

Recruitment & Retention of rare blood donors

Khadija Kerissi & Elisabeth F. Klinkenberg

K.Kerissi@sanquin.nl

L.Klinkenberg@sanquin.nl

THE PROBLEM

Inherited haemoglobin disorders

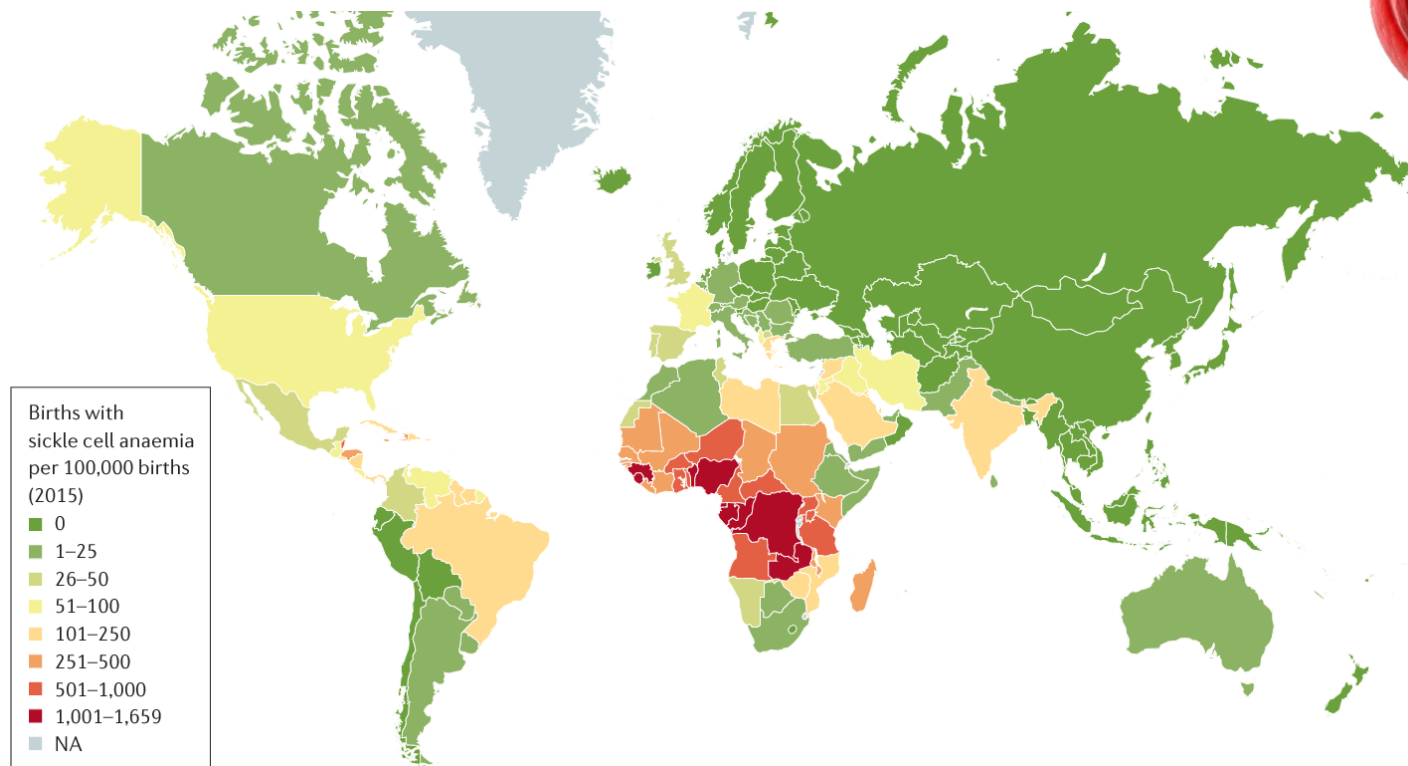
- *Sickle-cell anaemia*
- *Chronic transfusions*
- *Match donor & patient blood*



THE PROBLEM

Kato, Gregory J., et al. "Sickle cell disease." *Nature Reviews Disease Primers* 4 (2018): 18010.

