



# **Do once-off annual campaigns influence donor return rate and interval to return?**

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# Background



- Blood donor recruitment and retention is an important key factor in ensuring a sustainable blood supply
- Once-off annual campaigns are often used to create public awareness and get more people to donate blood
- While these campaigns are usually successful in increasing blood collections on the day, it is not known if the donors would continue to donate blood on a regular day.



# Background



- On 21 March 2018, the South African National Blood Service (SANBS) hosted a nationwide campaign, #Thumamina, urging the whole nation to donate blood.
- The campaign was successful and brought in an excess of 5400 units of blood on the day, for the SANBS.



# Aim



- To determine the return rate, interval to return and number of subsequent donations in first time blood donors who presented on the 21 March 2018, during the #Thumamina campaign.



# Methods



- First time donors who donated on 21 March 2018 (#Thumamina) were enrolled in the study as a study group, and first time donors who donated on 12-15 March 2018 (Non-#Thumamina) as a control group.
- Data used was from the SANBS Business Intelligence, to assess return rate, interval to return and number of subsequent donations.
- We used Chi-square and Odds Ratios to determine statistical significance.



# Methods



- Recruitment and Marketing
  - National television
  - National and regional radio stations (Live reads)
  - Live studio crossing on donation day (donations update)
  - Print media (National and local newspapers)
  - Social media (Facebook; Twitter; Instagram)



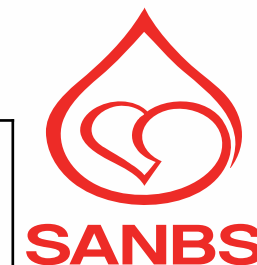
# Results



Category	Thumamina donations				Ordinary day donations				Overall P-Value	OR	CI
	N	%	Returned	%	N	%	Returned	%			
N=2713	1207	<u>44.5</u>	632	<u>52.4</u>	1506	55.5	855	<u>56.8</u>	0.02	0.80	0.72 - 0.92
FixedSite	436	36.1	237	54.4	210	13.9	141	67.1	0.0026	0.58	0.40 - 0.80
Mobile Drive	771	<u>63.9</u>	395	51.2	1296	86.1	714	55.1	0.1		
M	513	42.5	246	48.0	504	33.5	277	55.0	0.03	0.76	0.59 - 0.97
F	694	<u>57.5</u>	386	55.6	1002	66.5	578	57.7	0.4		
Asian	89	7.4	32	36.0	82	5.4	40	48.8	0.12		
Black	704	<u>58.3</u>	376	53.4	947	62.9	519	54.8	0.6		
Coloured	57	4.7	33	57.9	96	6.4	58	60.4	0.9		
Unk	53	4.4	21	39.6	78	5.2	42	53.8			
White	304	25.2	170	55.9	303	20.1	196	64.7	0.03	0.70	0.50 - 0.96



# Results



Category	Thumamina donations				Ordinary day donations				Overall P-Value	OR	CI
	N	%	Retur ned	%	N	%	Retur ned	%			
									< 21	226	18.7
21-30	435	36.0	228	52.4	497	33.0	281	56.5	0.2		
31-40	291	24.1	156	53.6	283	18.8	158	55.8	0.7		
41-50	162	13.4	85	52.5	156	10.4	102	65.4	0.03	0.600.40 - 0.90	
>=51	93	7.7	46	49.5	60	4.0	42	70.0	0.02	0.400.20 - 0.80	
Eastern Cape	86	7.1	43	50.0	217	14.4	136	62.7	0.06		
Egoli	258	21.4	146	56.6	383	25.4	200	52.2	0.3		
Free State/North Cape	53	4.4	22	41.5	102	6.8	63	61.8	0.03	0.400.20 - 0.90	
KwaZulu Natal	251	20.8	114	45.4	276	18.3	154	55.8	0.02	0.700.50 - 0.90	
Mpumalanga	205	11.8	105	51.2	160	13.9	82	51.3	1		
Northern Vaal	143	17.5	86	60.1	210	10.5	121	57.6	0.7		
	211	17.5	116	55.0	158	10.5	99	62.7	0.17		





# Results



Time to Return	Thumamina donations		Ordinary day donations		Overall P-Value	OR
	N	%	N	%		
Total = 2713						
<b>Total first time donors presented</b>	<b>1207</b>	<b>44.5</b>	<b>1506</b>	<b>55.5</b>		
<b>Total first time donors returned</b>	<b>632</b>	<b>52.4</b>	<b>855</b>	<b>56.8</b>	<b>0.02</b>	0.8
Time to Return						
< 56 Days	14	2.2	18	2.1	0.97	
56 - 90 Days	243	38.4	352	41.2	0.3	
91 - 180 Days	204	32.3	254	29.7	0.3	
181 - 270 Days	100	15.8	142	16.6	0.7	
271 - 365 Days	63	10.0	80	9.4	0.8	
366 and above	8	1.3	9	1.1	0.9	
	<b>632</b>		<b>855</b>			
<b>Number of subsequent Donations from donors who returned</b>						
1	266	18.4	378	20.9		
2	256	17.7	438	24.2	<b>0.00001</b>	0.7
3	309	21.3	393	21.7		
4	308	21.3	240	13.3	<b>0.00001</b>	1.8
5 or more	309	21.3	362	20.0		
<b>Total Donations</b>	<b>1448</b>		<b>1811</b>			



# Discussion and Conclusion



- We found that, first time donors who donated during the #Thumamina campaign were less likely to return, compared to non-#Thumamina first time donors
- The lower return rate amongst #Thumamina donors could be attributed to inadequate donor education and the hype of the day
- There was no difference in interval to return for both groups. It was however surprising to find that #Thumamina first time donors were more likely to give four subsequent donations compared to non-#Thumamina donors.



# Discussion and Conclusion



- The result can be attributed to potentially having scholars in the non#thumamina control group who may not have had an opportunity to donate four times in 12 months
- This finding suggests that as donors become familiar with blood donation and receive more education, they may be more committed to donating blood more regularly.



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Thank you