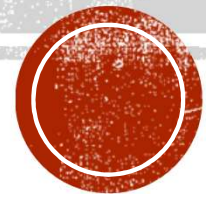
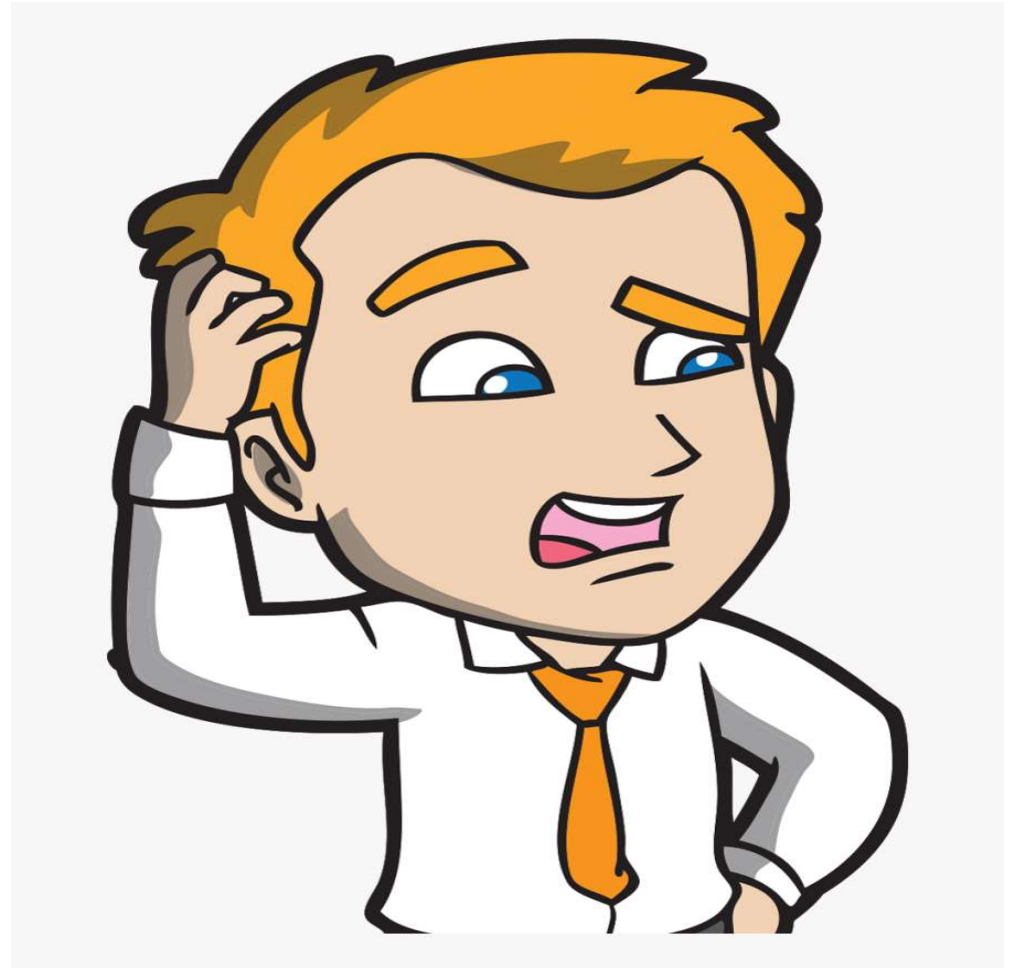


