

Social Marketing – the Panacea for Blood Donation?

John Healy and Maurice Murphy
Cork Institute of Technology,
Ireland
INSM 2010 Brisbane

Introduction

- Globally, more than 81 million units of whole blood are collected annually.
- Less than 45% of donated blood is collected in developing and transitional countries, which is home to about 80% of the world's population.
- If 1% - 3% of a country's population donate blood, it would be sufficient for the country's needs. But in 73 countries, donation rates are less than 1% of the population. Seventy of these nations are either developing or transitional countries.
- In Europe almost 20 million whole blood donations are made on an annual basis.
- In Ireland only 3.6% of the population donate blood.
- 3,000 donations are required in Ireland every week.

Donation Rates in Europe 2006

Country	Donations	Population	% of Population Donating
Austria	456,500	8,266,000	5.5 %
Belgium	616,450	10,511,000	5.9 %
Denmark	367,000	5,428,000	6.8 %
Estonia	54,498	1,345,000	4.1 %
Finland	278,220	5,256,000	5.3 %
France	2,617,452	62,886,000	4.2 %
Germany	5,635,000	82,483,000	6.8 %
Hungary*	250,000	10,100,000	2.5 %
Iceland	14,437	300,000	4.8 %
Ireland	151,728	4,209,000	3.6 %
Latvia	56,105	2,295,000	2.4 %
Lithuania	92,583	3,403,000	2.7 %
Luxembourg	27,243	460,000	5.9 %
Malta	14,806	404,000	3.7 %
Netherlands	849,630	16,334,000	5.2 %
Norway*	200,000	4,640,000	4.3 %
Portugal	354,743	10,570,000	3.4 %
Slovenia	86,108	2,003,000	4.3 %
Sweden	493,800	9,048,000	5.5 %
Switzerland	376,092	7,459,000	5.0 %
United Kingdom **	2,461,789	60,393,000	4.1 %
Total	15,454,184	307,793,000	5%

- ## Research Objectives
- What is the level of awareness of blood and its importance among a third level student population in Cork?
 - What are the motivations/beliefs/expectancies of donors/non donors?
 - What needs to be done to encourage donation?
 - Are emotional based advertisements more effective than rational appeal based advertisements?

Operational Issues

Water and Caffeine loading

- If blood transfusion services distributed 473 ml of water 10 minutes prior to donation, it has been found to give a positive donor experience.
- Water loading could decrease overall donor reaction rates, increase donor safety and improve donation experience for some blood donors.
- The collection staff also benefit because negative donor reactions divert their attention and decrease their productivity.

Applied Muscle Tension

- This involves repeated rhythmic contraction of major muscle groups of the arms and legs. It has been used for decades to treat fainting reactions in individuals with blood and injury phobia.
- It has been found to decrease problems in self-reported symptoms such as dizziness and nausea, and results have shown an increased likelihood of obtaining a full unit of blood.

Distraction

- Distraction on its own, may be of benefit to some donors, as it has been demonstrated that blood donors who prefer avoidant coping strategies are less likely to report dizziness.
- If patients are encouraged to divert their attention from stressful medical procedures as a means of reducing pain and distress, evidence suggests that many such diversions can have significant benefits.

Incentives

- The incentives that most stimulate donation are medical such as blood analysis, check-ups and cholesterol testing.
- Younger donors are more motivated by reward incentives such as tickets for shows and events, gifts, discounts, draws, and social incentives such as displays of appreciation.
- Monetary payment is another form of incentive used in recent times but the danger for the safety of the blood supply is generated by the indirect link with the motivation of the donor.

Making the Donation Process Easier

- Make donation sites more convenient with flexible opening hours.
- Increase the ease of access to blood sites.
- Have excellent staff treatment.
- Have shorter waiting times.
- Ensure physical comfort during and after donation.

Marketing Strategies

- Target markets like University Students.
- Use current donors to recruit new donors.
- Use of reminders.
- Advertising campaigns
- Provide information brochures at donation centres.



Altruistic Strategies

- People who saw a duty or responsibility to replace used blood and assure future supplies were more willing to donate and these attitudes were influenced by values. These attitudes were also influenced by a person's desire to be self-fulfilled and well respected, to have self-respect and to feel they had accomplished something.
- Empathy has been identified as a possible motivational factor for blood donors.

Social Marketing and Blood Donation

- In terms of blood donation social marketing campaigns could adopt fear appeal messages and try and change people's behaviour by making a threat appeal that blood may not be available if a person or their relation/friend needs a blood transfusion, at some stage in the future.
- This would suggest that contrary to the standard theme of altruism, a blood donation message that stresses self-interest can achieve better results.

Importance of Fear Appeals

- Fear appeals can raise awareness of an issue and bring it to the forefront of people's thoughts.
- Fear appeals can make people re-evaluate and change their attitudes.
- Fear may be successful in stimulating an intention to change behaviour sometime in the future.
- In some cases immediate behaviour change takes place shortly after exposure to a fear communication.

Importance of Segmentation

- The 'inhibited' which is greatly affected by all the inhibitors.
- The 'afraid' which displays a strong aversion to blood and its extraction process.
- The 'uninhibited' which is the segment with the lowest scores in all the factors that inhibit donation behaviour.
- The 'uninformed' which is characterised by its lack of information.

