



SITUATION OF BLOOD DONOR MOTIVATION IN VIETNAM AND POTENTIAL IN PLASMA DONOR RECRUITMENT

IPFA 4th Asia Workshop on Plasma Quality and Supply

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Hanoi, 14 March 2019



Our story in memory, early 1990s

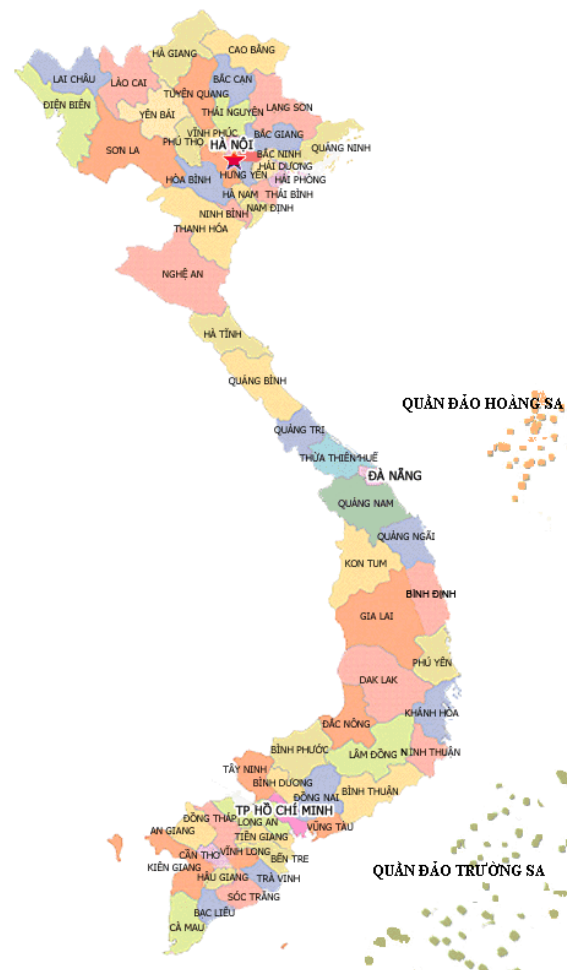
- Lack of blood
- Paid donor
- Glass bottle
- Poor quality
- Negative behavior

