

The Right Words in Under 10 Minutes

Home + classroom safe (ages 5–16)



A simple, story-supported framework that helps parents, carers, and teachers explain organ and tissue health journeys — calmly, gently, and without medical jargon or pressure.



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Parent/Carer Communication Resource (Ages 5–16)

“Most families don’t need more information — they need the right words when a child asks a big question. Donate Buddies makes those conversations feel calm, safe, and possible.”

Ages 5–16

Emotionally safe
language

Under 10 Minutes

To use the framework

4-Step Framework

Safety → Simple words →
Calm answer → Close

Home + Classroom Safe

For parents, carers &
teachers

A calm way to talk about big health journeys (Ages 5–16)

For: Parents, carers, teachers, hospital support teams & community organisations

Solves: “I don’t have the right words to explain this to a child.”

✓ Ages 5–16 ✓ Under 2 minutes to start ✓ 4-step framework. ✓ Home + classroom safe

What this is / what this is not

✓ What this IS

- Simple, calm language for real conversations
- Age-appropriate words a child can understand
- A tool to open the door — not close it

✗ What this is NOT

- Medical advice or clinical information
- A script about surgical procedures
- Pressure to decide, act, sign up, register, or “choose donation”
- Scare-based or graphic explanations
- A replacement for your care team

The “Right Words” Framework (4 steps • under 2 minutes)

Step 1 — Open with a Safety Sentence

Choose what feels natural:

- “You’re safe, and it’s okay to ask big questions about plasma.”
- “We can talk about this gently — and we can stop anytime you want.”
- “I might not have every answer, but I’ll explain it calmly and simply.”

Step 2 — Name the body part (one sentence only)

Keep it body-positive and calm:

- “Plasma is the pale-gold part of your blood that carries helpful things around.”
- “It helps move water, proteins, and clotting helpers so your body can stay steady.”
- “Sometimes donated plasma can help people who are very sick or having treatment.”

Step 3 — Explain what’s happening (without fear)

Pick one:

- “Sometimes doctors use donated plasma to help a body stay stable and safe.”
- “Trained teams handle plasma donation with respect and care.”
- “Captain Buddy and Polly the Plasma explain this in calm, kid words.”

Step 4 — Keep it calm (Short vs Story)

- Short version: “That’s the main thing about plasma donation. You can ask more anytime.”
- Story version: “Captain Buddy can explain plasma donation gently — short or story?”
- Buddy version: “Polly the Plasma explains plasma donation in kid words.”

Quick Guide – DO / DON'T

✓ DO

- Start with safety – reassure before you explain
- Use body-positive, simple language
- Let the child lead with questions
- Pause and breathe – your calm is contagious

✗ DON'T

- Use medical jargon or clinical terms
- Make it about urgency, time pressure, or numbers
- Let adult worry lead the conversation
- Promise outcomes you can't guarantee

Ready-to-use scripts (Common hard questions)

“What does plasma donation mean?”

Ages 5–9: “Plasma donation means sharing the watery part of blood to help someone.”

Ages 10–12: “Plasma donation means giving the liquid part of blood to help patients.”

Ages 13–16: “Plasma donation is giving blood plasma to help others, handled with care.”

“What does plasma do?”

Ages 5–9: “Plasma is the ‘carry-around’ part of blood that moves helpful things.”

Ages 10–12: “Plasma carries proteins and clotting helpers around your body.”

Ages 13–16: “Plasma transports proteins and clotting factors that support the body.”

“How can plasma help someone?”

Ages 5–9: “Donated plasma can help someone’s body stay safe while it heals.”

Ages 10–12: “Plasma can help people who are sick or having big treatment.”

Ages 13–16: “Plasma can support people in hospital or during certain treatments.”

“Where does donated plasma come from?”

Ages 5–9: “It comes from a kind person who donates to help someone else.”

Ages 10–12: “It comes from living donors who give plasma to help patients.”

Ages 13–16: “It comes from screened living donors; teams manage it carefully.”

“Does plasma donation hurt the donor?”

Ages 5–9: “No. Grown-ups keep the donor safe and handle the details.”

Ages 10–12: “No. Donors are cared for, and safety is the top priority.”

Ages 13–16: “No. Donors are screened and supported; safety comes first.”

“Will I need plasma?”

Ages 5–9: “Maybe, maybe not. Doctors will decide what helps you, step by step.”

Ages 10–12: “We don’t know yet. The team will explain what support you need.”

Ages 13–16: “Not decided yet. Your team will review options and guide next steps.”

The One-Minute Close (end well)

Choose one:

- “I’m really proud of you for asking about plasma. We can talk again anytime you need.”
- “Right now, you’re cared for and not alone. Let’s do something normal together – what next?”
- “If you want, Polly the Plasma and Captain Buddy can help us find the right words – no rush.”

For support teams – how organisations can use this

This mini-pack is designed to sit comfortably inside resources already offered by hospital support teams, school counsellors, and community health organisations. It requires no specialist training – simply print or share digitally as a gentle starting point for families, siblings, and classrooms navigating organ and tissue donation conversations (including plasma donation). The language is written to complement, not replace, professional guidance.

Disclaimer: Educational resource only – not medical advice. Always follow the guidance of your treating care team.