

THE VALUE OF VOLUNTARY NON REMUNERATED BLOOD DONORS : HOW TO MOTIVATE THEM?

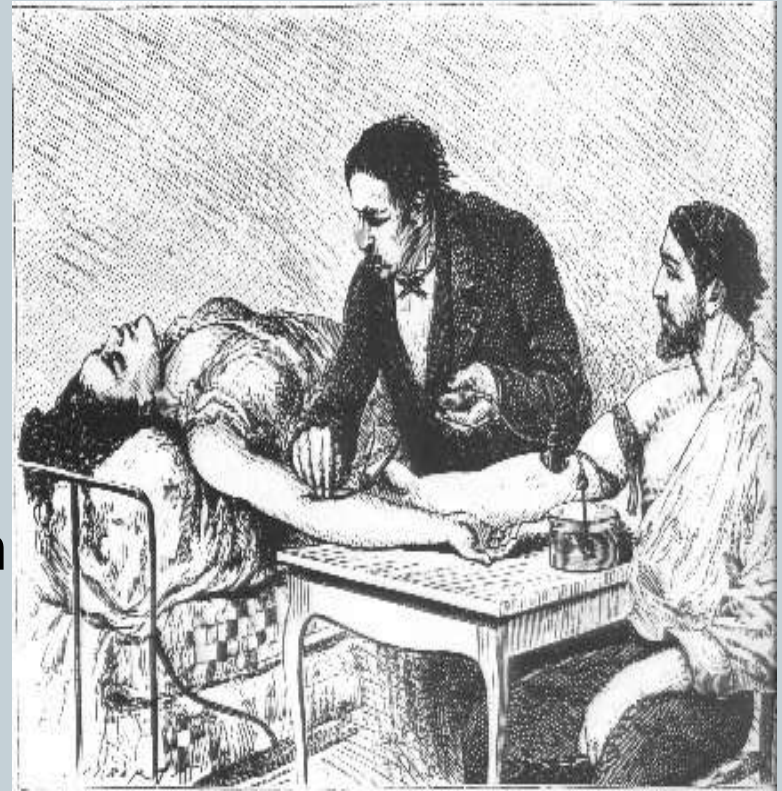
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K BOUKEF
**10th PAN ARAB BLOOD TRANSFUSION
CONFERENCE**
CAIRO- EGYPT 29-30 APRIL 2015

BLOOD TRANSFUSION

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- **An essential component of health systems**
- **Each country is permanently confronted with problems to collect enough blood from donors to meet national needs**
- **Blood donors have made an outstanding contribution to the health and survival of others.**



BLOOD DONATION

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- **Blood donation by VNRD is recognized as essential to the safety and sustainability of national blood supplies.**
- **Some countries have well-established voluntary blood donation systems**
- **Most are still dependent to varying degrees on family / replacement donors and sometimes paid donors.**



MAIN REASONS FOR PROMOTING VOLUNTARY BLOOD DONATION

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- **PROTECTION OF THE RECIPIENT**
- **PROTECTION OF THE DONOR**
- **ETHICS**

PROTECTION OF THE RECIPIENT

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- **Voluntary blood donors are a first line of defense against TTI**
- **The prevalence of markers of TTI is the lowest among regular donors.**

PROTECTION OF THE RECIPIENT

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- **Voluntary donors are considered safer because they are motivated by**
 - altruism,
 - willingness to help others,
 - the sense of moral duty and social responsibility.
- **They suffer no pressure to donate blood; with the only reward,**
 - personal satisfaction,
 - self-esteem and their
 - pride.

PROTECTION OF THE DONOR

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**The duty of the
BTS is to :**

- **To protect the health and prevent exploitation of the donor**



ETHICS

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- It is morally **unacceptable** for any aspect of health care to be based on the purchase of body parts including blood.



WHAT IS NEEDED?

