

# A life course perspective on blood donation

The influence of life events on the donor career

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## Specific form of prosocial behaviour

- Voluntary
- Non-remunerated
- Anonymous
- Benefits the recipient at your cost (time, pain, blood)



(2017) *Blood Transfusion* 15(5), 382-397 **REVIEW**

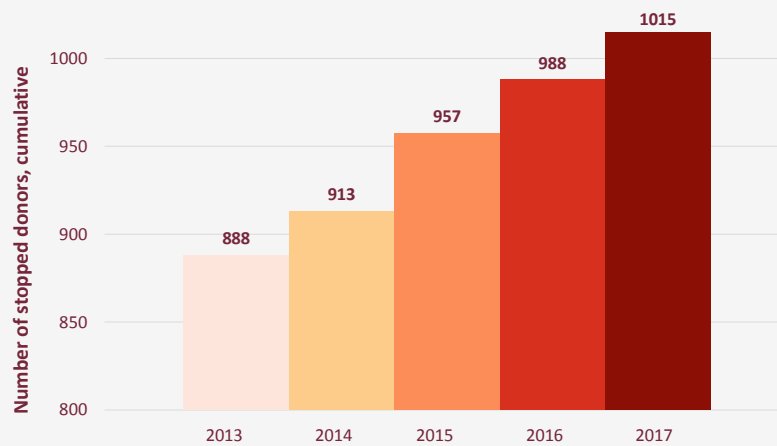
### Individual, contextual and network characteristics of blood donors and non-donors: a systematic review of recent literature

T.W. Piersma, R. Bekkers, E.F. Klinkenberg, W.L.A.M. de Kort, E.-M. Merz

- Helping others
- Need for blood
- Warm-glow
- Feelings of moral responsibility
- Influence of friends/family
- Convenient donation location



### Blood donor lapse Medical & non-medical reasons



Source: Sanquin register data 2013-2017 (eProgesa)



## Influence of life events on blood donor lapse

Life event

Blood donor lapse

- Childbirth
- Serious disease
- Blood transfusion
- Death
- Starting job
- Losing job



