including music lovers, cartoon enthusiasts, and collectible communities. SRC's youth-led volunteer club, YouthInspire, plans to organise themed events such as Halloween blood drive and year-end celebration for music enthusiasts in the last quarter of 2025, positioning blood donation as youth empowerment and life-saving advocacy whilst fostering social connection.

12 Throughout these innovative engagement strategies, SRC ensures the fundamental life-saving message remains central, creating meaningful experiences that authentically connect with youth values of community impact, social responsibility, and collective action.

**HEALTH SCIENCES AUTHORITY
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About HSA's Blood Services Group

The HSA's Blood Services Group, as the national blood service, secures the nation's blood supply by ensuring a safe and adequate blood supply. It is responsible for collecting, processing, testing and distributing blood and blood products to all hospitals in Singapore. It also provides specialised transfusion medicine services in immunohaematology and tissue typing.

About Singapore Red Cross

Singapore Red Cross is a homegrown humanitarian organisation, dedicated to relieving human suffering, protecting lives and dignity, and responding to emergencies since 1949. We serve the vulnerable through our blood donor programme, home and day activity centre for the disabled, senior services, community outreach for family, children & migrants, and civil response. We build capacity and resilience in the community through our training academy, volunteer and youth development.

Beyond our shores, we mobilise and translate contributions from the donor community to relief and recovery, rehabilitation and reconstruction efforts, with the aim of helping communities affected by disasters. For more information, please see www.redcross.sg.

Annex A

Team 1 – The Vital Volunteers

Blood Tribe Challenge: "Turn Your Drip into Lifesaving Power"

This is a gamified blood donation campaign that creates community engagement through an interactive digital platform.

Main Idea: Users join one of 5 "Blood Tribes" representing different Singapore regions and select a virtual "Blood Buddy" avatar. As they donate blood or recruit friends to donate, their avatar progressively fills up and unlocks customisation options.

Key Features:

1. **Community Building:** Tribe-based Telegram channels for regional updates and social connection
2. **Gamification:** Avatar progression, outfit unlocks, and milestone rewards
3. **Social Media Integration:** User-generated content campaigns with #BloodTribeChallenge hashtag
4. **Real-time Impact:** Alerts about low blood supply for specific blood types
5. **Seamless Experience:** Integrated with Singapore Red Cross's giveblood.sg platform

Engagement Strategy: The campaign uses TikTok/Instagram for viral content, Telegram for community management, and a custom microsite for the core experience. It combines individual achievement (avatar progression) with collective impact (tribe competitions).

Sustainability: Designed as a long-term platform with quarterly themed challenges, digital rewards year-round, and physical rewards during campaign periods.

Team 2 – Drip4Life

Educating Youths, Breaking Myths & Building a Blood Donation Culture

Pop-up booths at tertiary institutions (4 schools per month) featuring interactive activities, myth-busting education, and a loyalty card system with 10 missions culminating in actual blood donation.

Key Features:

- 1. Pop-up booths** – Educational posters addressing myths, interactive activities and challenges, photobooth with themed props and loyalty card distribution
- 2. Loyalty Card System:** 10 missions with blood donation as the bonus mission
- 3. Buddy System:** Peer-to-peer recruitment and support
- 4. Social Media Integration:**
 - **Instagram/TikTok:** GRWM content, fit checks, myth-busting challenges (#10SecMythBuster, #DripBuddyChallenge)
 - **Telegram:** Community chat, buddy system coordination, and ongoing engagement

Sustainability Features:

- **Loyalty Card System:** 10 missions with blood donation as the bonus mission
- **Quarterly Themed Cycles:** "One Pint Three Lives," "Squad Saves Lives,"
- **Follow-up Strategy:** Monthly nudges and donor shoutouts

Team 3 – The Blood Bros

Bloodbeats Event and Digital Campaign

The proposal combines digital content creation, experiential event, and long-term youth advocacy to address Singapore's blood donation challenges.

Key Features:

1. Digital Campaign:

- **Viral Engagement:** Dance challenges, street surveys
- **Insight:** Dialogue with medical professionals
- **Documentary:** "Singapore's Blood Crisis" - insider perspective on blood challenges

2. Bloodbeats Fair at Scape:

- **Interactive Experience:** Quizzes, games, and live performances in youth-friendly venue
- **Booths:** Interactive pop-up booths from youth relevant partner organisations, and educational activities addressing blood donation myths
- **Lead Generation:** Donor information collection for follow-up activation
- **Gamified Engagement:** Complete tasks to earn coupons for prizes

3. Youth Advocacy Programme:

- **Ambassador Recruitment:** Identifying passionate youth advocates for long-term engagement
- **Social Media Management:** Youth-led content creation and community management

Engagement Strategy: The campaign leverages Scape's popularity among youth, combines entertainment with education, and creates a pipeline from initial



engagement (digital content) through experiential learning (fair) to sustained advocacy (ambassador programme).

Sustainability Feature: Sustained partnership with youth advocacy ambassadors and schools