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- **Create a sustainable pool of safe donors requires a long-term strategy through:**
 - **The establishment of an effective program of voluntary blood donors,**
 - **The awareness and increased public acceptance of the importance of blood donation as a social norm.**

- **So the primary target are donors likely to come from low-risk populations, with two basic target groups: existing VNRBD and potential new, VNRBD.**
- **These different target groups will have varying needs.**
- **To be successful in recruiting VNRBD, we need to find out what motivates each of our different groups and to develop appropriate strategies to reach them.**

SOCIAL MARKETING

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APPLY marketing technologies developed in the commercial sector to solve social problems,



the result is behavior modification.



SOCIAL MARKETING

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This includes

- **Analysis,**
- **Planning,**
- **Implementation and**
- **Evaluation** of programs designed to influence the voluntary behavior of target audiences

Good social marketing is based

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- **Research**
- **Well planification**
- **With clear and measurable objectives**
- **Performed so that the results and impact can be assessed.**

STEPS OF SOCIAL MARKETING AND RECRUITING

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- **SITUATION ANALYSIS**
- **IDENTIFICATION OF THE MARKET TARGET**
- **MARKET STUDY**
- **DEVELOPMENT OF AN EDUCATIONAL CAMPAIGN AND MARKETING PLAN**
- **IMPACT ASSESSMENT OF THE CAMPAIGN AND MARKETING**

1) SITUATION ANALYSIS

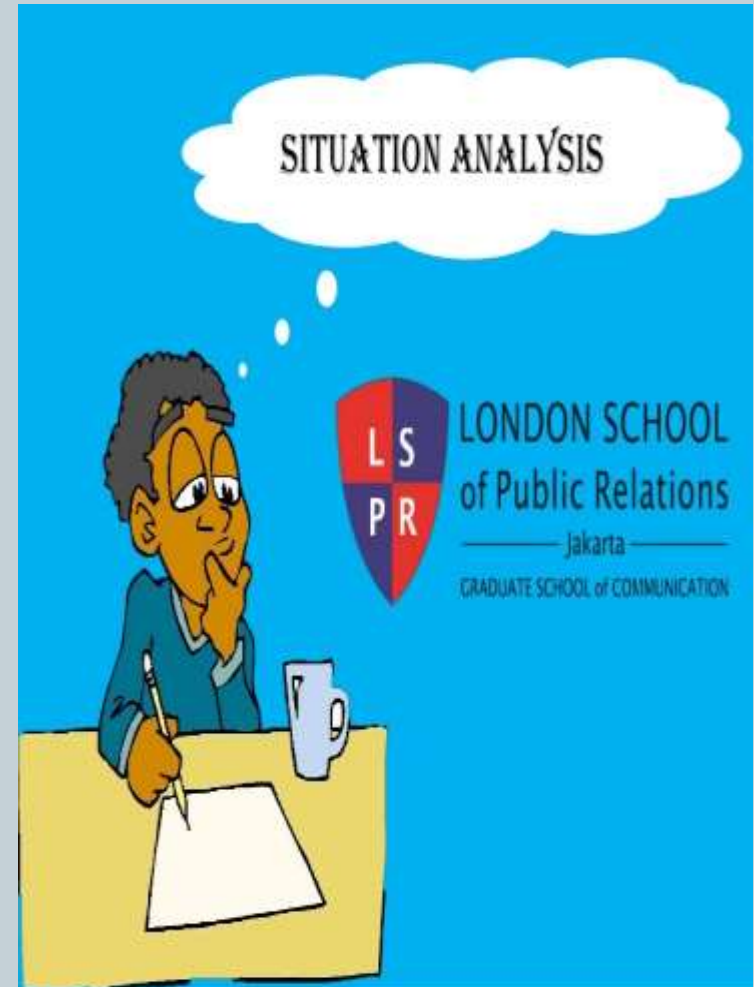
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Can be used to determine

- **Your community**
 - needs,
 - wants and
 - expectations
- **your organizations's**
 - strengths and
 - weaknesses

and

**To estimate the effect on
recruitment and retention**



2) TARGET AUDIENCE

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- **A safe and adequate blood supply depends on the recruitment of suitable donors**
- « **suitable donors** » :
 - people who will meet the donor selection criteria
 - They are likely to come from low-risk populations



- **The key to the recruitment and retention of low-risk blood donors is ongoing education about**
 - **The need for VNRBD**
 - **The importance of safe blood donation**
 - **Risk behaviour**
 - **The reasons for stringent donor selection criteria**

3) MARKET STUDY

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- **Learn all you can about your current and potential donors**
- **Find out what motivates or demotivates people to donate blood**



Important basis for your messages

BILIEFS ABOUT BLOOD

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- **Blood has a very important cultural meaning**
- **A major step in any recruitment campaign :**
Overcoming negative feelings about blood donation
- **The challenge is to find the key that will work in your culture environment**
- **Barriers to blood donation can be overcome with**
 - **Correct planning**
 - **Good mix of education and information**

DO YOU KNOW?

