

Motivators & Barriers: A Survey Analysis of Repeat Blood Donors vs. Non-blood donors

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Data Origins

■ South African National Blood Service (SANBS) survey administered by Topline Research Solutions

- Repeat donors
- Lapsed donors
- Non-donors

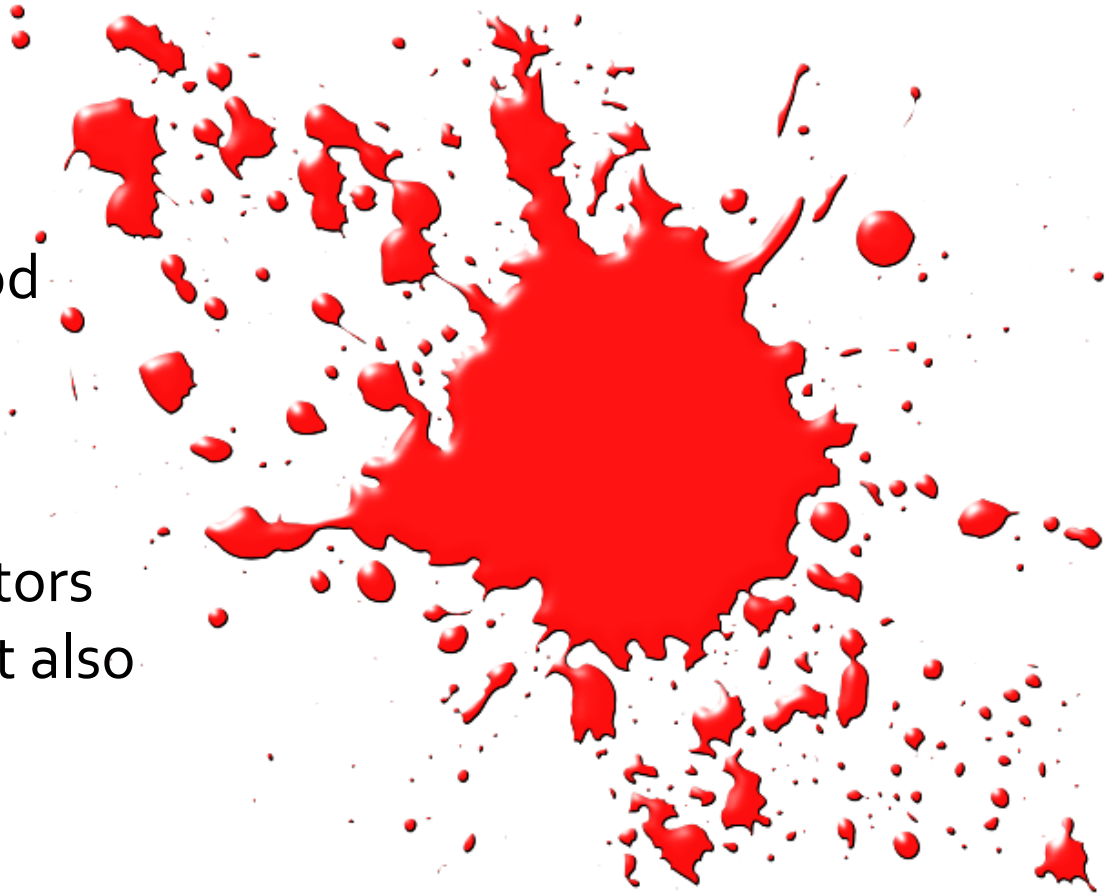
■ Data collected

- Demographics
 - Age group, Education, Employment, Personal Income, Sex, Marital Status, Household items, Languages
- Blood-donation Questions
 - Motivators (18)
 - Barriers (19)