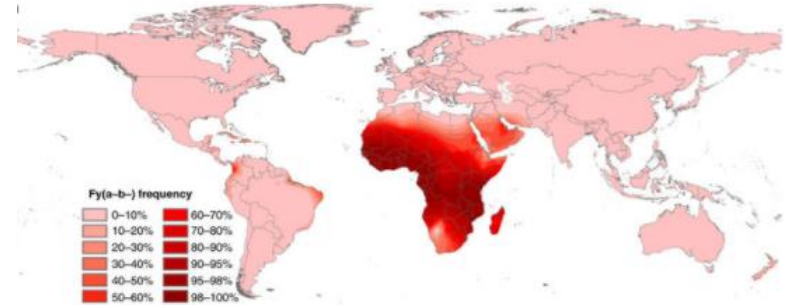
Sickle-cell anaemia is far more prevalent in sub-Saharan Africans.



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

Relevant extended rare blood type differences:

- Duffy-neg (Fy(a-b-)) → <1% Caucasian and 68% Blacks
- U-negative → 0.1% Caucasian and 1% Blacks.



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

→ a qualitative shortage of blood

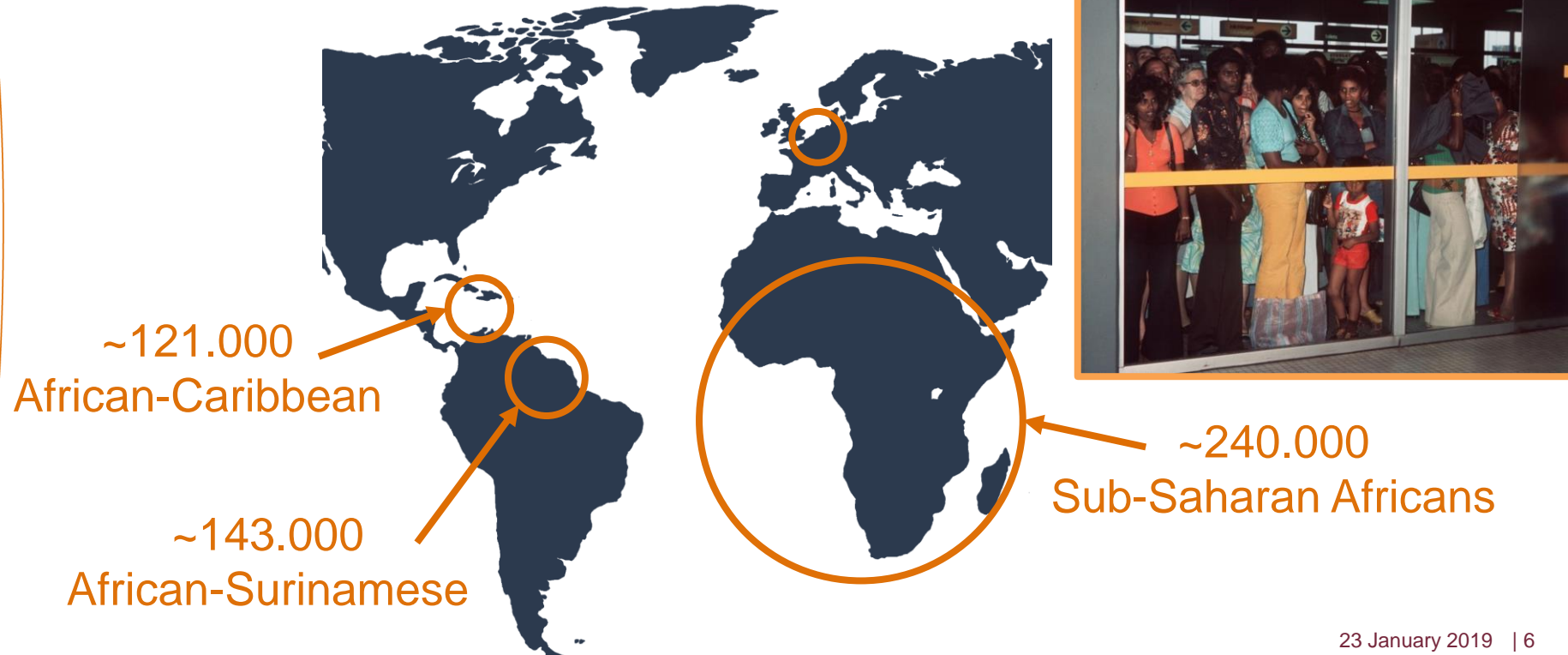


INCREASING DIVERSITY

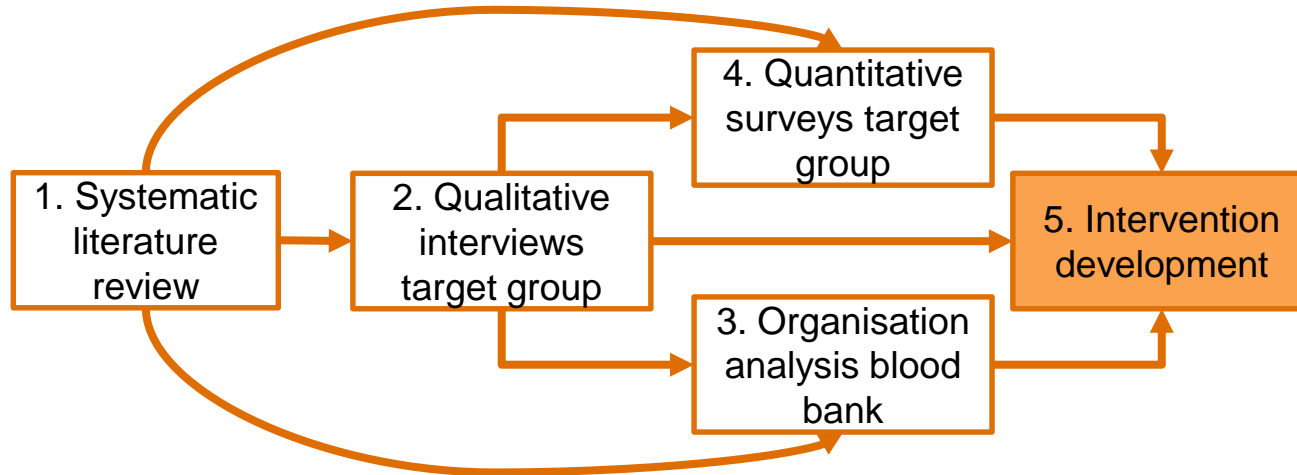
- 🔥 Anticipate on population changes.
- 🔥 Ideal situation → blood types donor population mirrors patient population
- 🔥 Past interventions yielded mixed results



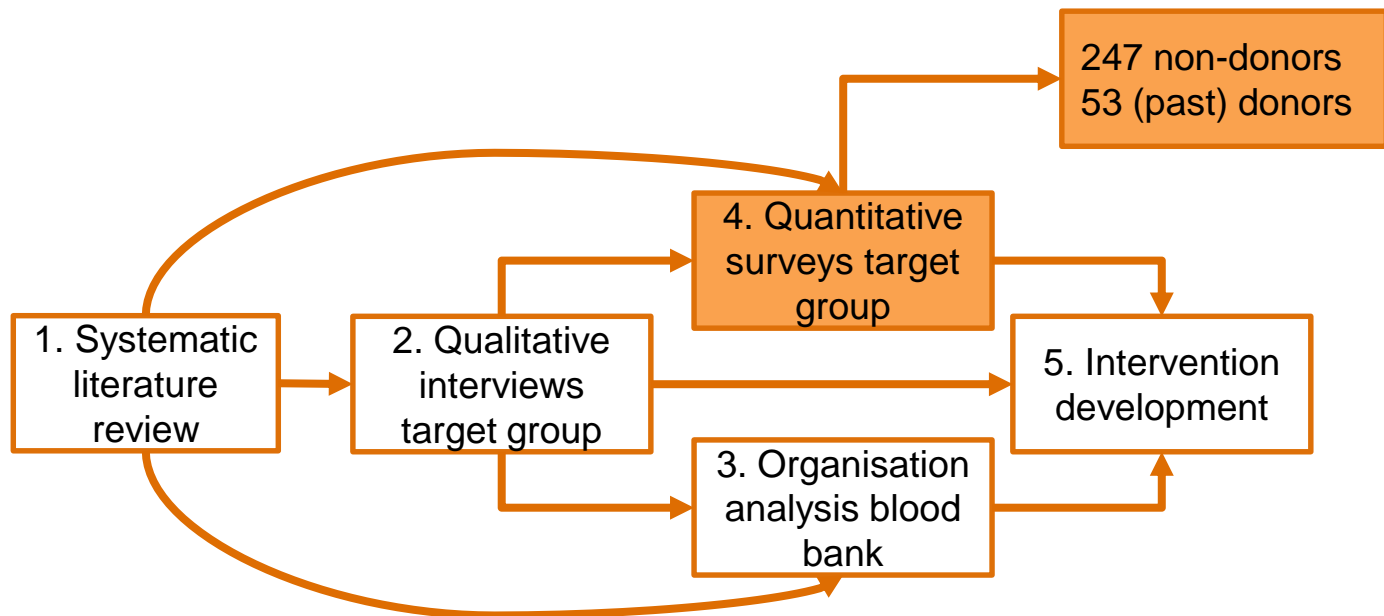
Target: increase the proportion of (active) blood donors with sub-Saharan African 'roots'.