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- **WHAT MOTIVATES PEOPLE TO DONATE?**
- **WHAT STOPS THEM FROM DONATING?**

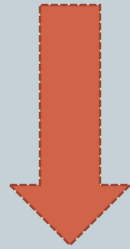
Is it:

- **FEAR?**
- **IGNORANCE?**
- **TRADITION?**
- **SIMPLY THAT THEY HAVE NEVER BEEN ASKED?**

4) PLANNING

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Good planning is the foundation of an efficient cost effective education and marketing campaign



SET YOUR OBJECTIVES

OBJECTIVES

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- **WHAT WOULD YOU LIKE TO DEVELOP?**
- **WHAT IS TO BE ACHIEVED?**
- **WHAT DO WE WISH TO ESTABLISH?**
- **WHAT DO WE WANT TO IMPROVE?**

HOW YOU CAN ACHIEVE YOUR OBJECTIVES?

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- **You have to answer to the following questions**
 - **exactly how will this be done?**
 - **By whom?**
 - **When?**
 - **Where?**
 - **How much can be spent?**



HOW YOU CAN ACHIEVE YOUR OBJECTIVES?

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- **the next step is to assign:**
 - **Responsability**
 - **Time frames**
 - **Budget**
 - **Performance indicators for each one**

5) ARE PLANNED OBJECTIFS HAVE BEEN ACHIEVED ?

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- **Good planning implies the regular of outcomes in order to identify whether the objectives are being met as planned, and achieved at the appropriate time.**

COSTS AND BUDGET

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- **Part of that monitoring will need to be concerned with costs and budget**

COSTS AND BUDGET

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It is essential to ensure that

- **the financial, human and physical resources available are used as efficiently and effectively as possible.**

COSTS AND BUDGET

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Remember that :

- **The retention of donors has cost implications,**
- But**
- **it is likely to be more cost-effective than the recruitment of new donors**

HOW TO PROCEED IN PRACTICE ?

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1) PREPARING THE GROUND

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- People will need a **variety of information** if they are to overcome fear and ignorance and changes their attitudes.
- Cultural beliefs about blood **can be changed** through the right kind of information



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1) PREPARING THE GROUND

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- **What kind of information is needed?**
- **What are common question asked about blood donation and the most common reasons given for not donating**



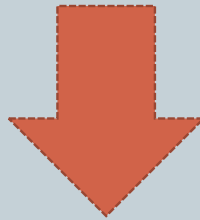
- **Many reasons are valid one**
- **Others can be classified as excuses**



1) PREPARING THE GROUND

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- **Appropriate answers to common excuses,
and**
- **Your responses to common questions,**



**Can support your education, motivation
and recruitment campaign**

2) DISCOURAGING UNSUITABLE DONORS

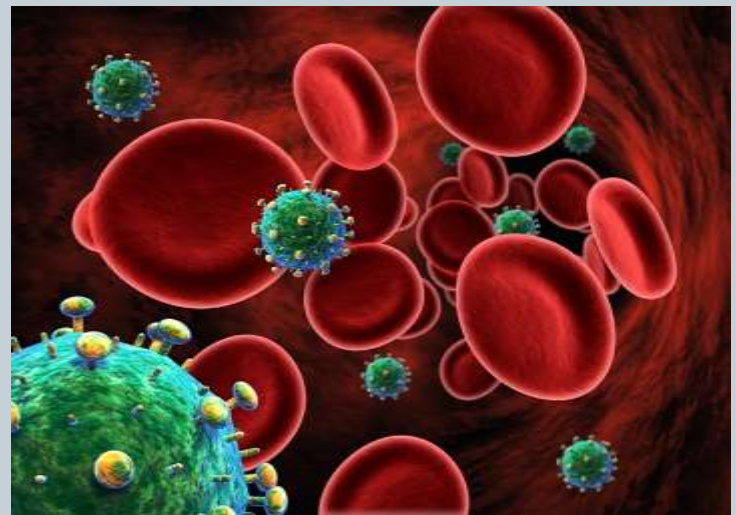
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Some people are unsuitable to be donors because :