## Influence of life events on blood donor lapse

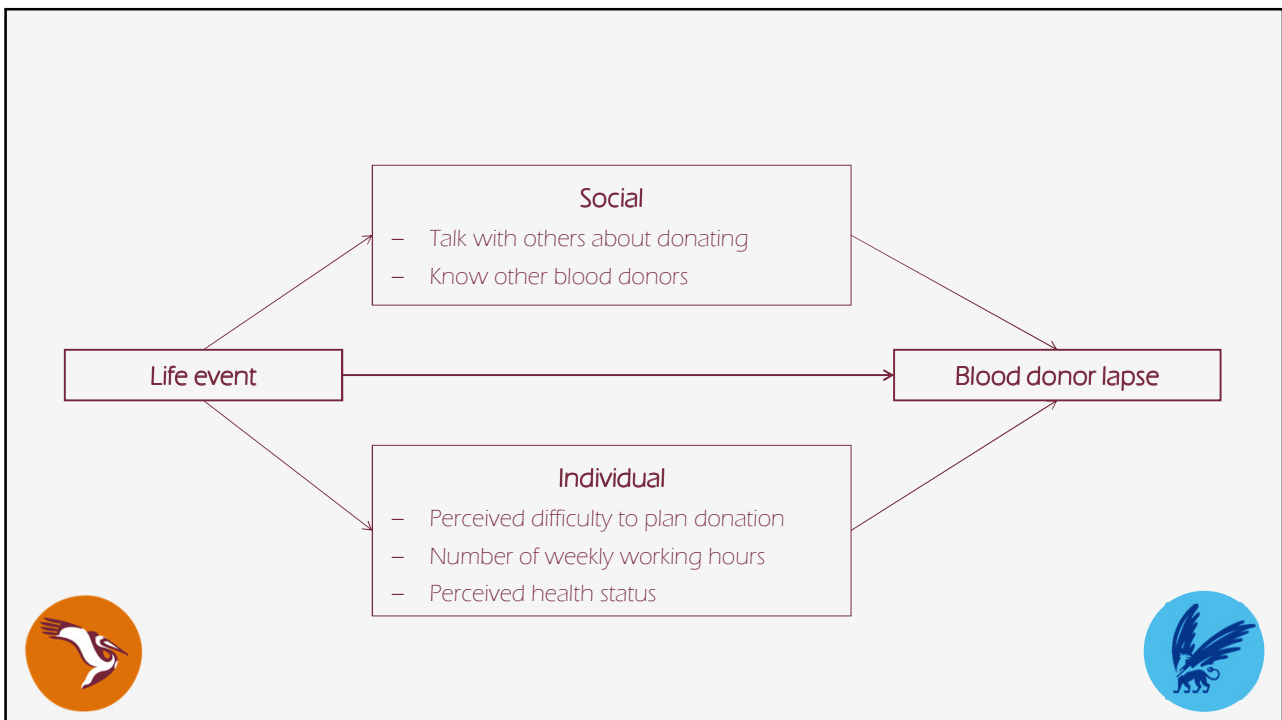
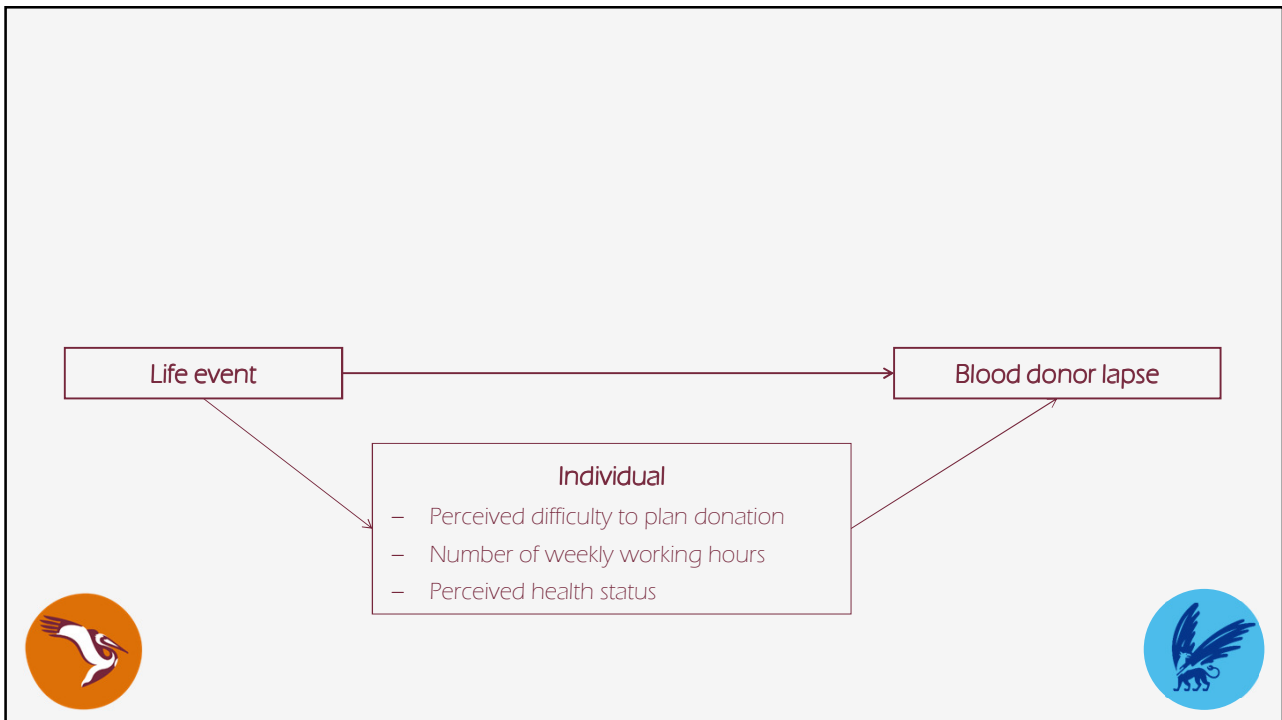
Life event

?