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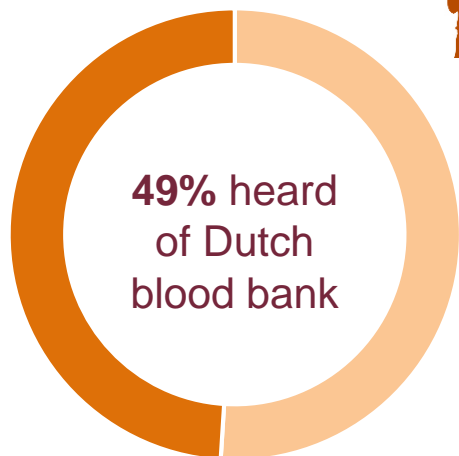


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BARRIERS & MOTIVATORS

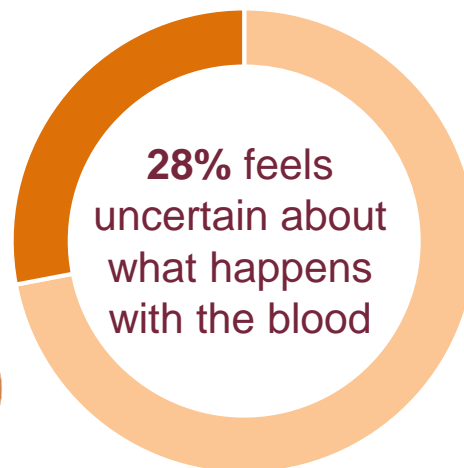
1. (Un)awareness



Possible motivators:

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

2. (Lack of) knowledge

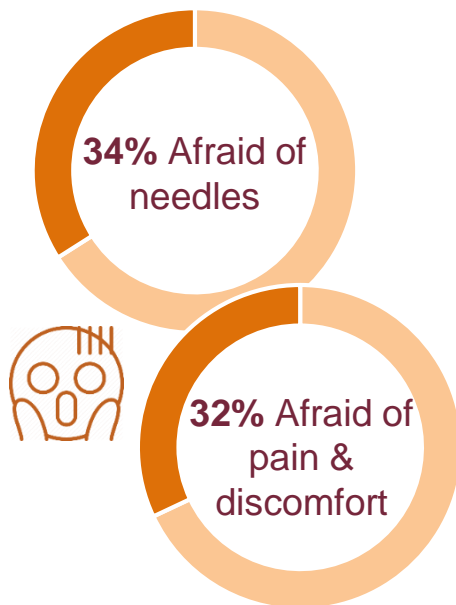


Possible motivator:

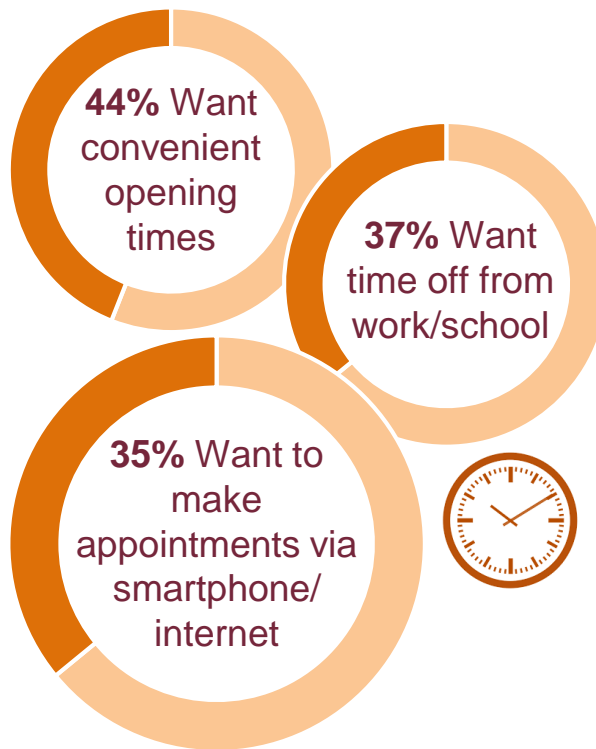
- Receiving more information about the donation procedure