What We Hope to Learn

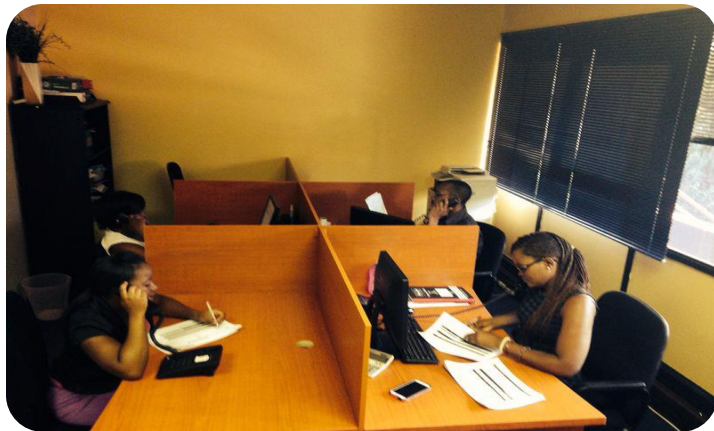
- What motivates a repeat blood donor?
 - **Motivators**
 - Barriers
- What deters a non-blood donor?
 - Motivators
 - **Barriers**
- Are there any other factors (i.e. demographics) that also influence donor type status?



How the Data Was Won

REPEAT DONORS

- Telephonic pen and paper interview
- From a universe of 8,888 names, every 9th person was sampled
- $N = 1000$



NON-DONORS

- Respondents drawn at random from household (every third house) within SANBS Zones.
- Face to face pen and paper interview.
- $N = 1000$



Statistical Methods

- Proportional test (chi-square)
 - Compare baseline characteristics
- Multivariable logistic regression
 - Backwards selection
 - Variable of Interest
 - Donor type
 - Repeat Donors
 - Non-donors
 - Predictor variables
 - Survey Questions
 - Motivators (1st model)
 - Barriers (2nd model)
 - Demographics