Blood donor lapse

- Childbirth
- Serious disease
- Blood transfusion
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- Starting job
- Losing job







## Data & Methods

DIS I & DIS II: demographic information, motivations, life events

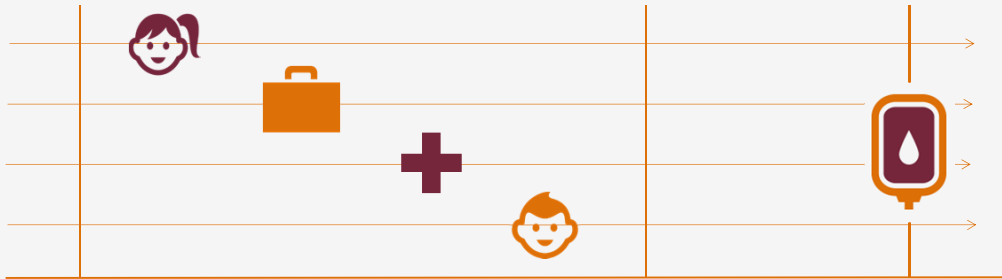
2007-2014; n = 20,560

## Data & Methods

DIS I & DIS II: demographic information, motivations, life events



2007-2014; n = 20,560



DIS I  
2007-2009

DIS II  
2013-2014

Lapsed?  
2015-2016

## Results

	Model A			Model B			Sobel test	
	B	SE	OR (95% CI)	B	SE	OR (95% CI)	Med.	$\rho$
<b>Childbirth</b>	0.58***	0.06	1.79 (1.60-2.01)	0.48***	0.06	1.62 (1.44-1.83)		
Perceived difficulty to plan donation				0.57***	0.02	1.77 (1.70-1.85)	17%	< .000



## Results

	Model A			Model B			Sobel test	
	B	SE	OR (95% CI)	B	SE	OR (95% CI)	Med.	$\rho$
<b>Transfusion</b>	-0.12*	0.06	0.89 (0.79-0.98)	-0.12*	0.06	0.89 (0.79-0.98)		
Talk about donating				0.04	0.04	1.04 (0.97-1.11)	-	.491
Know other donors				-0.26***	0.04	0.77 (0.72-0.83)	-	.174



## Results

	Model A			Model B			Sobel test	
	B	SE	OR (95% CI)	B	SE	OR (95% CI)	Med.	$\rho$
Death	-0.11*	0.04	0.90 (0.82-0.98)	-0.11*	0.04	0.89 (0.82-0.98)		
Talk about donating				0.05	0.04	1.05 (0.98-1.13)	-	.946
Know other donors				-0.27***	0.04	0.77 (0.71-0.83)	-	.905



## Results

	Model A			Model B			Sobel test	
	B	SE	OR (95% CI)	B	SE	OR (95% CI)	Med.	$\rho$
Serious disease	0.01	0.03	1.01 (0.94-1.08)	-	-	-	-	-



## Results

	Model A			Model B			Sobel test	
	B	SE	OR (95% CI)	B	SE	OR (95% CI)	Med.	$\rho$
<b>Starting job</b>	0.45**	0.17	1.57 (1.12-2.20)	0.08	0.28	1.08 (0.62-1.88)		
Weekly working hours				0.02	0.01	1.02 (1.00-1.04)	-	.076



## Results

	Model A			Model B			Sobel test	
	B	SE	OR (95% CI)	B	SE	OR (95% CI)	Med.	$\rho$
<b>Losing job</b>	0.45***	0.10	1.57 (1.30-1.89)	0.26***	0.10	1.44 (1.19-1.74)		
Perceived health-status				0.37***	0.03	1.45 (1.36-1.54)	42%	< .000
Know other donors				-0.25***	0.05	0.78 (0.71-0.85)	2%	< .01
Talk about donation				-0.10**	0.04	0.88 (0.81-0.96)	-	.051





## Conclusion

- Life events have an influence on the blood donor career



Childbirth, starting a job and losing a job



Blood transfusion for family member, death of family member



Some evidence for the 'integrated theory of volunteering'

What's next?



## What's next # 1 Theory

- Explaining factors? Culture and context?
- Replication of findings: cross-country differences using SCANDAT



## What's next #2

### Intervention: donor retention

“Did you know that...  
the closest donation centre is  
only **1** kilometre away?”

“Did you know that...  
donating blood takes only  
**30** minutes of your time?”



### Folders



## Many thanks to

### Eva-Maria Merz

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### Wim de Kort

Social Medicine, Amsterdam Medical Centre



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