BARRIERS & MOTIVATORS

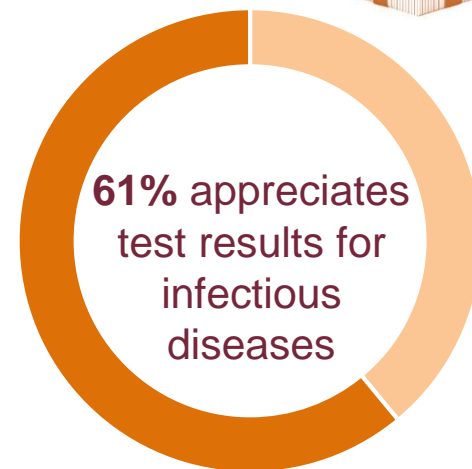
3. Fears

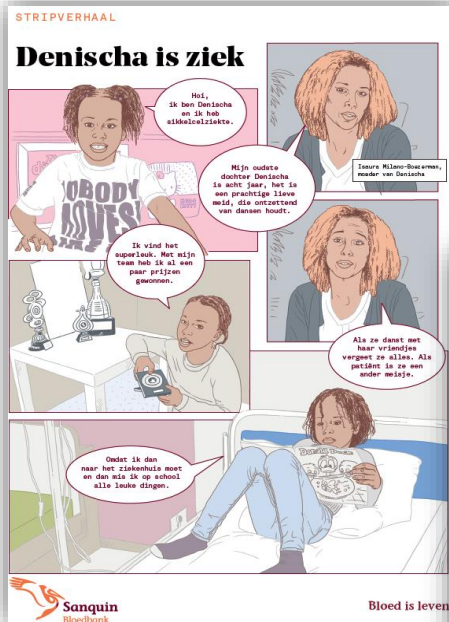


4. (In)convenience/practicalities

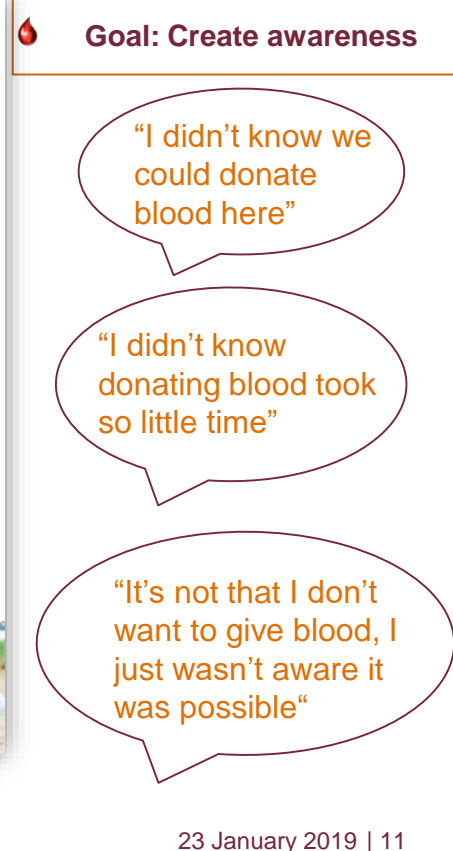
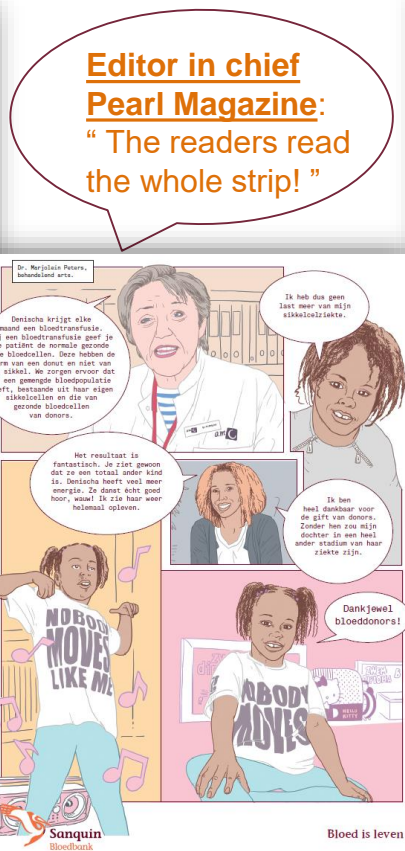


5. Incentives





"I didn't know our blood was different"



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!