# INNOVATIVE TECHNIQUES IN BLOOD DONOR MOTIVATION

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# INDIAN SOCIETY OF BLOOD TRANSFUSION & IMMUNOHAEMATOLOGY

**VISION:** SAFE BLOOD SHOULD BE WAITING FOR  
PATIENT.....NOT PATIENT FOR THE SAFE BLOOD.

**MISSION:** TO PROVIDE 100% VOLUNTARY BLOOD  
DONATION FOR THE NEEDY POPULATION.





# INFORMATION TECHNOLOGY!!!



➤ 50% of our population is below 25 years of age

➤ 65% of our population





express themselves  
with their own style



tend to  
travel more



demand  
24h access



ANALYTICS  
OF LIFE

## Digital Natives



born after 1995



born to swipe



video messages > texting



masters of social media









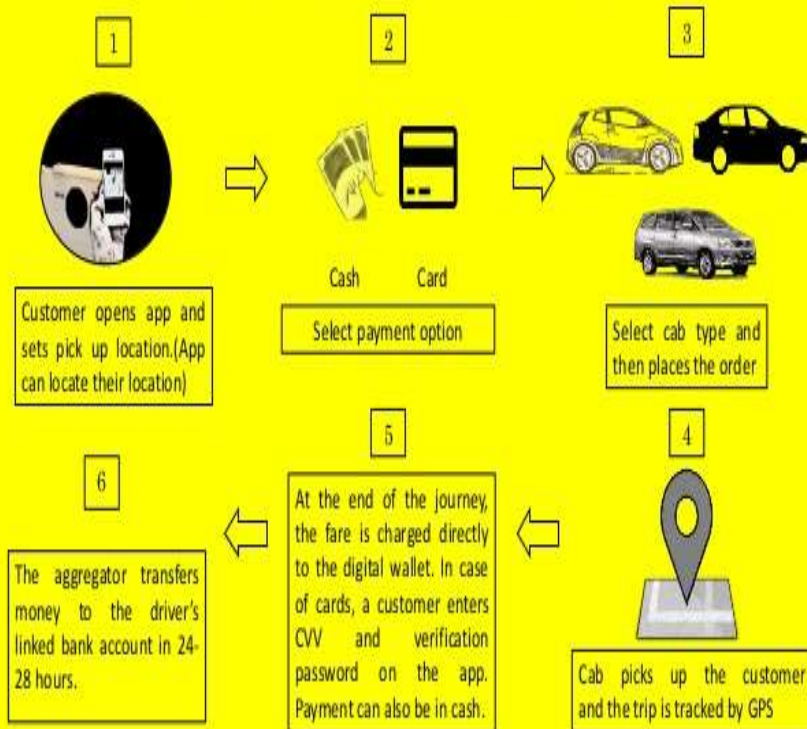
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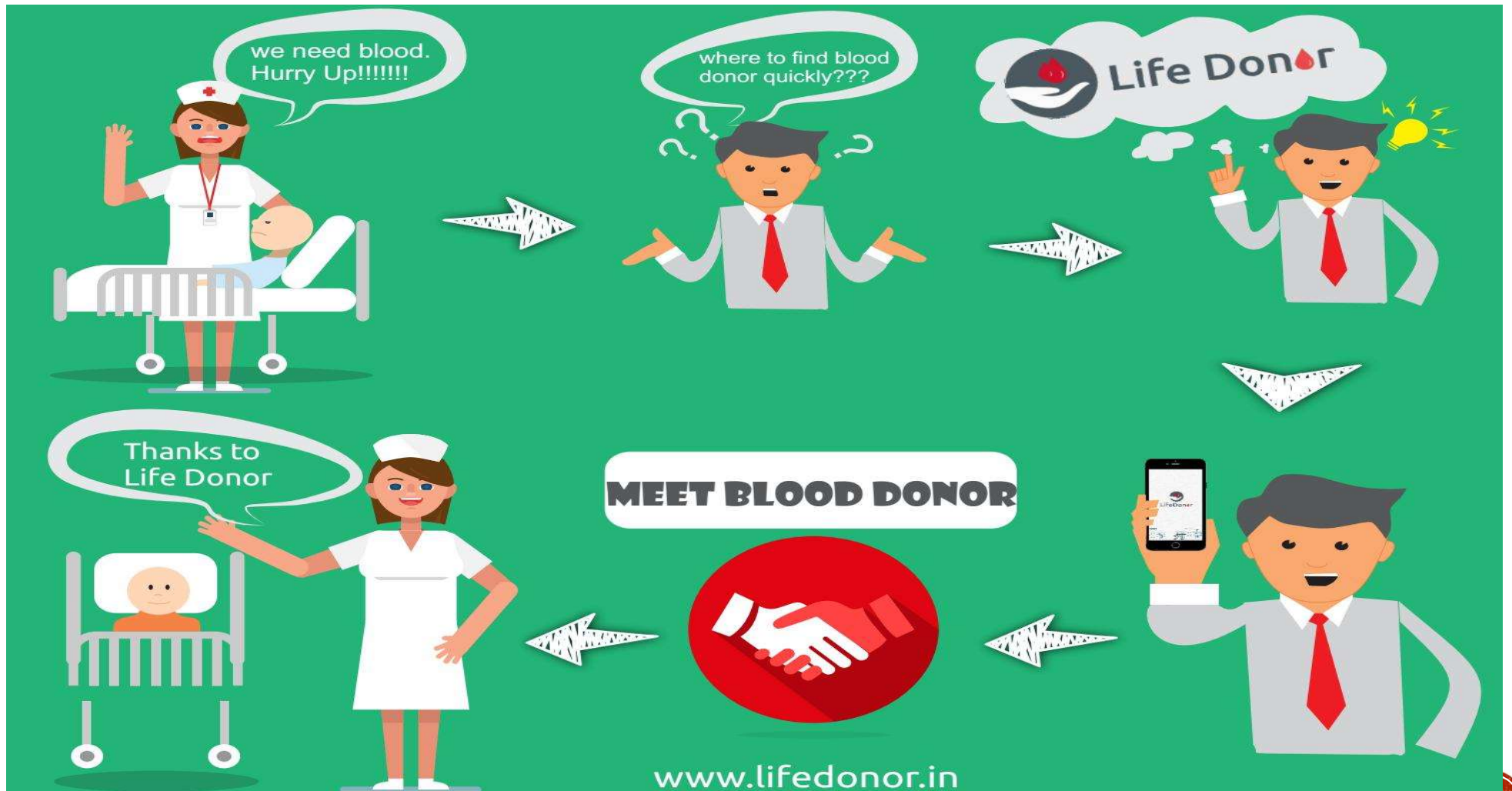
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## HOW ON-DEMAND CABS WORK





