

Deterrents to regular blood donation among blood donors in the Port Elizabeth Branch of the South African National Blood Service

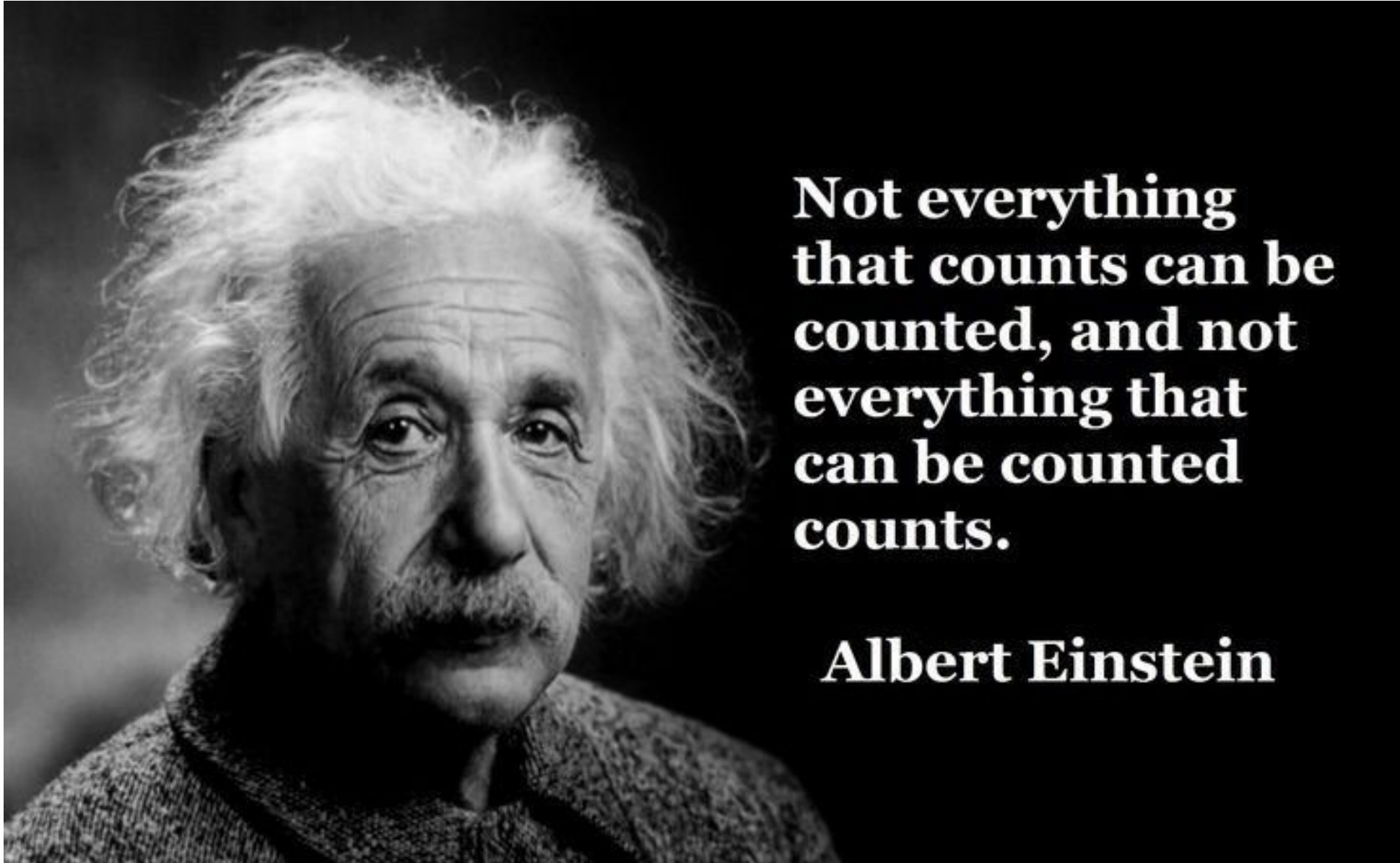


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**Not everything
that counts can be
counted, and not
everything that
can be counted
counts.**

Albert Einstein





Background

- Repeat blood donors = sustainable & cost effective
- 2012: 84% of the SANBS donor panel were inactive or lapsed
- Lack of research on lapsed donors with only a few quantitative studies





Aims

- To explore and uncover deterrents to repeat & continued blood donation to enable SANBS to address the high percentage inactive or lapsed donors
- To understand why the initial motivation to donate blood among participants changed





Methods

- Randomly selected participants
- Period: 2012 donors who lapsed in 2013
- Donor Centres Port Elizabeth
- Exclusions:
 - mobile blood drives
 - medical deferrals
 - involuntary reasons (i.e. relocation)
 - apheresis donors
- Sample size determined by saturation point
- 2 hour, one-on-one, semi-structured interviews





Methods cont.