- **Giving blood cause them discomfort or harm their health in some way**
- **Others are ineligible because of the risk of TTI**



The selection of donors must consider both of the voluntary donor and the patient, in order to ensure **no harm comes to either through the donation**



3) APPROPRIATE COMMUNICATION

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- **Keys factors in relation to donor recruitment**
 - **Safe blood**
 - **An adequate supply of blood**



- **The knowledge of your audience will help you to select appropriate communication techniques to convey the importance of these two key factors**

**In order to do this you
need to consider a
number of questions**

1) WHAT IS YOUR CHIEF IN SENDING YOUR MESSAGE?

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- **Do not fall into the trap of trying to achieve too many objectives with one message**
- **Keep the message simple and relevant**

SOME EXAMPLES

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of purposes for a message are to:

- **Change general community attitudes to blood donation**
- **Inform about who is eligible to donate blood**
- **Promote positive attitudes to donation among school students**

SOME EXAMPLES

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- **Develop a positive image of the blood service in the media**

These objectives fall into a number of categories

- **Once you have a clear idea of the main objective, think about the target audience.**

2) HOW WELL DO YOU KNOW YOUR AUDIENCE?

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- **It is necessary to find out as much as you can about your target audience, so that your message is appropriate to its recipients.**

3) WHAT IS THE MOST APPROPRIATE TIMING OF THE MESSAGE

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- **The message needs to be set in its context**
- **A message that attempts to change general community attitudes to blood donation may well have to be proposed **actively over a long period**, with the message staying almost **continuously in the public eye**.**

4) HOW AND WHERE THE MESSAGE BE DELIVERED?

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- **The choice of delivery method has to do with**
 - the target audience and
 - the most favoured means of receipt of messages.
- **It may be most appropriate to deliver the message ;**
 - orally, by giving a series of talks , or
 - Through the media : radio or television campaign

4) HOW AND WHERE THE MESSAGE BE DELIVERED?

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- **YOUR' KNOWLEDGE OF AUDIENCE HABITS, THE LOCAL CULTURE AND ENVIRONMENT WILL INFORM YOUR DECISION**

LEAFLETS AND POSTERS

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Key public settings are often the most appropriate for L and P

you might consider for example:

- **Schools and community centers**
- **Religious buildings**
- **Entertainment centres**
- **Medical centres and clinics**
- **Shopping malls**
- **Sports venues**

KEY PUBLIC FIGURES

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The support of KPF would be useful :

- **Political leaders**
- **Religious leaders**
- **Physicians**
- **Teachers**
- **Traditional healers**
- **Tribal leaders**
- **Sporting heroes**
- **Personalities from the world of entertainment**

YOUR OBJECTIVES

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- It is important to design your **message** so that the information reaches **the right public** in the most **effective way**.
- Your objective is not only to **recruit** blood donors but also to **educate** everyone about donor selection criteria.
- You **do not want a large** number of people to turn up, only to be rejected or deferred

ADVERTISING PRINCIPLES

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- **The following general principles of advertising may be useful:**