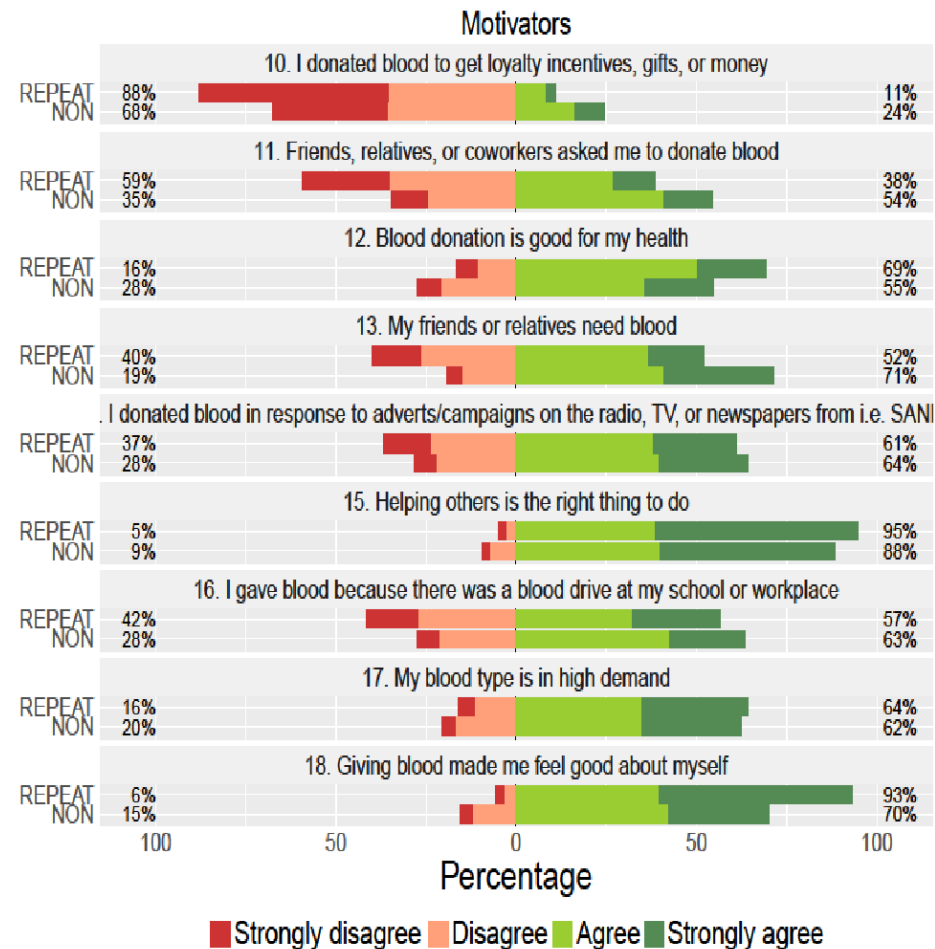
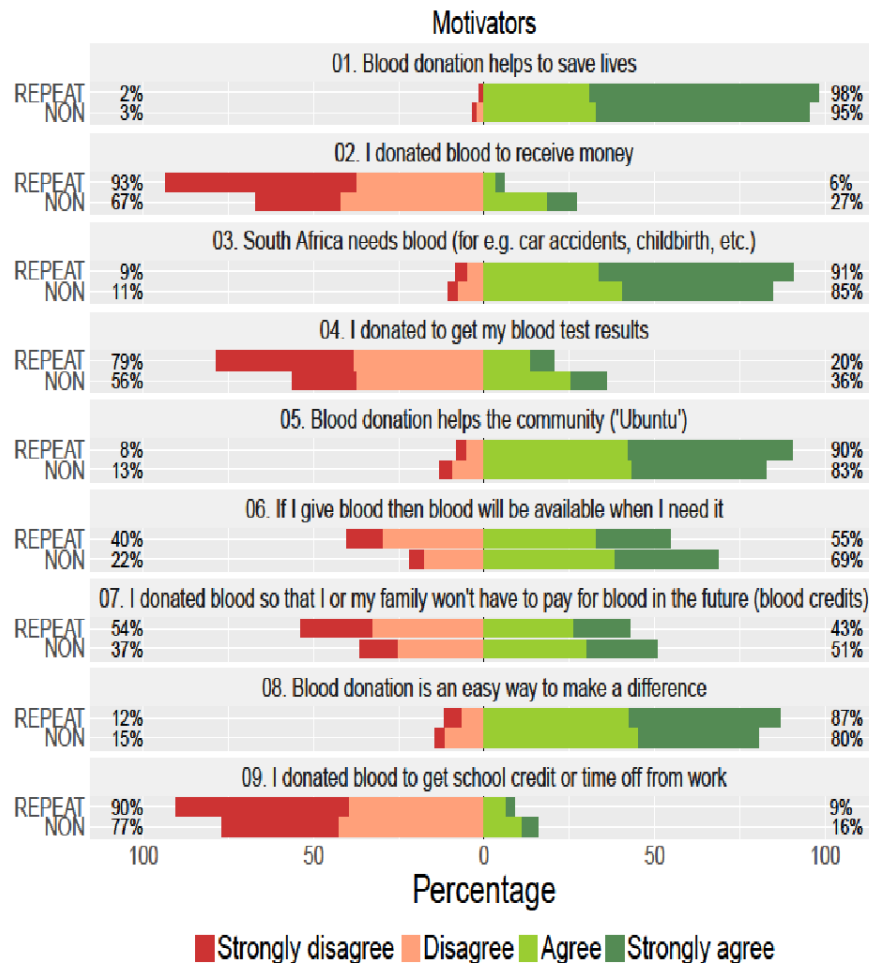
Baseline Characteristics

Table 1: Donor demographics for repeat and non -donors.

Donor Demographics	Repeat donors		Non -donors		p-value
	N	%	N	%	
Total	1000		1000		
Gender					
Males	621	62.2	477	47.7	<.001
Females	377	37.8	523	52.3	
Age (Years)					
18 – 20	216	21.6	193	19.3	.161
21 – 24	265	26.5	306	30.6	
25 – 30	324	32.4	301	30.1	
31 – 35	195	19.5	200	20.0	
Marital Status					
Married	169	16.9	139	13.9	.063
Single	831	83.1	861	86.1	
Education					
Secondary or lower	564	56.4	729	72.9	<.001
Diploma/further education	303	30.3	204	20.4	
Degree/Post -graduate	124	12.4	64	6.4	
Refused	9	.9	3	.3	
Personal Income					
No Income	372	37.2	463	46.3	<.001
R1 – 5,000	182	18.2	290	29.0	
R5,001 – 10,000	127	12.7	71	7.1	
>R 10,000	182	18.2	59	5.9	
Refused /Don't Know	137	13.7	117	11.7	
Employment					
Don't know *	21	2.1	20	2.0	<.001
Student/scholar	323	32.3	329	32.9	
Informal *	96	9.6	152	15.2	
Formal employment	423	42.3	300	30.0	
Unemployed*	137	13.7	199	19.9	