# HIGHLIGHTS

- Introduction
- Journey of Voluntary Non-Remunerated Blood Donation in India
- Motivation
- Blood donor motivation
- Desired profile of the voluntary blood donor
- Strategies to motivate donors
- Traditional techniques
- Innovative techniques
- Take home message





# INTRODUCTION

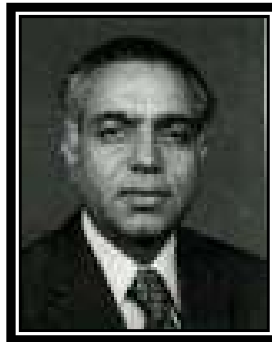
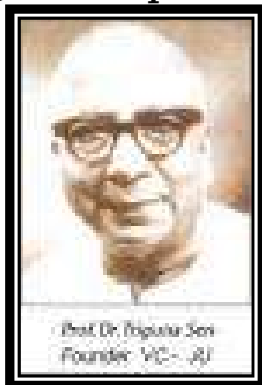
- The blood transfusion service (BTS) is unique from all other branches of medicine in terms of the reliance of its input in form of a donation only from a healthy human volunteer.
- As the generation of population changes, the BTS need to adapt to the techniques of motivation that are suited to the generation of blood donors in that period.
- The potential blood donor population of tomorrow, would require, innovation in blood donor motivation to suit their tech savvy lifestyle and this would be the best way forward for the BTS in order to sustain voluntary blood donations.



- Mrs. Leela Moolgaookar (1954)



- Dr. Triguna Sen (1962- VC Jadhavpur University)



**DR. J G JOLLY**

- Dr. V G Mavalankar (1962 - Hony. Secretary Ahmedabad Red Cross Society)



- Dr. M L Gupta (1962, Director, IRC BBS)



# MOTIVATION – IN THE COMMON PARLANCE

*Motivation has been variously defined by scholars*

- ✓ Berelson and Steiner have defined it as "A motive is an inner state that energizes, activates, or moves and directs or channels behaviour goals."
- ✓ Lillis has defined it as "It is the stimulation of any emotion or desire operating upon one's will and promoting or driving it to action."
- ✓ Vance has defined it as "Motivation implies any emotion or desire which so conditions one's will that the individual is properly led into action."





# BLOOD DONOR MOTIVATION

- Types of blood donor motivation
  - ❖ Intrinsic
  - ❖ Extrinsic
- The "essence of donor recruitment is the donor and their motivation, and not the technology".
- It is of paramount importance to understand the donor in order to plan the strategies for motivation using messages and the technology to augment the motivation.



# INTRINSIC MOTIVATION

- The donors motivated intrinsically donate on their own, because they donate to help others and not for any rewards, and in due course of their donor cycle they develop and maintain a "self-identity of a donor".
- The usually develop their own goals and commitment towards blood donation and the blood services.
- These donors are the ones who would normally continue regular blood donation.



# EXTRINSIC MOTIVATION

- The donors' motivated extrinsically are the ones who respond to incentives.
- The incentives may range from psychology to impress others (peers etc.), fulfilling social obligations (towards family, friends, organization etc.), call for donation in catastrophic events, or items of non-remunerative values such as t-shirts, coffee mugs, badges, certificates and or time off from work, remuneration for travel and any such incentives.
- Such donors normally would not seek opportunities to donate on themselves, take more time to recruit and may donate less frequently.





