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Popularization of the "National Register of Bone Marrow Donors named after Vasya Perevoshchikova" PR tools

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The rapid development of mass communications has an increasing impact on social processes around the world. One of the socially significant areas of modern communications is coverage of the activities of structures that provide charitable and donor assistance to the population. For example, the search for bone marrow donors can take a long time, which a person in need may not have. To solve this problem, every day members of donor organizations try to find new ways to fill up the bone marrow registry.

A PR campaign for the charitable foundation "National Bone Marrow Donor Registry named after Vasya Perevoshchikov" (hereinafter referred to as - RBMD), which was aimed at attracting volunteers from all over Russia, was developed by students of the Higher School of Media and Public Relations of the Peter the Great University of St. Petersburg within the case study of the first All-Russian competition of student works in the field of public relations "Luchnik Future".

At the first stage, analytical work was carried out aimed at studying public opinion on bone marrow donation in Russia. In order to collect primary information a survey among young people aged 18-27 years was conducted. According to the results, about 90% of those surveyed indicated that they had heard about RBMD for the first time. The most popular misconceptions among the target audience were also identified: the painfulness of the procedure and difficulties in recovery. Moreover, there is a stereotype that any relative can become a donor. The results of the survey confirmed WCIOM data for 2019 and 2021, according to which 60% of young people do not know about bone marrow donation, and 97% of Russians do not know about the existence of registries [1, 2].

The registry is a living organism; every day people drop out of it by age and health status. As the years go by, potential donors develop more diseases that may become a reason to refuse donation, so all registries in the world are now fighting for the attention of young people.

Based on the study, it was found that the problem is the low awareness of young people about bone marrow donation and, therefore, the low level of motivation or its absence. In addition, young people are the most attractive group for donation but are not currently interested in it. On this basis, the target audience of the future PR campaign: young people aged 18-27 years old. Young people are more active, open to new ideas, ready to participate in social life.

As part of the work on the case, the following goals were formulated.

1. To increase awareness of young people about bone marrow donation and registries;
2. The formation of a positive attitude to bone marrow donation through the dispelling of stereotypes and prejudices;
3. Creation of long-term motivation.

The communication strategy is based on the idea of belonging and helping another person. According to the authors of the project, the donation should be perceived not as a heroic deed, but as a norm. Roman Polikarpov, the coordinator of donor events, believes that: "you are doing well, and you pass the good to someone else. Not because it will come back to you later as an

investment or because you're tipping fate, but because your personal contribution improves the overall picture" [3].

Key messages allow the campaign messages to be effectively communicated to the target audience. Several options were developed within the case study: "The decision to join the registry will bring more meaning to your life and can be a lifesaver for another person", "Donation is the norm: you can help - help", "Everyone can help another person, save his life".

The project was named "One decision - two fates," which reflects the main message of the entire PR-campaign. To implement the creative concept, three tools were developed to achieve the goals.

The first tool is to involve students in volunteering for donor events. According to Rosstat, there are about 3 million officially registered volunteers in the country. [4] Therefore, this solution can help to change the minds of potential donors and dispel myths about donation. Helping the organizers of the action to register and coordinate donors, the student will be able to plunge into the atmosphere of donation and make conclusions for themselves. Also, by distributing posts about recruiting volunteers will raise awareness among those people who will not participate.

Art Collaboration. Organization of art-collaboration of RBMD with specific art galleries, including all-Russian events in the field of art. This format is actual for young people because 59 % of Russians from 18 to 24 years old are interested in modern art [5].

The main tool of the PR-campaign is the creation of an interactive video on the topic of bone marrow donation. The use of gamification significantly increases the effectiveness of the educational process [6]. Due to the interesting and modern format, a high level of involvement in learning is achieved. The effect of involvement is also created, as the plot and further fate of the character depend on the viewer's choice.

The video is based on the idea of a "Donor-Recipient Meeting According to the plot, the viewer will get acquainted with the way both sides have traveled to meet together. The donation will be examined from several angles: organizational, social, and emotional. Each episode will raise pertinent issues related to the transplant procedure, personal experiences, reactions of others, etc.

The following distribution channels will be used to attract public attention:

- The "Takie dela" portal, where episodes will be published;
- Announcing the events in the social media accounts of the RBMD;
- Engaging Instagram and TikTok bloggers with a loyal audience;
- use of UGC;
- the use of targeted advertising in Instagram and V Kontakte.

Thus, the developed PR-campaign aims not only to inform the target audience about the existence of bone marrow donation and the registry, but also to unite young people to help people for whom a donor can be the last hope for recovery.

References

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