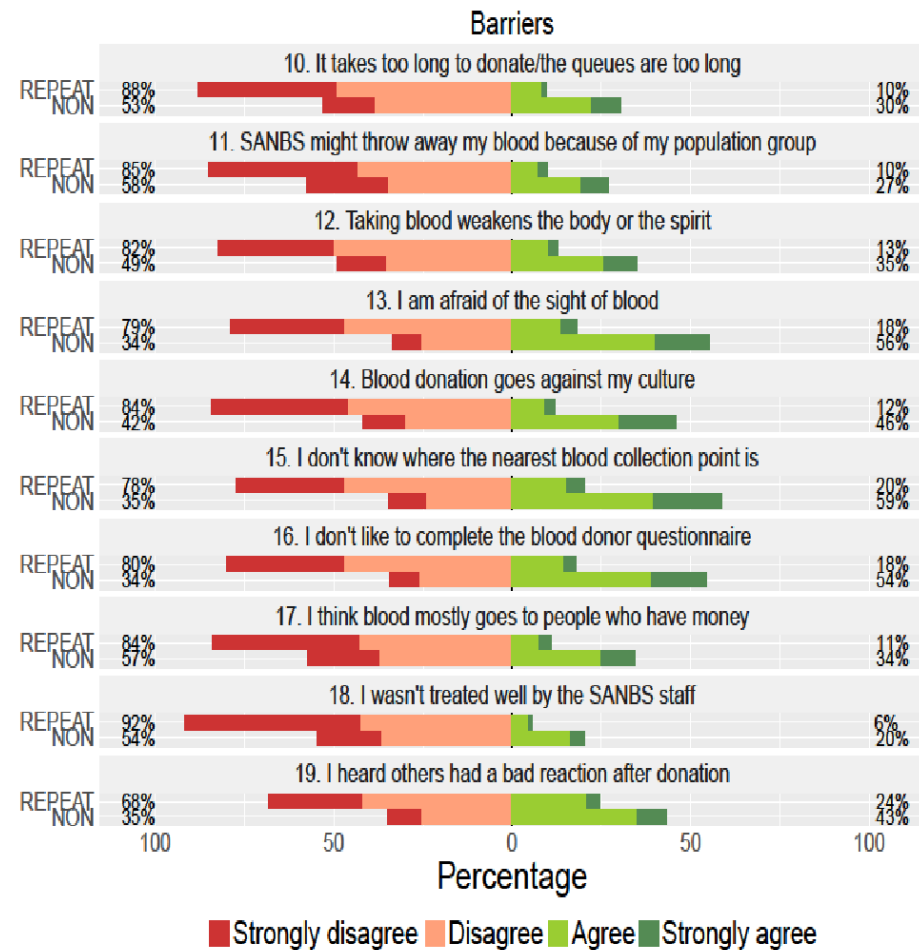
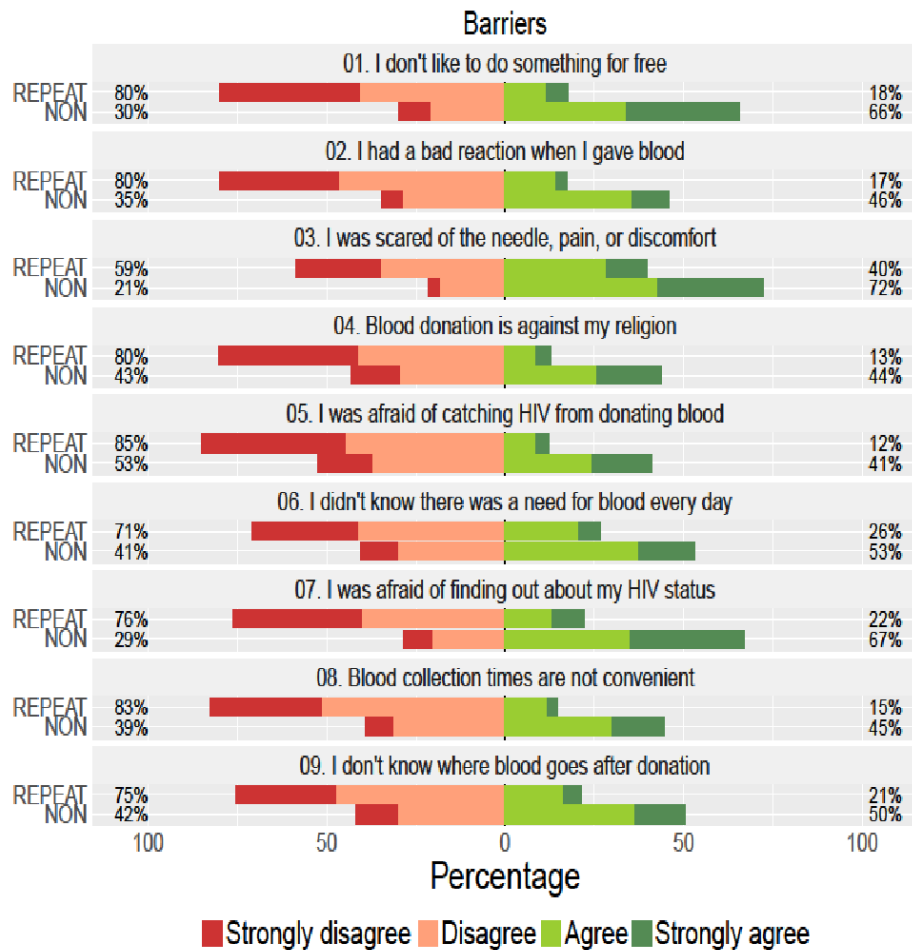


