

# **Division of Blood Transfusion Services**

**Ministry of Health and Family Welfare**



# Donor Recruitment and Retention



# Teaching Aims

You will learn to recruit, retain and recall the donors keeping in mind that donor is very important person in BTS.



# Donor Recruitment and Retention

The cornerstone of a safe and adequate supply of blood is the motivation, recruitment, selection and retention of non-remunerated repeat blood donors



# The universal principle

- Careful planning and organization
- knowing communities
- What motivates people
- Effective communication & campaign.
- Good service & support for donors
- Good public reputation goes a long way in increasing the voluntary blood donations



# Milestones

- Regulations by **Central Drug Standards and Control Organization**
- PIL Common Cause VS Union of India and others-1994
- Supreme Court Directive - 4<sup>th</sup> Jan 1996
- NACO establishment and support for BTS
- Ban Professional Donors - Dec 1997
- Mandatory test –Antibodies to HIV1&2, antibodies to Hepatitis C, Hepatitis B surface antigen, Syphilis (VDRL/RPR) and malaria.
- National Blood policy -2002



# Blood Donors

- **Voluntary Donors:** Donate Blood on their own
- **Replacement Donors:** from within the patient's own family or friends
- **Autologous Blood Donors:** A patient who donates his/her own blood for self
- **Apheresis Donors:** Donation of blood components through the process of cell separation
- **Professional Donors:** legally banned in India



# Donor Recruitment Programme

*An adequate supply of safe donors requires*

- A donor recruitment programme
- A dedicated recruitment section with trained staff
- Appropriate funding to support donor recruitment activities





# Blood Donor Programme

- Careful assessment of your needs and requirements
- Realistic goals
  - Number of units
  - Type of blood or blood components
- Regular reassessment
- Creation of safe and regular donor database



# Importance of Building a Regular Donor Panel

- Are screened regularly and understand importance of health and risk behaviour factors
- Are well informed and committed
- Have experience in giving blood and therefore can be dealt with more quickly
- Are dependable and willing to give blood in an emergency, as well as on a regular basis
- Provide basic source of safe blood and very valuable to BTS



# Recruitment of donors

- Identification, education & motivation of potential donors in the community
- Training & motivation of blood donor organizers and recruiters
- Donor record maintenance and confidentiality



# Principles of blood donor recruitment

- Highlighting the importance of voluntary non-remunerated donation
- Continued motivation and education of potential donors
- Involving important public figures and community leaders in education program
- Retention of safe donors
- Organizing donor recruitment campaigns on a continuous basis



# Approaches to donor recruitment

## Direct approach

- **Personal:** letters / telephone call  
face to face discussion  
personal requests
  
- **Group :** Target groups
  - Awareness campaign in school and colleges
  - People at work places - factory worker
  - General population
  - Uniformed services - paramilitary, police
  - Religious and community leaders



# Approaches to donor recruitment (contd...)

## Indirect Approach (Mass approach)

### Media Campaign

- Print media - newspapers , stickers etc
- Electronic media - TV, Internet, FM Radio
- Others
  - Banners / hoarding
  - Celebration of special days
  - Use of celebrities to convey message
  - Posters / stall in local fair or exhibition
  - Slogans on day to day item
  - Water / electricity bills
  - Railway tickets
  - Milk pouches / food packing
  - ATM Machines



# Messages in communication strategy

- Importance of voluntary blood donation
- Need for preventing transfusion transmissible infections and risk associated with paid blood donors
- Assuring harmlessness of blood donation & safety of blood donors
- Community responsibility for blood donation
- Emotional appeals - Thalassemia & Hemophilia
- Information about collection, processing, storage and distribution of blood



# Donor Selection Criteria

- Time interval between two Whole blood donations should be at least three months.
- The donor should be in good health, mentally alert and physically fit.
- The donor should not be an inmate of jail, should not be having multiple sex partners, or be a drug addict.





# Donor Selection Criteria

- General criteria
- Temporary deferral criteria
- Permanent deferral criteria.