⇒ POOR BLOOD SERVICE



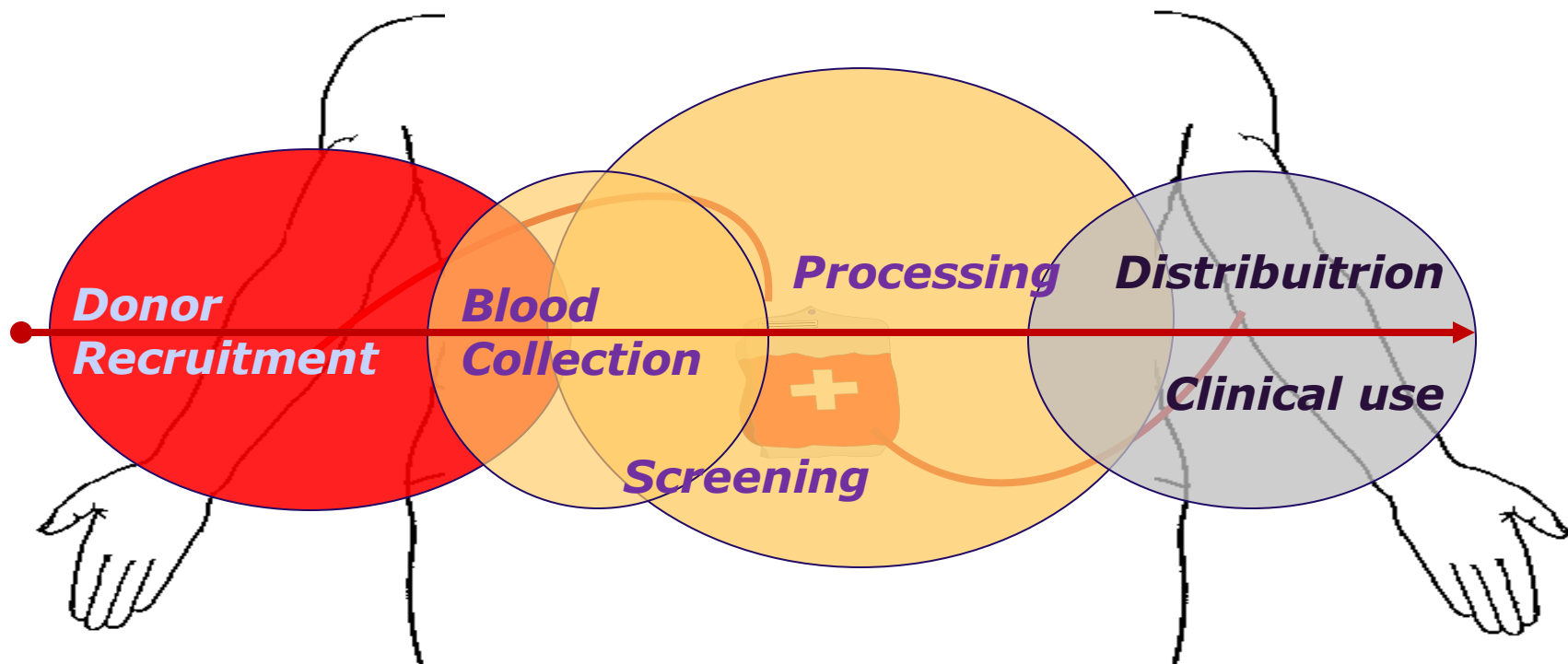
Blood service in Vietnam – 1990s

- A lot of blood establishments:
National, Provincial, District level
- Almost were hospital-based blood banks
- Old facilities and equipment, unqualified staff, poor quality management e.g.
- Whole blood use



⇒ HOW DID WE IMPROVE OUR SERVICE?

Restructuring and centralization of BTS



**Education
Communication
Campaign
