

**Blood Donation in a Multicultural
Australia - Complexities of Cultural
Misunderstanding and
Intergenerational Conflict for African
Communities**

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Overview

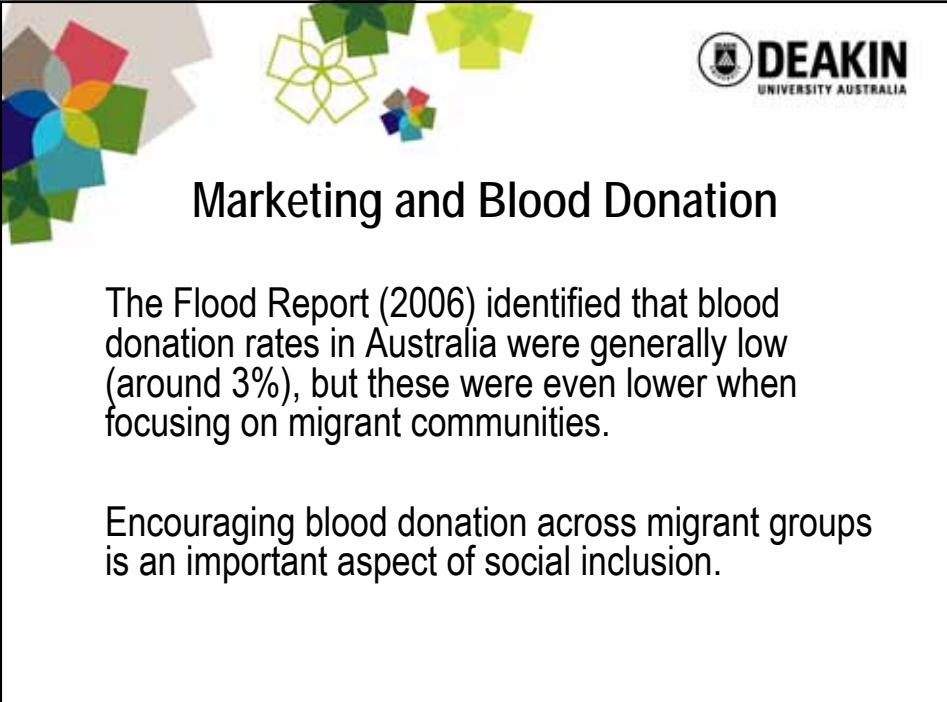
- Relevance to marketing
- Marketing and blood donation
- Why Sub-Saharan African migrants?
- Cultural factors influencing blood donation among Sub-Saharan African people
- Intergenerational issues
- Conclusions



Relevance to Marketing

Australia is a multicultural country, with 44% of the population either born overseas or having one overseas born parent.


Challenge of marketing to a culturally diverse audience. For non-profit marketers needs may be more pressing especially as they often have a mission designed to foster wider social inclusion or to address the needs of specific cultural groups



Marketing and Blood Donation

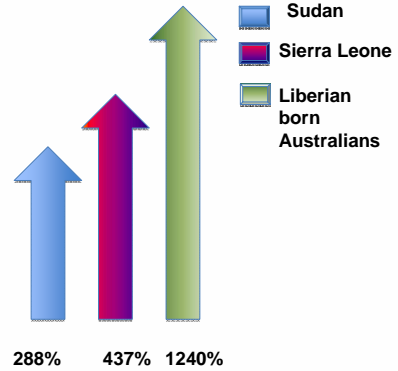
The Flood Report (2006) identified that blood donation rates in Australia were generally low (around 3%), but these were even lower when focusing on migrant communities.

Encouraging blood donation across migrant groups is an important aspect of social inclusion.



Need to address cultural issues among Sub-Saharan African migrants

- One of the fastest growing migrant groups in Australia, 1% of population overall.
- On arrival can have high health-needs, which may require blood transfusion.
- Many have rare blood types and their blood needs cannot be easily met by the general supply






Group	Growth Rate
Sudan	288%
Sierra Leone	437%
Liberian born Australians	1240%



Need to address cultural issues among Sub-Saharan African migrants




Anecdotal evidence from the Red Cross Blood Services indicates that they needed to import blood on at least two occasions to meet these communities' needs.

Limited research has been undertaken on African migrants and refugees in regards to blood donation, although research does exist examining blood donation in African communities in Africa.



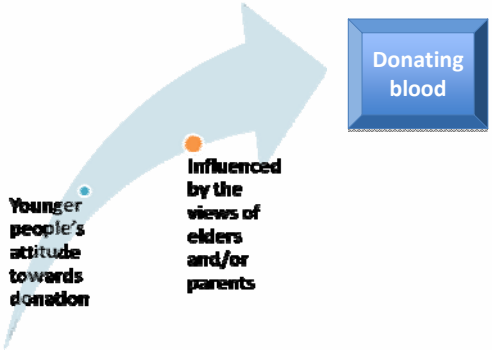
Cultural factors influencing blood donation

- Cultural understandings of the body
 - Loss of virility
 - Loss of life forces
 - Damaging to health
- Fear that the blood could be misused (witchcraft) or carried with it the traits of donors
- The desire to only share blood with people of one's family or community



Intergenerational Issues

- Younger migrants acculturate more quickly than older migrants
- Difference in views between generations will be important



Younger people's attitude towards donation

Influenced by the views of elders and/or parents

Donating blood



Conclusion

- Need to develop targeted culturally relevant marketing approaches
 - understand the subtlety of cultural issues
 - go beyond simply being aware of cultural differences to integrating culture into the delivery of services
- Targeted approaches have been found to be successful in African contexts, and when targeting African migrants in other countries.
- Similar approaches can be applied in Australia even those from home countries that have significantly different cultures.