# General criteria for donor selection

- a) Age : 18 to 65 years.
- b) Weight of 45 kg for donation of 350 ml blood and weight of 50 kg or more for donation of 450 ml blood.
- c) Temperature and pulse: normal.
- d) Systolic and diastolic blood pressure within normal limits without medication.
- e) Haemoglobin  $\geq 12.5$  g/dL.



# General criteria for donor selection

- f) Donor should be free from acute respiratory disease.
- g) Donor should be free from any skin diseases at the site of phlebotomy.
- h) Donor should be free from any disease transmissible by blood transfusion.
- i) The arms and forearms of the donor should be free from skin punctures or scars indicative of professional blood donors or addiction of self injected narcotics.



# Temporary Deferral Criteria- change delivery - bf

CONDITIONS (1)	PERIOD OF DEFERMENT (2)
(a) Abortions	6 months
(b) History of Blood transfusion	6 months
(c) Surgery	12 months
(d) Typhoid	12 months
(e) History of malaria and duly treated	3 months (endemic) 3 years (non-endemic area)
(f) Tattoo	6 months
(g) Breast feeding	12 months after : delivery
(h) Immunization (Cholera Typhoid, Diphtheria, Tetanus, Plague, Gamma globulin	15 days
(I) Rabies vaccination	1 year after vaccination
(j) History of Hepatitis in family or close contact	12 months
(k) Immunoglobulin	12 months

# Temporary Deferral Criteria

History of Chikunguniya or Dengue infection: Donor should be deferred for Six months after recovery from the infection.

## References:

WHO guidelines for donor suitability

DCA 1940



# Permanent Deferral Criteria

- a) Cancer
- b) Heart disease
- c) Abnormal bleeding tendencies
- d) Unexplained weight loss
- e) Diabetes-controlled on insulin
- f) Hepatitis infection
- g) Chronic nephritis
- h) Signs and symptoms, suggestive of AIDS



# Permanent Deferral Criteria

- i) Liver diseases
- j) Tuberculosis
- k) Polycythemia Vera
- l) Asthma
- m) Epilepsy
- n) Leprosy
- o) Schizophrenia
- p) Endocrine disorders



# Dropouts

Many persons after blood donation for the first time do not come again to donate blood

**WHY ?**





# Reasons for “dropping out”

- Lack of time and communication
- Unfavorable location or time of the blood donation
- Unhappy past experience
- Bad handling by the blood bank personnel
- Donor reactions at the time of blood donation
- Non-availability of blood in time of his / her need
- Failure to appreciate the efforts of blood donors
- Impression that blood is being mis-utilized



# Why donors donate again

- Good habit
- Altruism
- Sense of self satisfaction
- Record purpose
- On regular call
- Non-availability- Rare Group
- Knows the value of blood donation
- Respect and popularity
- Personal health checkup



# Retention of blood donors

- To maintain a donor base recruitment of new donors and retention of the old are absolutely essential

- *Role of BTS is very important*

- ✓ Appreciation / thanks letters
- ✓ Birth day greeting cards
- ✓ Special badges for regular donations