1) KEEP IT BASIC

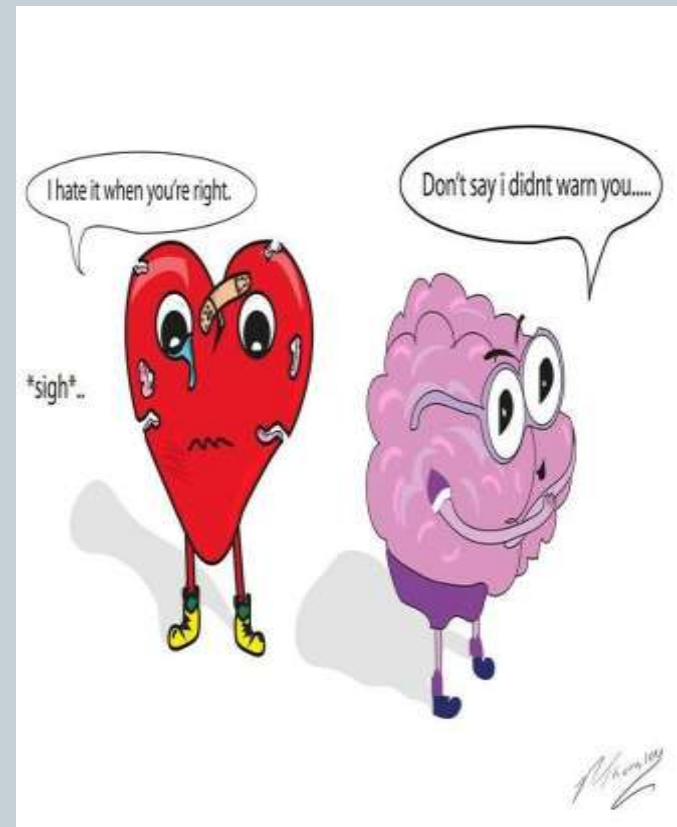
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- **Link and equate the product with the most potent and relevant human needs.**
- **Exploite the profound human drives of**
 - power,
 - status,
 - security,
 - comfort,
 - sense of belonging to family,
- **the need for love, acceptance, approval and so on..**

2) USE HEART NOT HEAD

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- **Communication between human is usually emotional.**
- **Effective, long-lasting advertising is**
 - **visual and emotional, rather than**
 - **logical, literal and rational**
- **Music and pictures have a more emotional effect than words**



3) REINFORCE FEELINGS ALREADY HELD

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- **The job of advertising is often**
 - not convince or persuade but
 - to reinforce, nurture and bond.
- **advertising usually works best when it reinforces feelings already held.**
- **It avoids exercising pressure**

4) BE FRIENDLY AND WARM

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- **Use the familiar, colloquial street language of ordinary people.**
- **Cultural specificity is essential: it has to fit comfortability into local culture.**

5) BE SYMPATHETIC TO THE MEDIUM OF DELIVERY

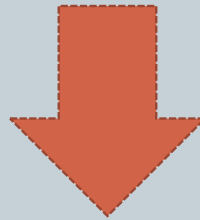
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- **Advertising should be in harmony with the essential character of each medium.**
- **Advertising needs to adjust in each case to the framework in which it will be seen or heard**

6) USE SLOGANS AND ENDLESS REPETITION

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- **If your advertising is designed to appeal to the emotions, it can be repeated frequently to increase the emotional arousal.**



Simple but effective, emotional message



**Donate Blood,
Donate Love.**

For more information call 1-888-FOUNATE or visit our website www.floridabloodcenters.org



**You don't have
to be a doctor
to save lives.**



Just Donate Blood.

It's safe. It's simple. And it saves lives.

Great care should be taken when using advertising to recruit new donors

- « emotional » advertising may result in a substantial **increase in the number** of people volunteering to give blood.
- Avoid creating negative attitudes towards blood donation among people who would not meet the selection criteria by implying that they are deficient or undesirable.
- Even if they cannot be accepted as donors , they can still play an important role in **promoting blood donation**

5) EVALUATING CAMPAIGNS

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- **Evaluating**
 - **inputs,**
 - **outputs, and**
 - **outcomes**
- **will help you to assess whether your planning strategies are efficient and effective**
- **will provide essential information for the next campaign**

5) EVALUATING CAMPAIGNS

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- **Evaluation starts with the measurement of performance against objectives for example**
 - **Did your campaign lead to the recruitment of the planned number of VNRBD?**
 - **Did you keep with the agreed budget?**

EVALUATING INPUT

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- **Aspects for evaluation might include:**
 - **Key objectives**
 - **Key messages**
 - **Communication channels**
 - **materials**