Results: Motivational Statements



- "Don't Know" responses excluded from bar plots

Results: Barrier Statements



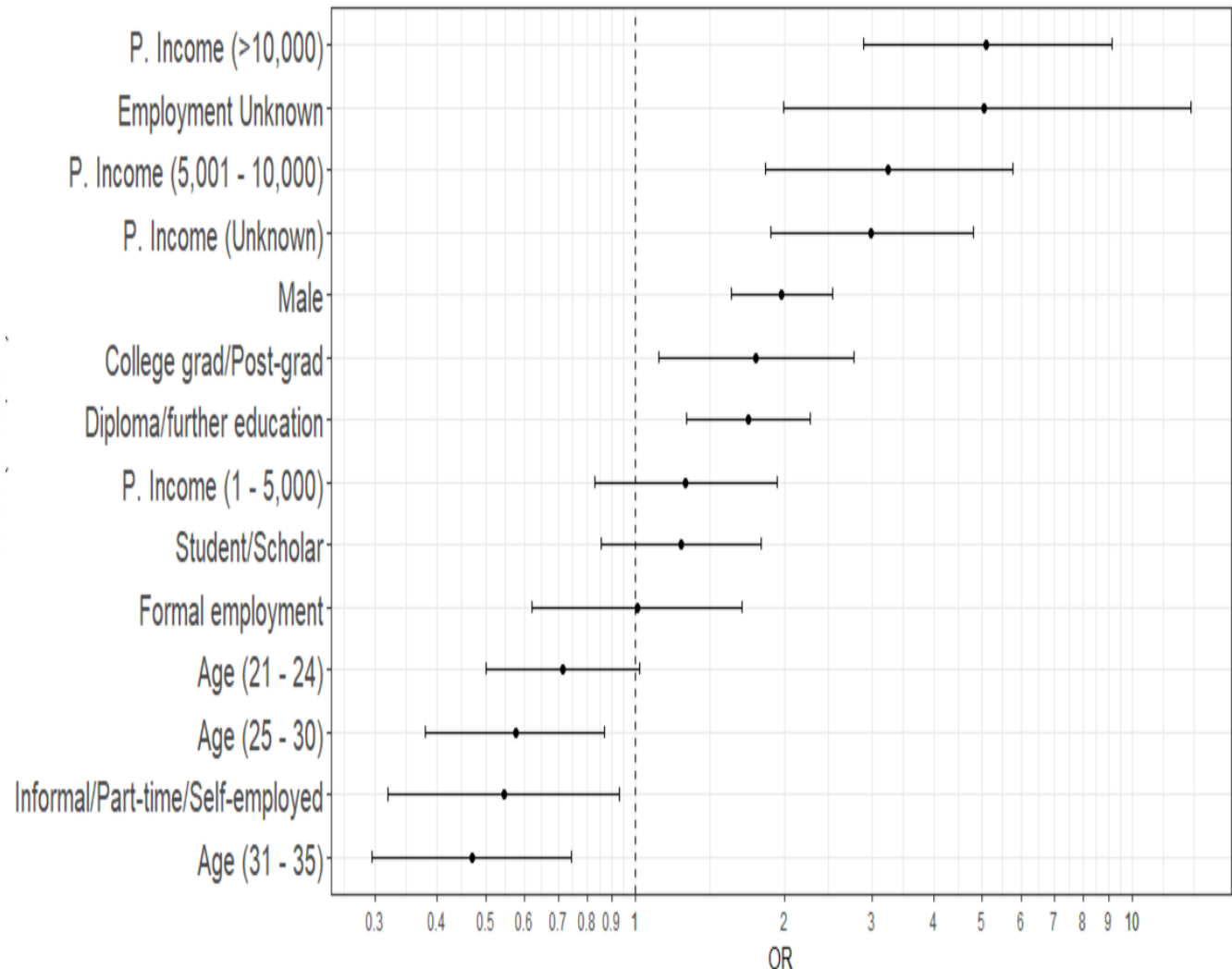
- “Don't Know” responses excluded from bar plots