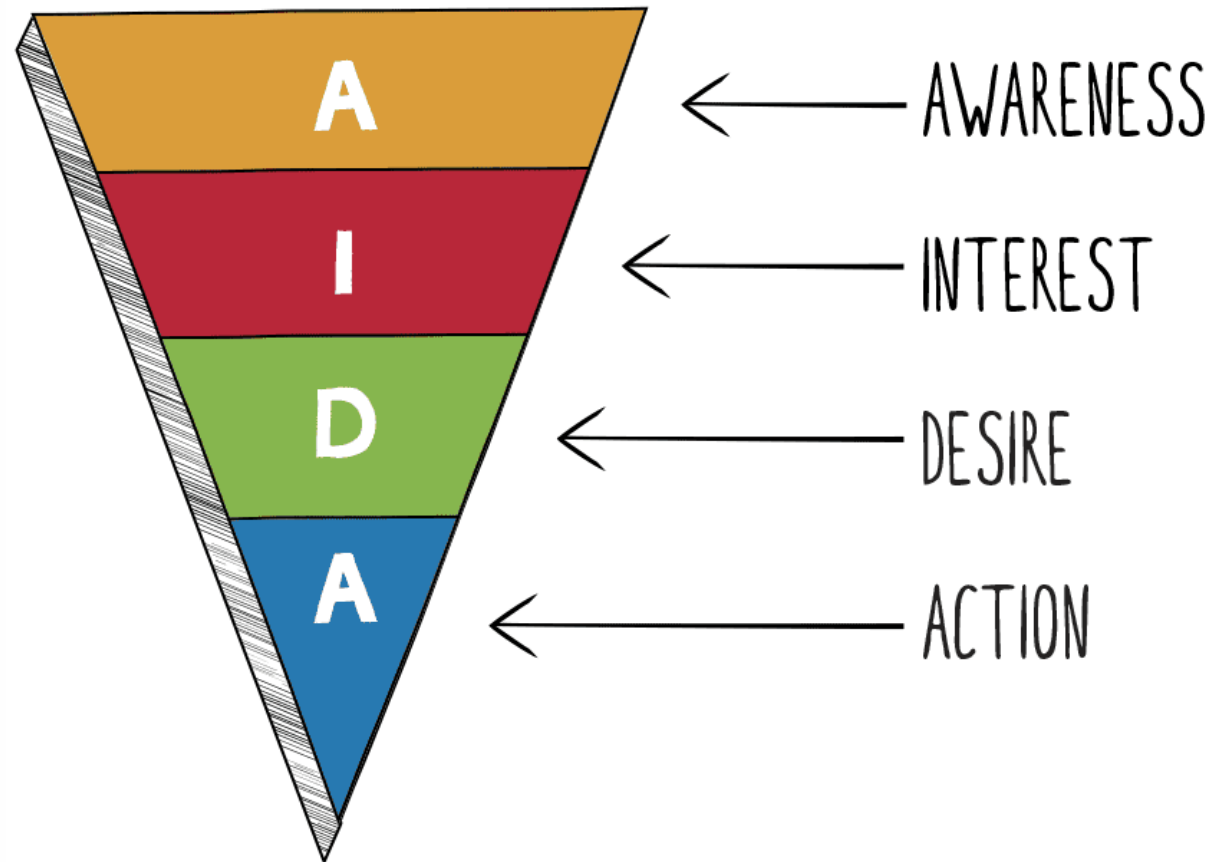
- Donor responses was grouped in clusters
- Each cluster was weighted as having a positive or negative impact on donor retention
- Comparative analysis against marketing & communication models of which the AIDA Marketing Model was the best fit





Methods cont.

THE AIDA MODEL





Results

Participant feedback related to clusters:

