Recruitment & Retention of rare blood donors

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Inherited haemoglobin disorders

- Sickle-cell anaemia
- Chronic transfusions
- Match donor & patient blood
THE PROBLEM

Sickle-cell anaemia is far more prevalent in sub-Saharan Africans.

Differences in (extended) blood type compositions between ethnic groups.

Relevant extended rare blood type differences:
- Duffy-neg (Fy(a-b-)) $\rightarrow$ <1% Caucasian and 68% Blacks
- U-negative $\rightarrow$ 0.1% Caucasian and 1% Blacks.

However, these ethnic minorities and migrants are often underrepresented as blood donors.

$\rightarrow$ a qualitative shortage of blood
Increasing Diversity

- Anticipate on population changes.
- Ideal situation → blood types donor population mirrors patient population
- Past interventions yielded mixed results
Target: increase the proportion of (active) blood donors with sub-Saharan African ‘roots’.

- ~121,000 African-Caribbean
- ~143,000 African-Surinamese
- ~240,000 Sub-Saharan Africans
Target: increase the proportion of (active) blood donors with sub-Saharan African ‘roots’.

1. Systematic literature review
2. Qualitative interviews target group
3. Organisation analysis blood bank
4. Quantitative surveys target group
5. Intervention development
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247 non-donors
53 (past) donors
1. (Un)awareness

49% heard of Dutch blood bank

Possible motivators:
- Knowing there is a shortage
- Receiving a request from the blood bank

2. (Lack of) knowledge

28% feels uncertain about what happens with the blood

Possible motivator:
- Receiving more information about the donation procedure
BARRIERS & MOTIVATORS

3. Fears
- 34% Afraid of needles
- 32% Afraid of pain & discomfort

4. (In)convenience/practicalities
- 44% Want convenient opening times
- 35% Want to make appointments via smartphone/internet
- 37% Want time off from work/school

5. Incentives
- 61% appreciates test results for infectious diseases
Editor in chief
Pearl Magazine:
“ The readers read the whole strip! ”

“I didn’t know we could donate blood here”

“I didn’t know donating blood took so little time”

“It’s not that I don’t want to give blood, I just wasn’t aware it was possible”
DONOR RECRUITMENT & RETENTION 2019

Recruitment:
- ‘Did you know?’ Campaign
- **Partner Program**: e.g. influencers/role models who will be our partners and will recruit donors on behalf of Sanquin
- **Guest colleges** in public high schools in the big cities (We only have public schools in the Netherlands, which is great for diversity)
- Attending **specific events** where our target groups come

Retention:
- **Digitalization**: all donors want a modern process
- **Appreciations** (e.g. reusable shopping bags, umbrella’s, USB-sticks)
- **Donor Magazines**: (with Patient stories, Donor stories, facts etc.)
Thanks for your attention!
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Back-up Slides
Translated Article
Hi, my name is Denischa and I have sickle cell disease

Mother: My oldest daughter is 8 years old, she is a gorgeous sweet girl who loves dancing

I really love dancing. Me and my team have already won a couple of prizes

Mother: When she is dancing with her friends she forgets everything. As a patient she is a completely different girl

That's because I have to go to the hospital and I miss all the fun stuff
Deniska’s doctor: Denischa receives a blood transfusion every month. With a blood transfusion you give the patient the normal healthy red blood cells. These are in the form of a donut and not a sickle. We ensure that she has a mixed blood population, consisting of her own sickle cells and that of healthy donor blood cells.

Deniska: So I no longer suffer from my sickle cell disease.

Mother: The results are amazing. You just see that she is a totally different child after a blood transfusion. Denischa has a lot more energy. She dances really well, wow! I see her revive completely. I am very grateful for the gift from donors. Without them, my daughter would be at a very different stage of her illness.

Deniska: Thank you blood donors!
Sanquin

Bleed Donormatch & Etniciteit
Om patiënten als Deniska beter te helpen hebben we meer bloeddonors nodig van diverse etnische achtergronden. Mensen met niet-westse "roots" hebben namelijk andere bloedtypen dan mensen met Nederlandse "roots". Dit betekent dat als je bijvoorbeeld van Surinaamse, Antilliaanse of Afrikaanse afkomst bent en je hebt bloed nodig, dan kan groot is dat je het beste bloed kan ontvangen van een donor met een vergelijkbare etnische achtergrond als jij.

Voordelen van bloed doneren
- Voor elke donatie krijg je een medische keuring: je bloedwerk en ijzergehalte worden gemonitord.
- Je bloed wordt gebruikt op vijf infectieziekten.
- Na de donatie krijg je iets lekkers te eten en te drinken.
- Je lichaam maakt zelf het gedonoreerde bloed (500ml) weer aan.
- Je redt levens en helpt mensen weer gezond te worden.

Ik wil bloed doneren, wat nu?
Al je meer weet over het geven van bloed, kun je kijken op de website: https://donateur.nl
Hier kun je ook aanmelden als bloeddonor bij de Nederlandse bloedbank Sanquin. Na je aanmelding word je gebeld voor de eerste keuring bij een bloedbank bij jou in de buurt. Je hebt dan een gesprek met de donoradviser en er wordt een paar buisjes bloed afgenomen om te testen op infectieziekten en om je bloedgroep te bepalen. Je doniert dus nog geen bloed, maar als alles in orde is, ontvang je een uitnodiging om bloed te komen doneren. Je kan ook contact opnemen met de Donornummerlijn via telefoonnummer 0800-5100 (gratis).