- *Environment of blood donation center*

- ✓ Clean, pleasant environment
- ✓ Courteous, efficient, trained staff

- *Assurance of total confidentiality*

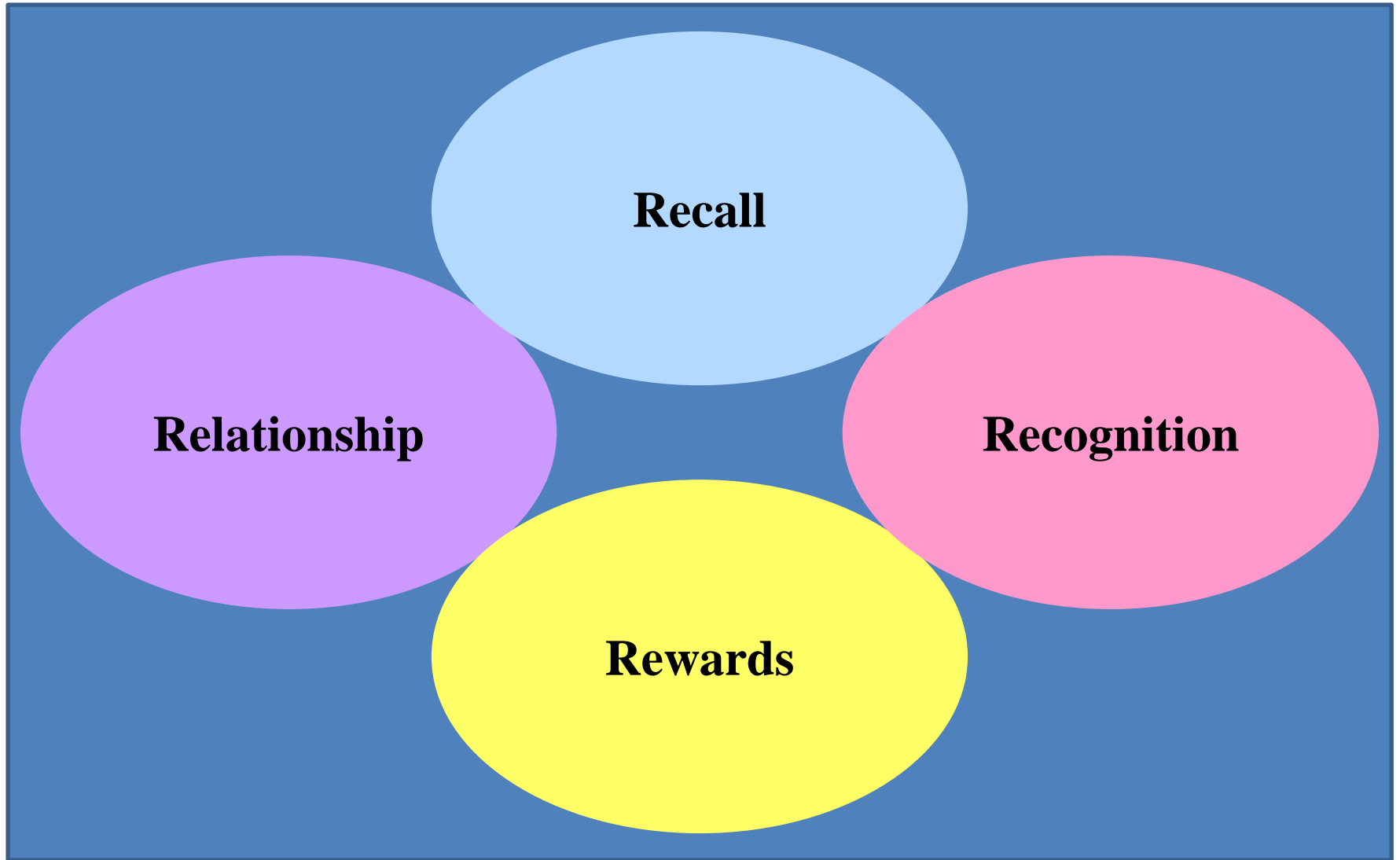


# Measures to retain donors

- Foster good relationship
- Absolute confidentiality of records
- Ensure donation is good experience
- Keep donors informed & involved
- Encourage innovative ideas from donors
- Follow up of temporary and lapsed deferral
- The experience at the BTS holds the first and the most important key for retention (return) of a blood donor.



# Donor Retention



# Monitoring and Evaluation

Indicators of effectiveness of donor's motivation and recruitment program

- Increase in the total number of voluntary non- remunerated donors
- Increase in number of regular repeat donors
- Increase in number of organizations and/or communities involved in donor motivation



# Learning Outcome

Enabled with knowledge and skills to recruit, retain and recall the donor in order to maintain and increase the donor base.



NACO website: [www.naco.gov.in](http://www.naco.gov.in)