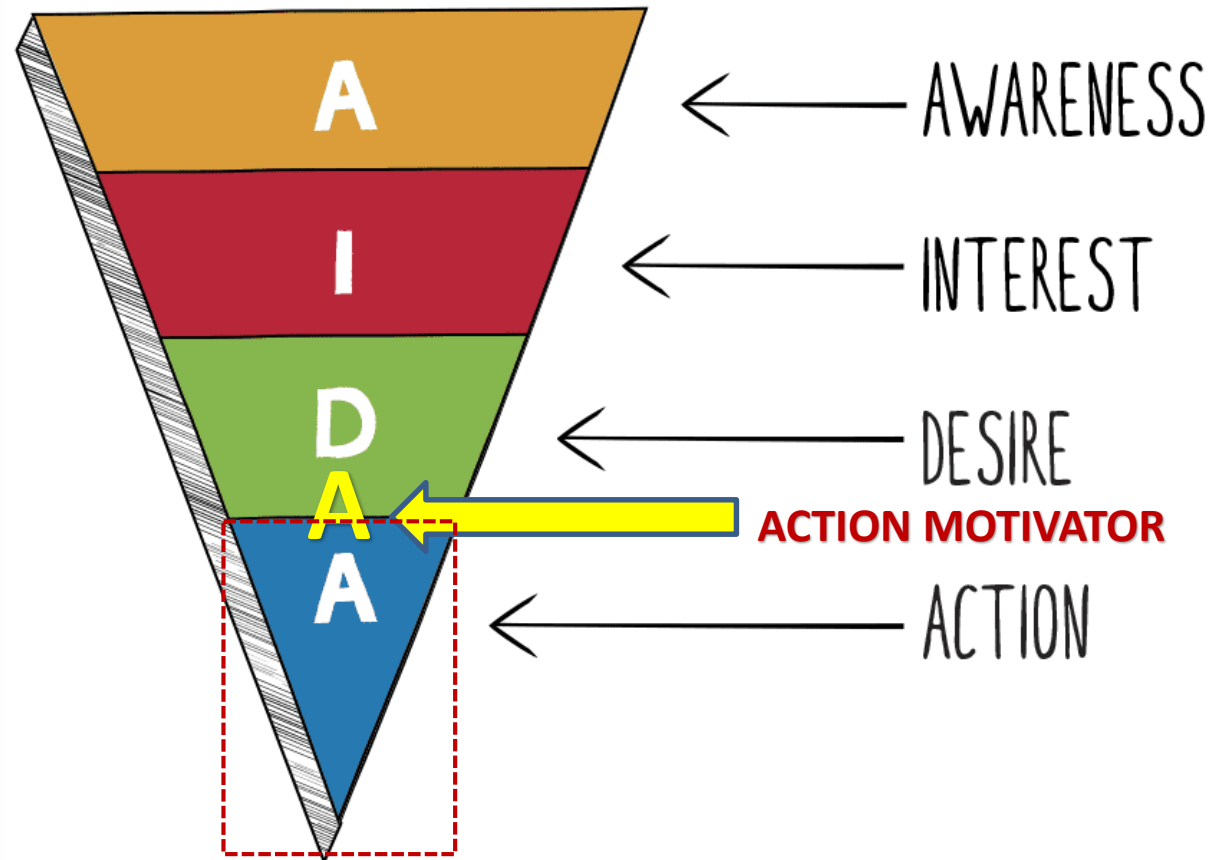
- Peer Pressure / Peer Influence
- Major personal changes
- Donation experience
- Staff competence
- Post donation recruitment & communication
- Media / Publicity
- Importance
- Intention to return
- General deterrents
- Personality types





Results cont.

AIDAA Plus Model





Discussion

- By adjusting the AIDA model to include the additional “Action Motivator” step, one should see improved donor frequency & a reduced lapsed donor ratio
- The AIDAA Plus Model could be applied & duplicated in different scenarios to encourage desired behaviour
- “Action Motivators” should include campaigns where a certain level of Peer Pressure / Influence is created, but it can also include tangible items, such as a low value gift





Discussion cont.

- Major personal changes does influence return rate & is NOT within our control. However, if managed correctly, donors are likely to return.
- 27% of participants presented to donate blood after this study.
- The depth of interaction with blood donors plays a major role in retention & personalised precision marketing is crucial.

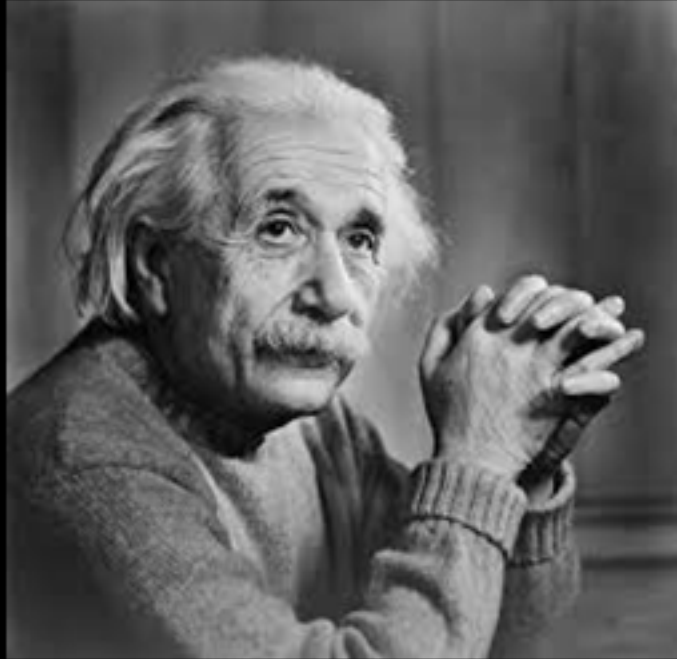




Conclusion

- **Peer Influence** played the biggest role in the initial motivation to donate blood. The motivation to donate blood declined in line with Peer Influence wearing off.
- **Hygiene Factors** such as customer service, staff competence, blood donor centre location, operating hours, donation experiences, recruitment methods, awareness & intention were not regarded as deterrents or motivators.





“ If I had an hour to solve a problem and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I know the proper question I could solve the problem in less than five minutes. ”

~ Albert Einstein (1879-1955): Theoretical physicist and philosopher.



Thank you