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)
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

Number of stopped donors, cumulative

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>888</td>
<td>913</td>
<td>957</td>
<td>988</td>
<td>1015</td>
</tr>
</tbody>
</table>

Source: Sanquin register data 2013-2017 (eProgesa)
Influence of life events on blood donor lapse

- Childbirth
- Serious disease
- Blood transfusion
- Death
- Starting job
- Losing job
Individual
- Perceived difficulty to plan donation
- Number of weekly working hours
- Perceived health status

Social
- Talk with others about donating
- Know other blood donors

Individual
- Perceived difficulty to plan donation
- Number of weekly working hours
- Perceived health status
Data & Methods

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

2007-2014; n = 20,560
### Results

<table>
<thead>
<tr>
<th></th>
<th>Model A</th>
<th>Model B</th>
<th>Sobel test</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>SE</td>
<td>OR (95% CI)</td>
</tr>
<tr>
<td><strong>Childbirth</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived difficulty to</td>
<td>0.58***</td>
<td>0.06</td>
<td>1.79 (1.60-2.01)</td>
</tr>
<tr>
<td>plan donation</td>
<td></td>
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</tr>
<tr>
<td><strong>Transfusion</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Talk about donating</td>
<td>-0.12*</td>
<td>0.06</td>
<td>0.89 (0.79-0.98)</td>
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<tr>
<td>Know other donors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-0.26***</td>
<td>0.04</td>
<td>0.77 (0.72-0.83)</td>
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<td>OR (95% CI)</td>
<td>B</td>
<td>SE</td>
<td>OR (95% CI)</td>
</tr>
<tr>
<td>Death</td>
<td>-0.11*</td>
<td>0.04</td>
<td>0.90 (0.82-0.98)</td>
<td>-0.11*</td>
<td>0.04</td>
<td>0.89 (0.82-0.98)</td>
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<td>0.05</td>
<td>0.04</td>
<td>1.05 (0.98-1.13)</td>
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<tr>
<td>Know other donors</td>
<td>-0.27***</td>
<td>0.04</td>
<td>0.77 (0.71-0.83)</td>
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<td>OR (95% CI)</td>
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<td>SE</td>
<td>OR (95% CI)</td>
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<tr>
<td>Serious disease</td>
<td>0.01</td>
<td>0.03</td>
<td>1.01 (0.94-1.08)</td>
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</table>
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<td>SE</td>
<td>OR (95% CI)</td>
<td>B</td>
<td>SE</td>
</tr>
<tr>
<td>Starting job</td>
<td></td>
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<tr>
<td>Weekly working</td>
<td>0.45**</td>
<td>0.17</td>
<td>1.57 (1.12-2.20)</td>
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<td></td>
<td></td>
<td>0.02</td>
<td>0.01</td>
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<tr>
<td>Losing job</td>
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<tr>
<td>Perceived health-</td>
<td>0.45***</td>
<td>0.10</td>
<td>1.57 (1.30-1.89)</td>
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<td>0.10</td>
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<td>Talk about donation</td>
<td></td>
<td></td>
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<td>-0.10**</td>
<td>0.04</td>
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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?”

Many thanks to

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René Bekkers
Centre for Philanthropic Studies & Sociology, VU Amsterdam

Wim de Kort
Social Medicine, Amsterdam Medical Centre

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