Donor service**

**Quality
improvement:
technical,
equipment,
training...**

**Training
Service**

Centralizing blood service

- ✓ 1 National Blood Center (NIHBT – in Hanoi)
- ✓ 4 Regional Blood Centers
- ✓ 10 provincial Blood Centers
- ✓ 60 hospital blood banks (hematology and blood transfusion dept.)
- ✓ 1 Red Cross Blood Donation Center



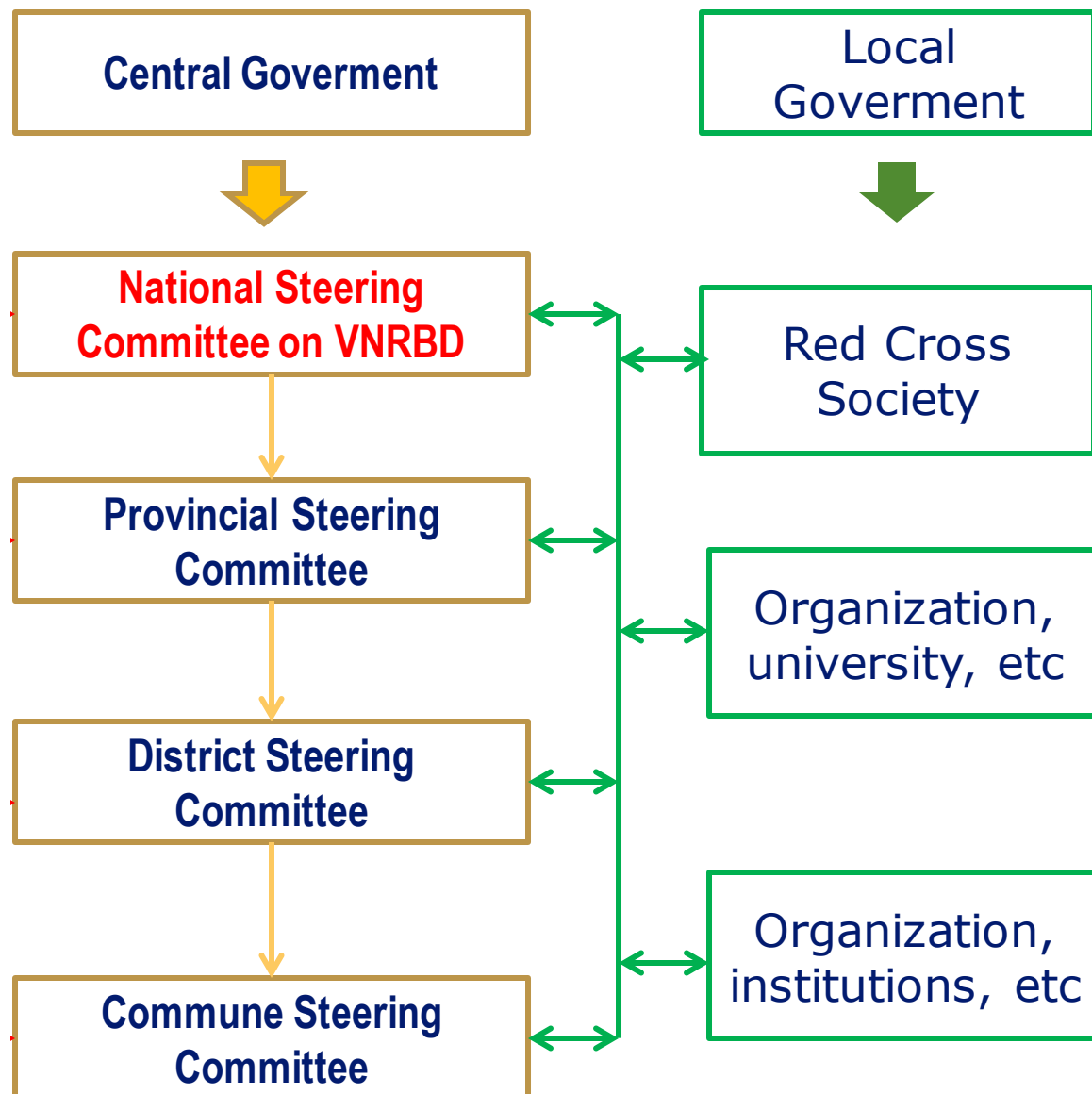
Competence of blood establishments (2016)