Odds Ratios: Risk Factors for Repeat and Non-Donors



Repeat donors vs. Non-donors

- Reference variables:
 - No Income
 - Unemployed
 - Female
 - Secondary or lower
 - Age 18 – 20
- OR = 1 is no effect
- OR >1 is higher odds
- OR <1 is lower odds
- 14 observations excluded from analysis

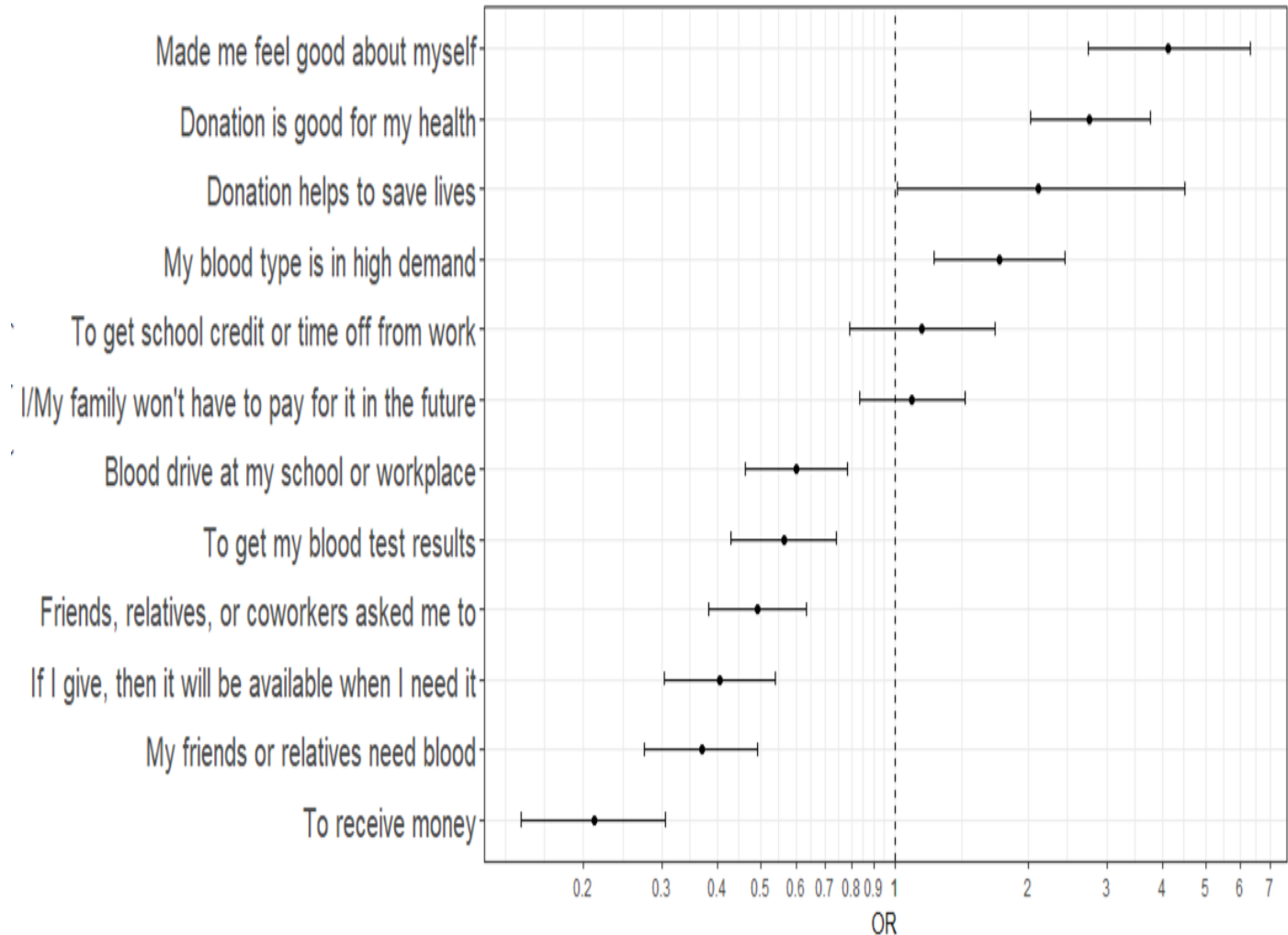


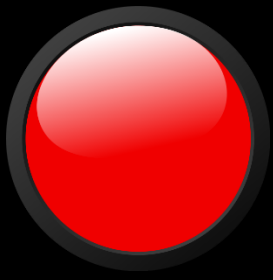


Odds Ratios: Motivators

★ Repeat donors vs. Non-donors

- Agree vs. Disagree
- OR = 1 is no effect
- OR >1 is higher odds
- OR <1 is lower odds
- “Don’t Know” response excluded from plot