## STAGES OF BLOOD DONOR MOTIVATION

- Three stages are recognized in the cycle of blood donor motivation.
- ✓ The first stage is first motivation drive upon the personal request by someone in their social sphere.
- ✓ The second stage is the motivation drives reinforcement and may be positive or negative depending upon the experience obtained during the act of the first blood donation.
- ✓ The third stage is the inculcation of the "self-identity of the blood donor" after the first few donations, usually the third or the fourth donation.



## FIRST STAGE

- The first stage of motivation is usually observed in donors on the in person call to donate, wherein, they find it hard to say "no", and therefore donate blood.
- This finding has been corroborated in a few research publications, wherein, the non-donors state that "they were never asked to donate blood, and therefore they never donated".



## SECOND STAGE

- The second stage of motivation is the reinforcement of the motivation based on the donors' experience during the first donation.
- A positive experience leads to the formation of a good opinion and it reinforces the belief, and the donor feels to be in control and feels more capable of the second donation.
- A small reward at this stage helps in developing a good impression.
- The second phase of this is at the second donation and a similar experience will reinforce it further and help in improving the motivation and it is at this phase the personal connection with the staff is very important.



## THIRD STAGE

- The third stage is when donors' self-identity is developed, and usually occurs with the third or the fourth donation and it is from this stage that intrinsic motivation takes over, and leads to the "warm glow" or "self-efficacy" feeling.
- These donors are the ones most likely to donate frequently/regularly.





## DESIRED PROFILE OF THE VOLUNTARY BLOOD DONOR

- The most desired profile of the voluntary blood donor is an individual who;
  - has the **capacity** and **competence** to **decide** to be a blood donor;
  - **knows that she/he is healthy and wants to remain healthy,**
  - **is well informed on the measures to maintain her/his health, on how to avoid unhealthy behaviour and risks,**
  - **knows what the need, requirements, process and risks of blood donation are,**
  - **is positively motivated to donate blood, decides voluntarily to donate blood;**
  - **and donates blood repeatedly.**



# STRATEGIES TO MOTIVATE DONORS

- Pure altruism based motivation
- Social persuasion based motivation



## DIRECT APPROACH: INDIVIDUAL OR TARGET GROUPS

- Personal/individual approach such as letters, telephone call, face to face discussion and personal requests
- Group/target approach such as awareness campaign in school and colleges, work places - factory worker, general population. uniformed services - paramilitary, police, religious and community leaders



## INDIRECT APPROACH (MASS APPROACH)

- Media campaign using print media - newspapers, stickers etc., or electronic media - Television, Internet, FM Radio
- Other mechanisms such as
  - Banners / Hoardings
  - Posters / stall in local fair or exhibition
  - Slogans on day-to-day item such as water / electricity bills, railway tickets, milk pouches / food packing





## INNOVATIVE TECHNIQUES

- *"Share life, give blood" & "Partnership for life"*, to draw attention to the roles that BTS play in encouraging people to care for one another and promote community cohesion....ENGAGE...ENGAGE...ENGAGE!!!
- Voluntary blood donation on occasion of the *"Parents Teachers meetings"* in schools. The *"Catch them young campaign"*
- *"Club 25"* - to pledge 25 donations by the attainment of age of 25
- Rural blood donation and motivational campaigns
- Month long voluntary blood donation campaigns to celebrate the
- ❖ *World Blood Donor Day (14<sup>th</sup> June)* and
- ❖ *National Voluntary Blood Donation Day in India (1<sup>st</sup> October)*



## INNOVATIVE TECHNIQUES

- Tagging the concept of "Voluntary blood donation"
- In various extracurricular activities in colleges and universities, such as with the National Service Scheme (NSS), National Cadet Corps (NCC).
- In various societal clubs like Bikers club, Walkers club, Runners Club, Sports and Gymnasium clubs among others.
- In various non-governmental organizations (NGOs) such as Rotary International and Lions International among others
- In various corporate social responsibility (CSR) events in banking institutions, industry and corporate houses such as pharmaceutical and others



# INNOVATIVE ONLINE STRATEGIES TO MOTIVATE VOLUNTARY BLOOD DONATIONS

- The basic motivation of the potential blood donor is brought about using the time-tested strategy of information, education, communication and motivation towards blood donation and constant engagement to retain the blood donor; however, the techniques of marketing may be used to bring the change in the era of information technology.
- The donor should be thanked for her/his donation, greeted on special occasions such as birthday, anniversary and reminded of the next due date of donation.
- The various methods that could be employed may change with advent of newer technology and a few available at present are exceptionally described as "innovative ways to recruit blood donors online"