Khadija Kerissi & Elisabeth F. Klinkenberg

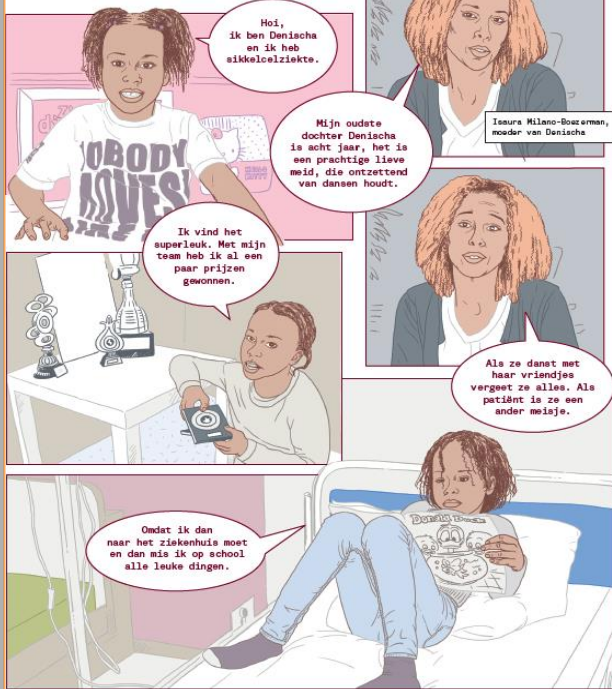
K.Kerissi@sanquin.nl & L.Klinkenberg@sanquin.nl

Back-up Slides

Translated Article

STRIPVERHAAL

Denischa is ziek



Denischa is ill

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



Denisha's doctor: Denisha 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.

Denisha: 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. Denisha 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.

Denisha: Thank you blood donors!



Bloed Donormatch & Etniciteit

Om patiënten als Denischa beter te helpen hebben we meer bloeddonors nodig van diverse etnische achtergronden. Mensen met niet-westerse 'roots' hebben namelijk andere bloedtypes dan mensen met Nederlandse 'roots'. Dit betekent dat als je bijvoorbeeld van Surinaamse, Antilliaanse of Afrikaanse afkomst bent en je hebt bloed nodig, de kans 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 bloeddruk en ijzergehalte worden gecontroleerd.
 - Je bloed wordt getest op vijf infectieziekten.
- Na de donatie krijg je iets lekkers te eten en te drinken.
- Je lichaam maakt zelf het gedoneerde bloed (500ml) weer aan.
- Je redt levens en helpt mensen weer gezond te worden.

Ik wil bloed doneren, wat nu?

Als je meer wilt weten over het geven van bloed, kan je kijken op de website: ikgeefbloed.nl

Hier kun je 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 donorarts en er worden een paar buisjes bloed afgenomen om te testen op infectieziekten en om je bloedgroep te bepalen. Je doneert 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 Donorinformatielijn via telefoonnummer 0800-5115 (gratis).

Je bent iemands type, red een leven

Bloeddonaties zijn hard nodig om levens te redden. Ook als je ooit 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 bezoek aan de bloedbank ongeveer een uur.

Meer informatie over Denischa's leven

Denischa bestaat echt en is inmiddels 11 jaar oud. Op onze website vertellen we in drie video's het verhaal van Denischa en hoe ze leeft met de zeldzame ziekte:

sanquin.nl/denischa

Bloed is leven



Blood Donor match & Ethnicity

To help patients like Denischa 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: ikgeefbloed.nl

Here you can also register as a blood donor at the Dutch blood bank Sanquin. 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 0800-5115 (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.