EVALUATING OUTPUT

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- **Involves measuring whether or not messages were communicated appropriately and where therefore the right messages for the right audiences. Indicators might include**
 - Number of messages sent, for example brochures distributed or total circulation of electronic broadcast
 - Number of messages received
 - Number of people who responded positively to the messages

EVALUATING OUTCOME

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- **Outcome is where you can assess effect against the planned objectives.**
- **This might include:**
 - **Changes in attitude**
 - **Number of new donors attending a blood centre**
 - **Donor retention rate**

KEEPING RECORDS

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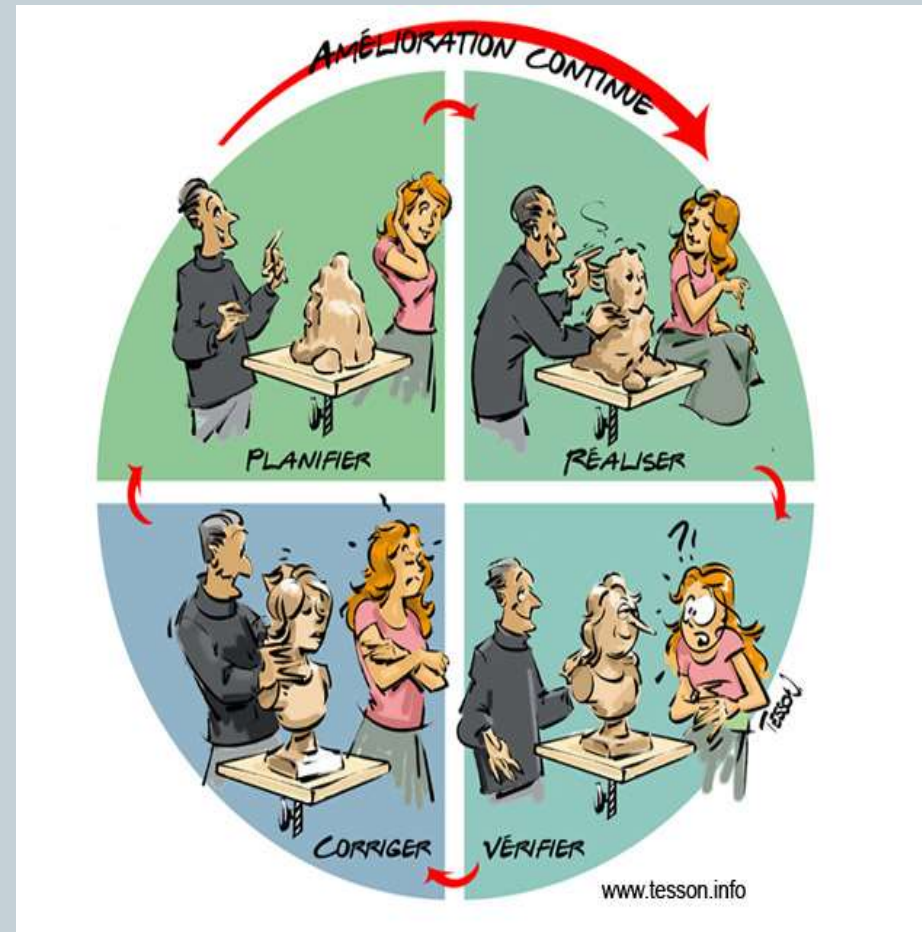
- **Basic record keeping is the foundation of your ability to measure and evaluate efficiency and effectiveness.**
- **Information needs to be collected which will help to answer two basic questions**
 - **1) was the message communicated appropriately?**
 - **2) was the message accepted?**

- **You should note that some campaigns , such as an educational recruitment exercise conducted in schools, may take years to show succes indicators**
- **The time element must be taken into consideration when you are selecting indicators for evalaution.**

USING DATA FROM EVALUATION

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- **Collected data should form the basis of a more subjective investigation that answers the questions**
 - If the performance was not as planned , what went wrong?
 - If the performance was as planned , how can we improve it the next time?



CONCLUSION

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- **The duty of the BTS Recruitment of VNRBD**
- **It is a long process and**
- **2 important tools needed**
 - **Social marketing techniques and**
 - **the application of quality principles**