Je bent iemands type, red een leven
Bloeddonateurs zijn hand nodig om leven te redden. Ook als je ook zelf bloed nodig hebt, krijg je dat van iemand die vrijwillig heeft gedoneerd. Bloed geven duurt maar 10 minuten. Inclusief het invullen van de vragenlijst, medische keuring en een hapje/drankje na afloop, duurt je bezocht aan de bloedbank ongeveer een uur.

Meer informatie over Deniska’s leven
Deniska is een 11 jaar oud. Op onze website vertellen we in deze video’s het verhaal van Deniska en hoe ze leeft met de zeldzame ziekte schilderziekte, sanquin.nl/deniska

Blood Donor match & Ethnicity
To help patients like Deniska better, we need more blood donors from various ethnic backgrounds. People with non-western ‘roots’ have different blood types than people with Dutch ‘roots’. This means that if you are of Surinamese, Antillean or African origin and you need blood, chances are that the best match with a donor is a donor with a similar ethnic background as you.

Benefits of donating blood
- Before every donation you receive a medical examination:
  - Your blood pressure and Hb levels are checked.
  - Your blood is tested for five infectious diseases.
- After the donation you get something to eat and drink.
- Your body makes the donated blood (500ml) again.
- You save lives and help people become healthy again.

I want to donate blood, what now?
If you want to know more about giving blood, you can check out the website: https://donateur.nl
Here you can also register as a blood donor at the Dutch blood bank. After your registration you will be called for an appointment for the first inspection at a blood bank in your area. You then have a conversation with the doctor and a few tubes of blood are taken to test for infectious diseases and to determine your blood group. So you do not donate blood yet, but if everything is in order, you will receive an invitation to donate blood.
You can also contact the Donor Information Line via telephone number 0800-5105 (free).

You are someone’s type, save a life
Blood donations are desperately needed to save lives. If you ever need blood yourself, you get that from someone who donated voluntarily. Giving blood only takes 10 minutes. Including completing the questionnaire, medical examination and a snack / drink afterwards, your visit to the blood bank takes about one hour.

More information about Deniska’s life
Deniska is a real girl and is now 11 years old. On our website we tell Deniska’s story and how she lives with the rare sickle cell disease: sanquin.nl/deniska

Blood is life
Quantitative data
No one ever asked me to donate blood
Afraid of needles
Afraid of pain and discomfort
Afraid to feel dizzy or to faint
Afraid of medical errors
I am uncertain of what happens with my donated blood
I don't know where to donate blood
I don't feel healthy enough to donate
I contribute enough to society in a different way
Scary or stressful
Afraid of losing too much blood
Too time consuming
I am afraid of seeing blood
I might contract a disease
I think donating is bad for my health
Often ineligible to donate blood
I am afraid of being treated badly
It is not important to donate blood
I would not want a transfusion myself
It is against my religion/beliefs
My friends/family discourage me to donate
I don't want to donate for people I don't know
I distrust the blood bank
I dislike the policy or organisation of the blood bank
Blood centers exaggerate the need of blood
I don't believe in the purpose of donating blood

Total Dutch/European students (N = 111)  Total African (N = 300)
Receiving infectious disease test results
Assurance that donating blood is safe
I knew there is a shortage of blood
More information about the donation procedure
More convenient opening times
Time off from work or school
I knew what would happen with my donated blood
More convenient place
Make appointments via internet/smartphone
I received a request to donate from the blood bank
Receiving money
I had more family members/friends who also donate
I could donate together with family/friends
Receiving foods
I knew who received my blood donation
Receiving rewards
My blood would stay inside my family
Childcare was available
Receiving gifts

Total Dutch/European students (N=111)  Total African (N= 300)
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<thead>
<tr>
<th>Barriers</th>
<th>Highly reported (above median = &gt;15%)</th>
<th>Lowly reported (under median = &lt;15%)</th>
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<tbody>
<tr>
<td>Strong relation with Intention to donate (p &lt;.001)</td>
<td>- Scary or stressfull</td>
<td>-</td>
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<td>- I don’t feel healthy enough to donate</td>
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<td>Small/moderate association with intention to donate (p &lt;.05 - &gt;.001)</td>
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### Motivators

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<td>- Gifts</td>
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<td>- I received a request to donate</td>
<td>- Rewards</td>
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<td>- More information about the procedure</td>
<td>- Food</td>
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<td>- More convenient place</td>
<td>- Childcare</td>
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<td>- Infectious disease test results</td>
<td>- I could donate together with family</td>
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<tr>
<td>- App/internet</td>
<td>- I had more friends/family who donate</td>
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<td>- Time off from work</td>
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##### Strong relation with Intention to donate (p < .001)

- I knew there is a shortage.
- I received a request to donate
- More information about the procedure
- More convenient place
- Infectious disease test results
- App/internet
- Time off from work

##### Small/moderate association with intention to donate (p < .05 - >.001)

- I knew what happens with blood
- Assurance that donating blood is safe

##### No association with intention to donate (p > .05)

- More convenient opening times
- My blood would stay inside my family
- I knew who received my blood donation
- Receiving money