## INNOVATIVE WAYS TO RECRUIT BLOOD DONORS ONLINE

- **Tele-calling:** Tele-calling is one good option for the donors who have provided consent during their previous blood donation or for reaching out to new blood donors using the engagement modalities as described above.
- **Texting:** Plain SMS and or usage of WhatsApp or any other such facility to reach out to many potential blood donors and informing them about the upcoming blood donation events (motivational and/or blood collection drives/camps). Such platforms may also be used to send a series of automatically scheduled messages for thanking/reminding for the next blood donation. The platform shall also be an asset during disasters and/or pandemics.





- **Email:** There are millions of users that are stuck to emails for all sort of communications, whether official or personal or for business and there is scope for reaching out to donors and informing them about the upcoming blood donation events (motivational and/or blood collection drives/camps). More, than this the emails could also be used to "**trigger email campaigns**", wherein a series of automatically scheduled emails are delivered remind individual donors to schedule their blood donation and send follow-up "**thank-you**" messages to the donors after the previous donation and deliver the post donation advice.
- **Press release:** Creative press releases provide the much-needed noise and have been known to help brand recognition and increase user engagement, thus enabling the impetus towards blood donation.



- **Social media:** On an average most of us use social media and it has been noted that every second there are new Facebook (or any other such facility) profiles created and everyday people are logged on social media for more than an hour. Therefore, it provides a modality to engage the donor or motivate new donors.
- **Mobile Apps:** Creation of mobile apps to inform, educate, communicate with potential donors to motivate and recruit donors and tide over group specific, seasonal shortages and moderate platelet donations.
- **Streaming services:** These services are in vogue, and such services can be used for donor engagement, such as Expedia and others.



- **Live chat:** The newer generation of millennials and Gen Z are known to interact using live chat, rather than direct speaking and this should be used for donor engagement. Live chat options on websites could help establish a session towards dispelling myths towards blood donation.
- **Video Ads:** these provide a unique engagement as the potential donor must stop scrolling to watch the video ad and thus video -sharing apps like Instagram and other platforms can motivate change by donor engagement.
- **Podcasts:** This is another modality to engage the viewers of podcasters and engage the blood donors.
- **Blogging:** This is one unique way to disseminate the message of blood donation and keep the presence on social media.



- **Retargeting**: The process involves cookie-ing the donors web browser and keep serving them ads or messages and therefore provides ample opportunity to engage the donor to motivate donations.
- **Google Adwords**: These are an innovative way to drive the search engine of the user, a potential donor in the present case, towards the blood centres website.
- **Display Ads**: These are also an innovative way to reach out to a broad audience, without them actually needing to search your blood centre website for details on blood donation.





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- **User generated content:** Usage of social media platforms like Twitter, Instagram among other to provide opportunity for donors to “create content” over their recent blood donation, uploading selfie while donating blood and describing an incident that motivate them to donate, give reviews on other uploaded content and finally trigger campaign towards the cause of volunteer blood donation.
- The donor generated content is likely to make a more powerful impact on potential blood donors as review from users is one very important activity on social platforms that sell commercial products.



- **Ad content in mobile apps:** Ad content on voluntary blood donation in the various apps that the potential donor base is expected to use or is presently using, such as the trending apps like Facebook, WhatsApp, Twitter and so on.
- There are billions of users on these platforms and they provide ample opportunities for reaching donors with ad content to motivate the decision to donate, though regulation of such communication may have its own pros and cons.
- The communication may be audio or video, and the video communication has been known to increase the engagement of the user.



## TAKE HOME MESSAGE

- In order to keep pace with the demand for blood and blood components the blood transfusion services need to innovate the strategies of reaching out to the potential blood donor base, using the modalities that are in vogue in the generation of blood donors, and taking everyone on board, all generations of blood donors, donors from all walks of life to make it all inclusive in nature.



## TAKE HOME MESSAGE

- The primary motive shall remain to inform them about the need to donate blood, and then use a constant engagement for the intrinsic motivation to develop, and at the same time retain those who have donated for the first time, irrespective of their initial trigger to donate blood (intrinsic or extrinsic).



## TAKE HOME MESSAGE

- In a **nut shell** there is a need to set up of **dedicated donor recruitment human resource** and **financially self-sustaining dedicated donor motivation and recruitment facilities** to enable the provision of safe blood for round the clock supply for the optimal management of such patients.





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