No	Blood collection by establishments (units/day)	No of blood establishments
1	< 1	28
2	1 to < 10	21
3	10 to < 45	23
4	45 to < 85	5
5	85 to < 160	7
6	160 to < 550 (60,000 – 200,000 units/year)	2
7	≥ 500 (> 200,000 units/year)	2
	Total	83

In 2016

- 4 regional BCs collected >50,000 blood units per year - 693,360 units (63% nationwide);
- 72 blood establishments collected < 45 blood units per day;
- 26 blood establishments collected platelets apheresis.

Partnership in voluntary blood donor promotion



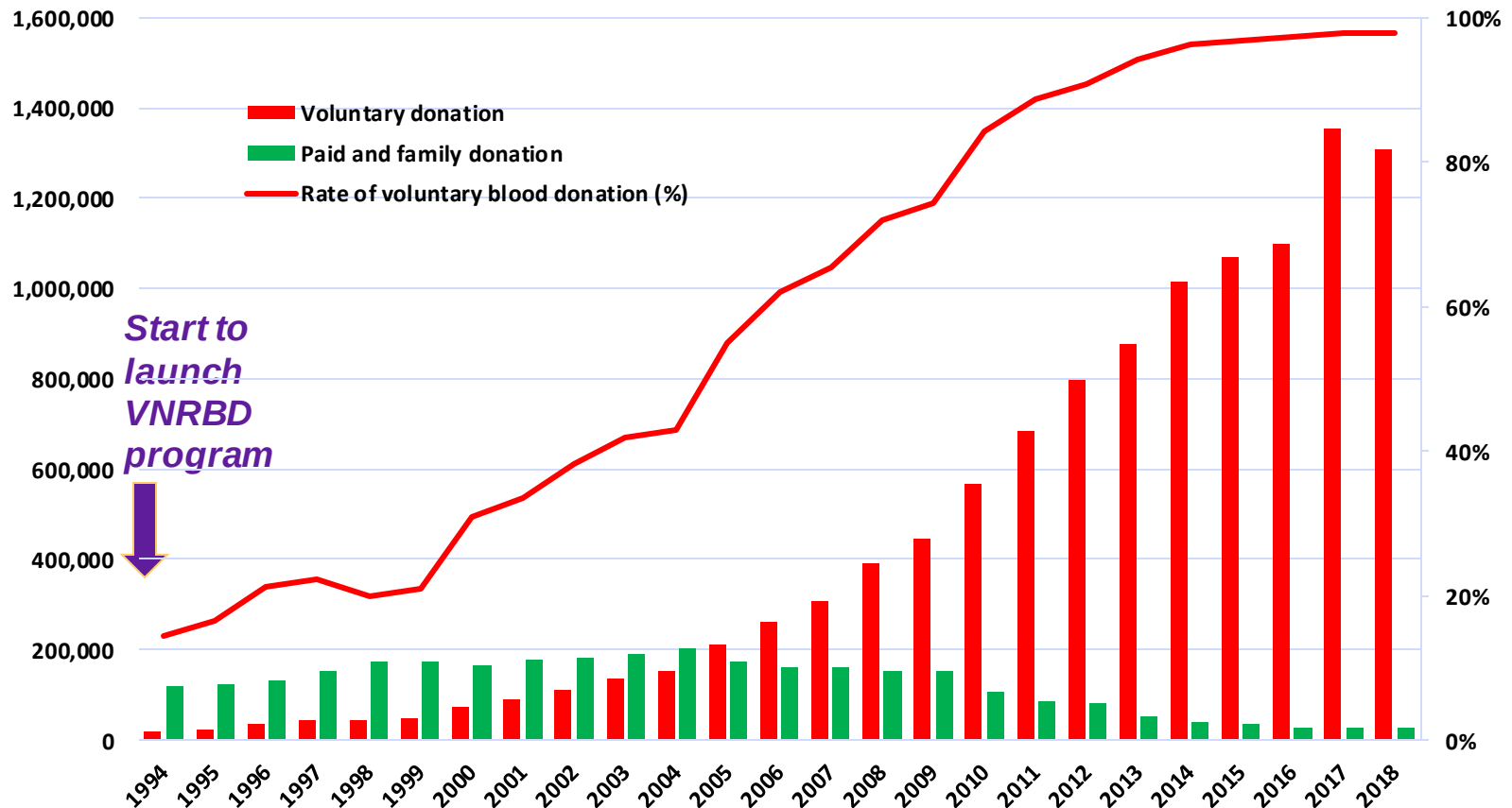
Main activities in donor promotion

- 🔥 National blood donation day, issued by MOH, Jan 6th, 1995
- 🔥 National blood donation day, decision by Prime Minister, April 7th, 2000
- 🔥 National meeting on VNRD, annually
- 🔥 Establishment of National Steering Committee on VNRBD (2008)

Result of blood collection 1994-2018

(whole country)

➤ **By 2020: 2% of population, 100% VNRBD**

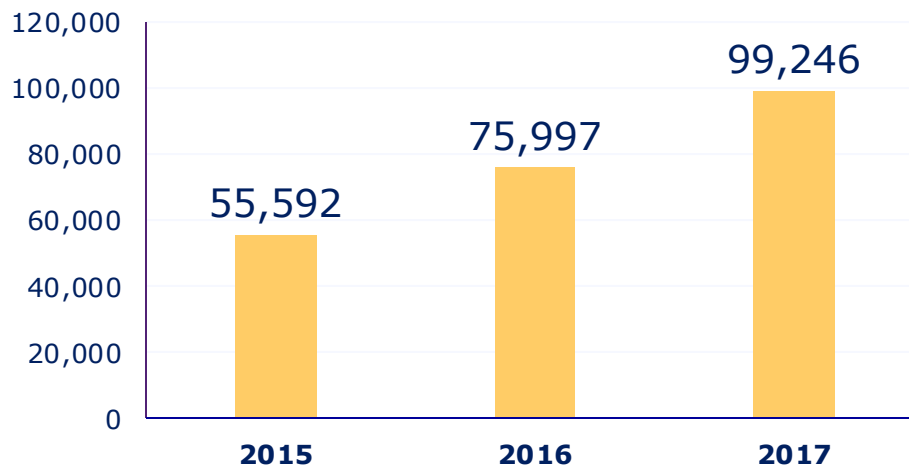


In 2018, Vietnam collected 1,336,842 blood units; 97.9% from VNRBD; 1.45 blood donations / 1.000 inhabitants.

