PP 83. Increasing collections and donor retention among black donors by adjusting tele-recruiting strategy.

Maryke Harris

1 - SANBS

Background
In 2015, SANBS collected 31% of blood from black donors against a target of 30%. The Eastern Cape collected 26% from black donors with Port Elizabeth and East London recording 15% and 44% respectively. Black donors showed poor return behavior with a donation frequency of 1.82 compared to a much higher frequency of 2.4 in white donors.

The donation frequency in black donors also varied with group O being much higher at 2.03 compared to group A at 1.86. Routinely, group A donors are excluded from tele-recruiting nationally due to the likelihood of over-collection for group A blood demand.

The hypothesis was that the inclusion of group A black donors in tele-recruitment will increase blood collections and donation frequency within this population group.

Method
In addition to routine tele-recruitment of all group O donors, group A black donors were added to daily telephonic recruitment. The inclusion of group A black donors applied to all donor centres and mobiles in the Eastern Cape from 1 May 2016.

Calling was prioritized depending on calling volumes, with the emphasis on the inclusion of active group A black donors. Lapsed donors were rarely included due to a known lower hit rate. This risk of over-collecting group A were managed by daily blood stock monitoring.

Results
The donation frequency of repeat group A black donors in the Eastern Cape increased from 1.79 to 1.88 in the 9 months after implementation. Port Elizabeth showed the best improvement with a 0.08 increase while East London improved by 0.03 for the specific 9 months. The number of donations from repeat donors increased by 11% over the 9 month period.

The difference in frequency between black group O and group A donors reduced from 0.15 over the 9 months in 2015 to 0.03 for 2016. The donation frequency in the rejoin group increased by 0.04.

Although an increase in total group A expiries were noted from 0.02% to 0.04% after implementation, periodical national group A shortages was experienced, during the implementation period.

Discussion
This study resulted in 11% additional units from repeat group A black donors. Statistically, blood from repeat donors is safer compared to blood from re-join or new donors and therefore more specialized products can be produced from this group such as pooled platelets or pediatric units.

The difference in donation frequency between group A and O black donors was reduced due to both groups being included in tele-recruiting.

The donation frequency in rejoin donors showed an increase of 0.04 which is promising considering the low hit rate and calling priority in lapsed donors.

The likelihood of over collecting group A blood remains a very low risk and can be managed with daily blood stock monitoring.

Conclusion
Including group A black donors in tele-recruiting in areas where is a need to grow the black donor base will assist SANBS to achieve its strategic objective to increase donations from black donors. This can be achieved without requiring additional resources.