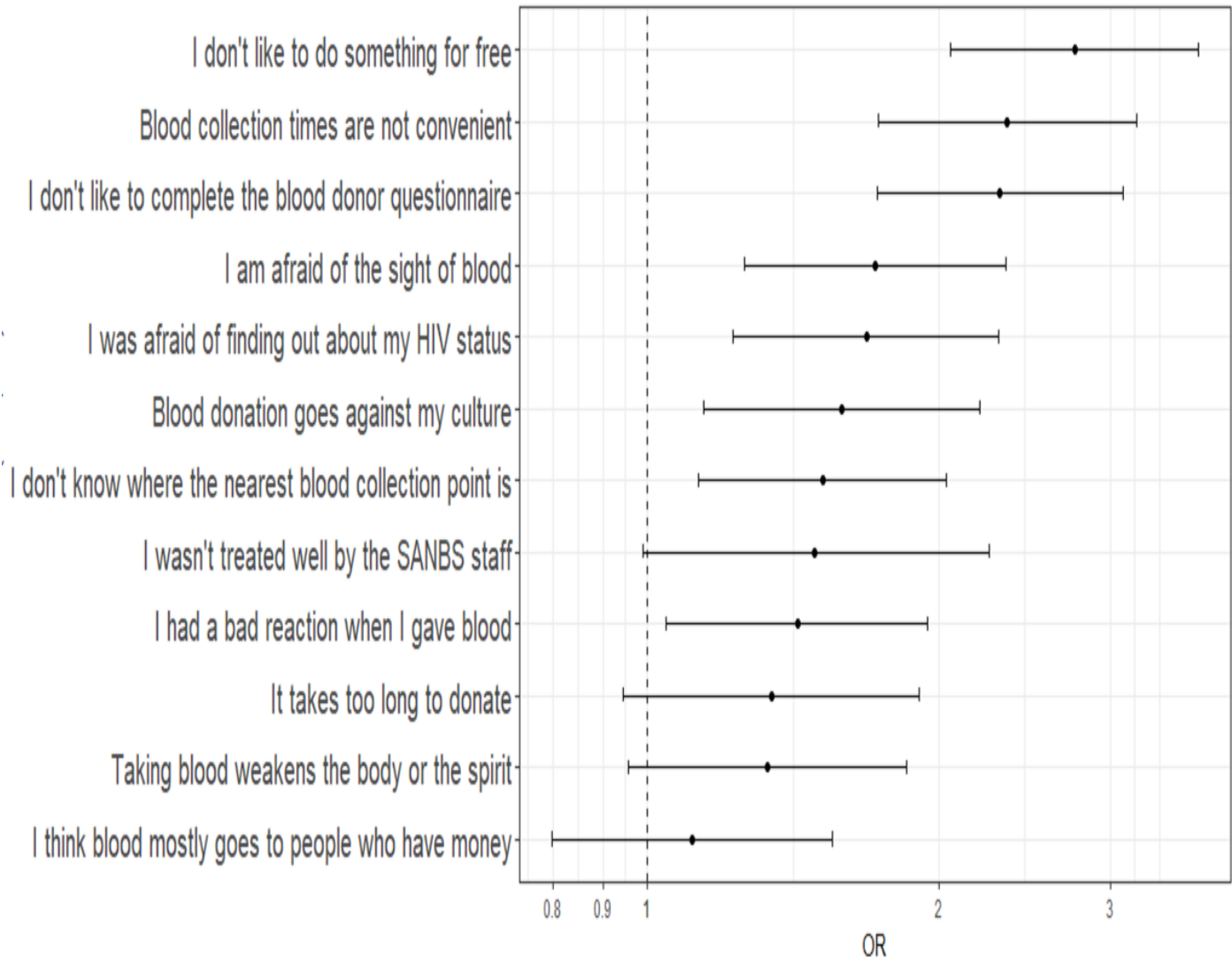


Odds Ratios: Barriers



Non-donors vs Repeat donors

- **Agree vs. Disagree**
- OR = 1 is no effect
- OR > 1 is higher odds
- OR < 1 is lower odds
- “Don’t Know” response excluded from plot



What We Learned: Repeat Blood Donors

■ What motivates them?

- Feeling good from donating
- They believe they are helping to save lives
- Perceived health benefits
- Consider their blood in high demand



■ What doesn't motivate them?

- Money
- Helping friends and family specifically
- Reciprocation
- Peer pressure
- Getting blood test results
- Convenience of blood center location

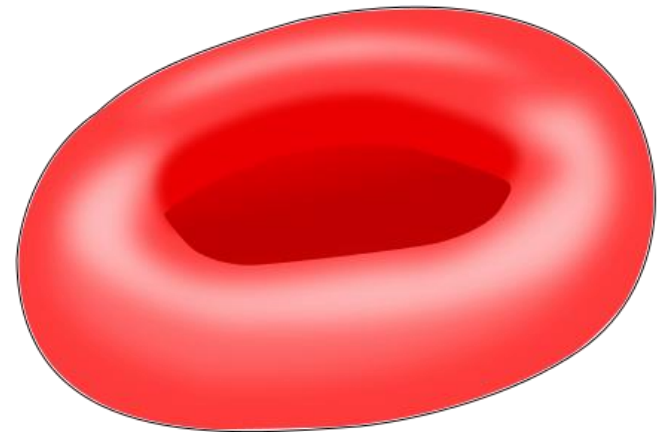
What We Learned: Non-blood donors

■ What deters them?

- Not receiving monetary payment
- Inconvenient blood collection times
- Taking the blood test questionnaire
- Seeing blood
- Finding out they have HIV
- Cultural beliefs
- Ignorant of where to donate
- Not treated well by the SANBS staff
- Bad reaction to donating blood

■ What doesn't deter them?

- Still unknown



Limitations and Future Research

- This survey cannot answer the question of whether one is born a repeat donor or becomes one
- The “don’t know” responses were left out and their inclusion could affect the analysis
- Analyze other questions within this survey
 - What could make/What made you to want to donate?
 - How likely are you to donate this next year?
- Ordinal regression on Likert scale
 - Rank responses from “strongly disagree” to “strongly agree” as (1 – 4)



Acknowledgements

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∞ The end ∞