Type of whole blood donations (whole country, 2016 - 2017)

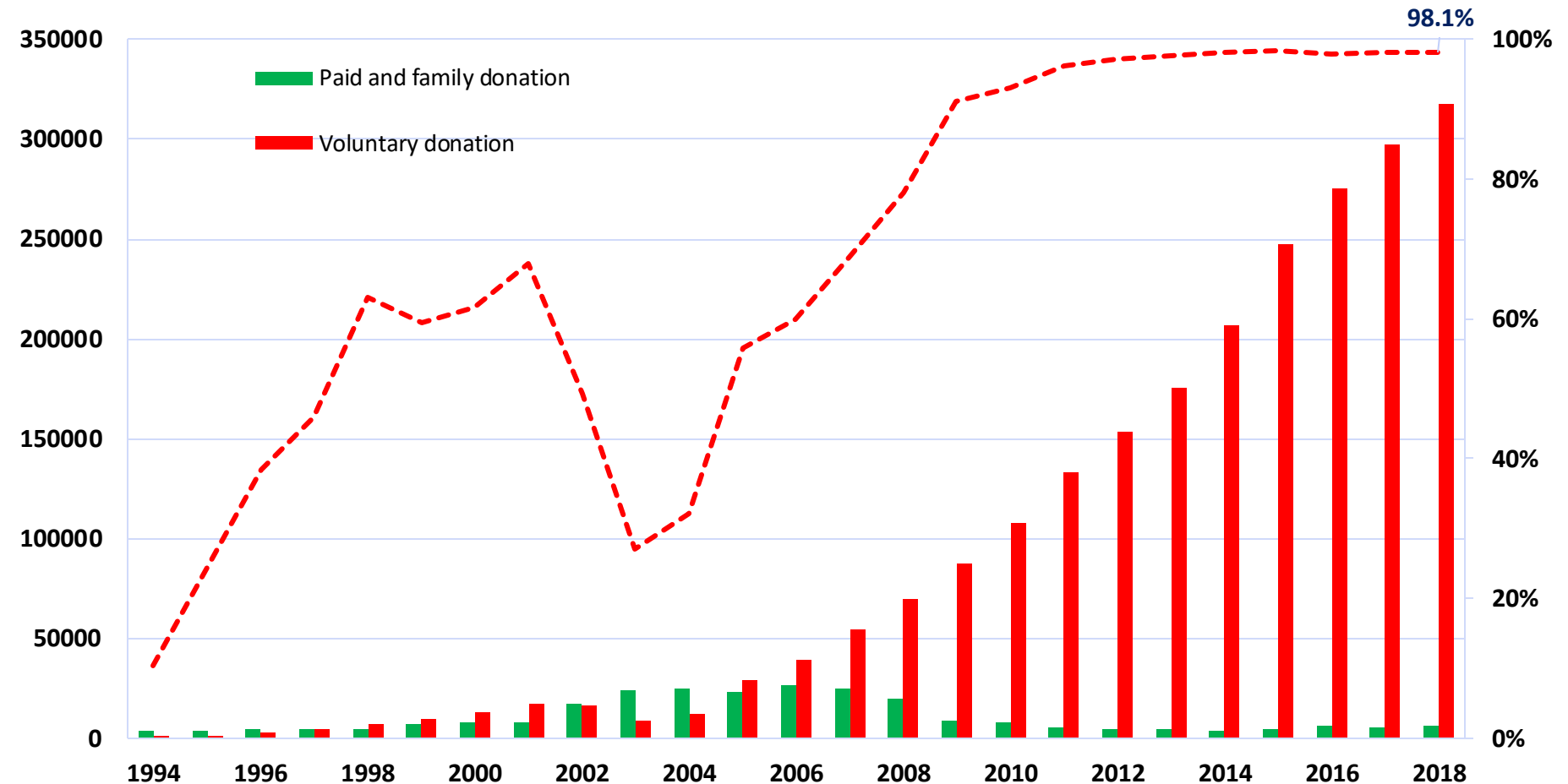
No	Type of blood donations	2016		2017	
		<i>Donations</i>	<i>%</i>	<i>Donations</i>	<i>%</i>
1	VNRBD	1,098,462	97.48	1,322,597	97.97
2	Paid donation	10,068	0.9	9,599	0.71
3	Replacement	17,963	1.5	17,666	1.31
4	Autologous donation	262	0.02	156	0.01
Total		1,126,755	100	1,350,018	100