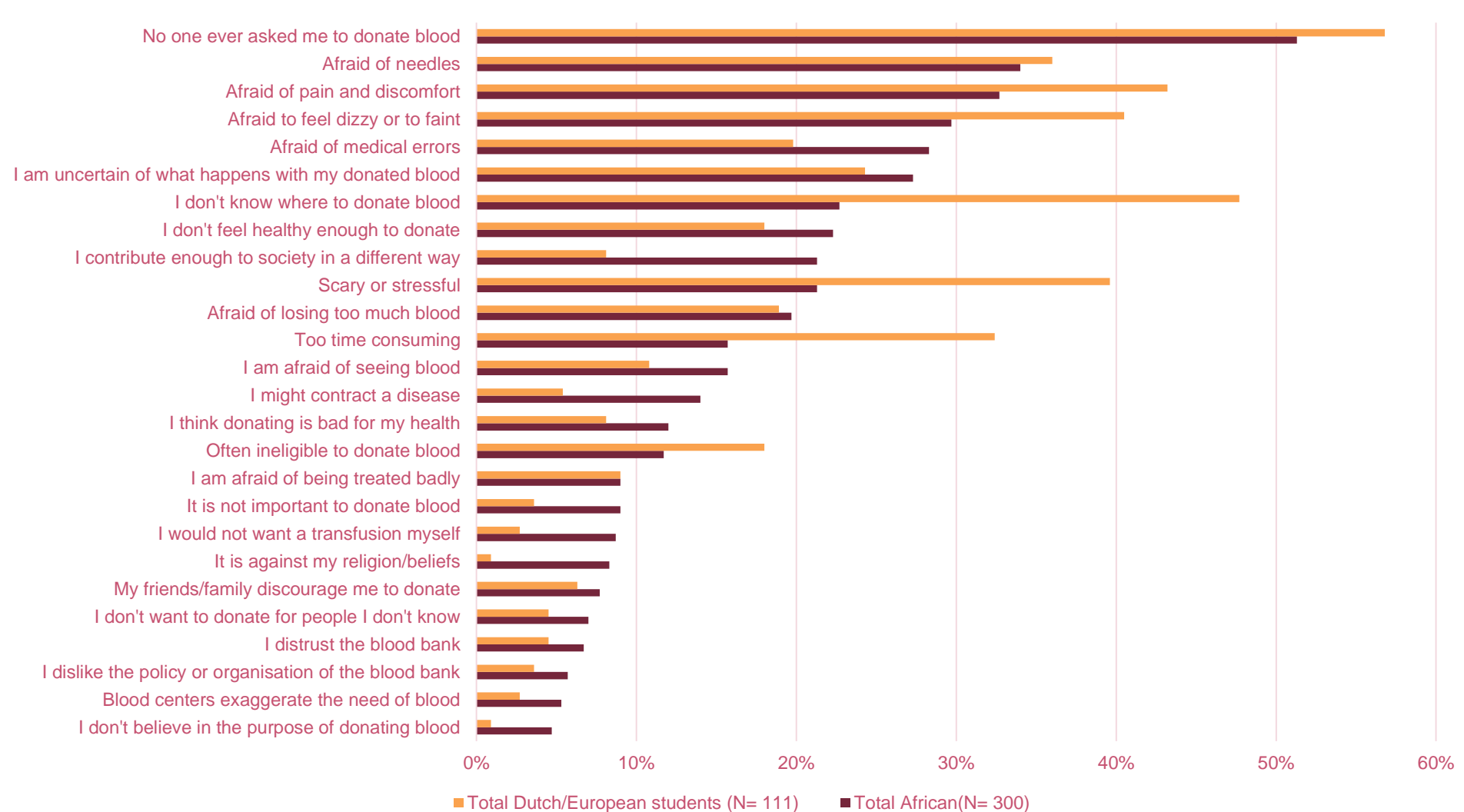
More information about Denischa's life

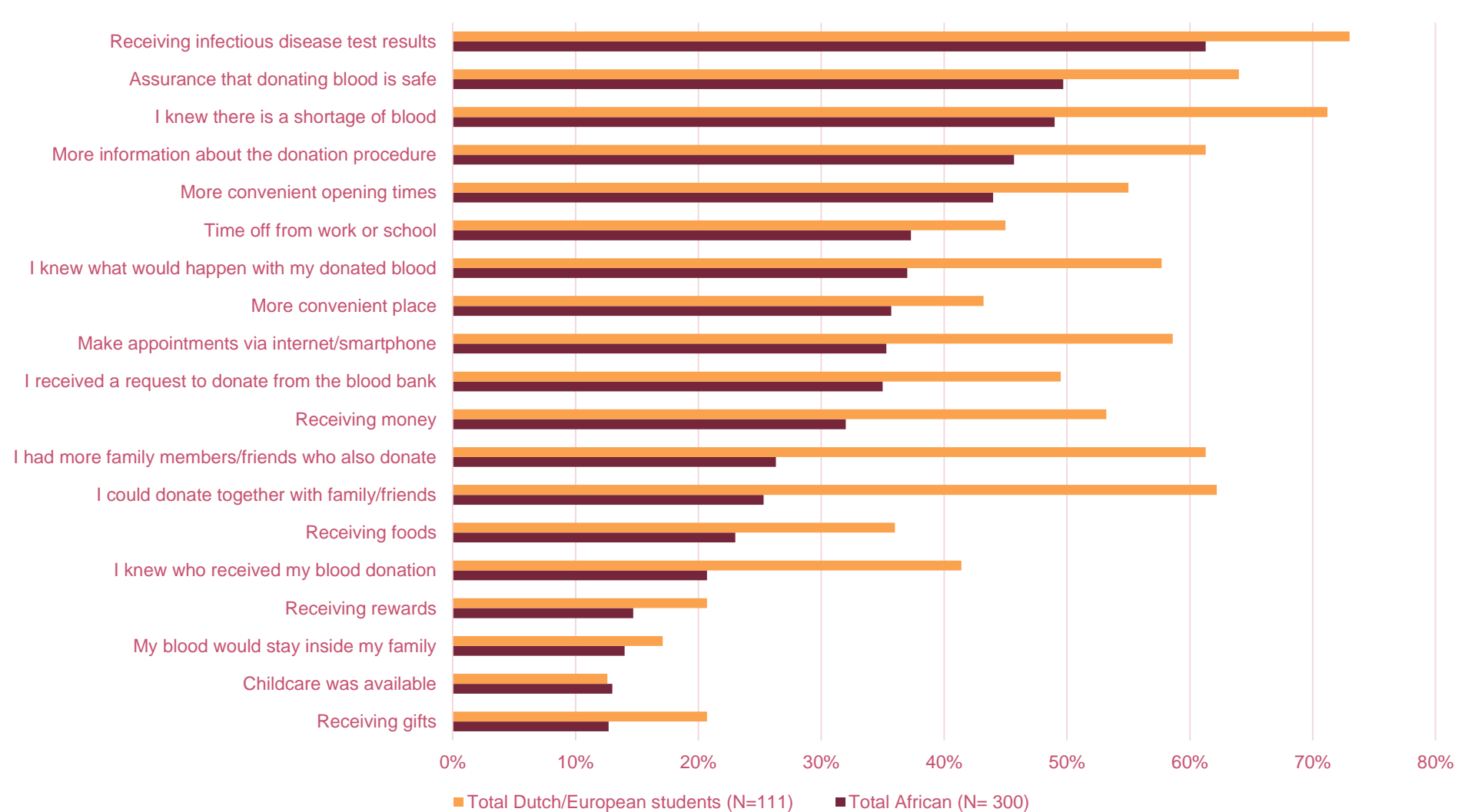
Denischa is a real girl and is now 11 years old. On our website we tell Denischa's story and how she lives with the rare sickle cell disease:

sanquin.nl/denischa

Blood is life

Quantitative data





Barriers

Strong relation with Intention to donate ($p < .001$)

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

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

Highly reported (above median = >15%)	Lowly reported (under median = <15%)
- Scary or stressfull	-
- I don't feel healthy enough to donate	- I don't believe in the purpose of donating blood
- Afraid of losing too much blood	- I distrust the blood bank
- I contribute enough to society in a different way	- I dislike the policy or organisation of the blood bank
- No one ever asked me to donate blood	- I might contract a disease
- Afraid of needles	- I think donating is bad for my health
- Afraid of pain and discomfort	- Afraid of being treated badly
- Afraid to feel dizzy or to faint	- It is not important to donate blood
- Afraid of medical errors	- I would not want a transfusion myself
- I am uncertain of what happens with my donated blood	- It is against my religion/beliefs
- I don't know where to donate	- My friends/family discourage me to donate
- Too time consuming	- I don't want to donate for people I don't know
- Afraid of seeing blood	- Blood centers exaggerate the need of blood

Motivators

	Highly reported (above median = >35%)	Lowly reported (under median = <35%)
Strong relation with Intention to donate (p <.001)	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - Gifts - Rewards - Food - Childcare - I could donate together with family - I had more friends/family who donate
Small/moderate association with intention to donate (p <.05 - >.001)	<ul style="list-style-type: none"> - I knew what happens with blood - Assurance that donating blood is safe 	
No association with intention to donate (p >.05)	<ul style="list-style-type: none"> - More convenient opening times 	<ul style="list-style-type: none"> - My blood would stay inside my family - I knew who received my blood donation - Receiving money