Platelets Apheresis



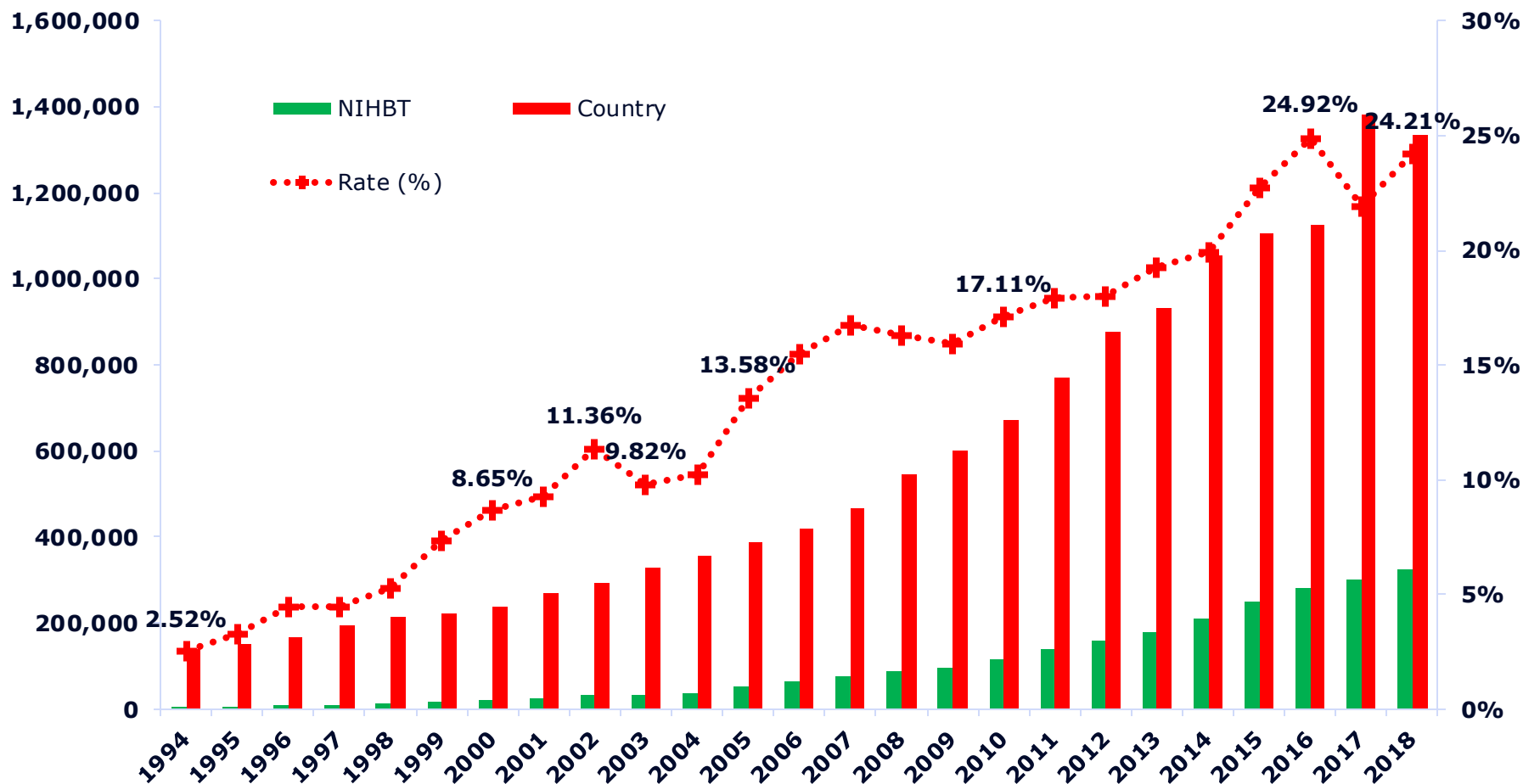
➤ Pooled platelets are still used

Blood collection at National Institute of Hematology and Blood Transfusion (NIHBT), 1994 - 2018



In 2018, NIHBT collected 323,615 blood units, 98.1% from VNRBD.

Blood collection of NIHBT vs whole country (1994 – 2018)



Some activities to increase and sustain voluntary non-remunerated blood donors

1. Donor Service and Care

- ❖ Refreshments during and after donation
 - ❖ Gift / health service
 - ❖ Certificate
 - ❖ Transportation allowance for donors
- => \$2 / donation



Some activities to increase and sustain voluntary non-remunerated blood donors

1. Donor Service and Care

- ❖ SMS after donation
- ❖ SMS, email, e-card on birthday and/or special occasions



Some activities to increase and sustain voluntary non-remunerated blood donors

1. Donor Service and Care

2. Communication

- ❖ Media and Press relations
- ❖ Press release
- ❖ Meeting
- ❖ Training



Some activities to increase and sustain voluntary non-remunerated blood donors

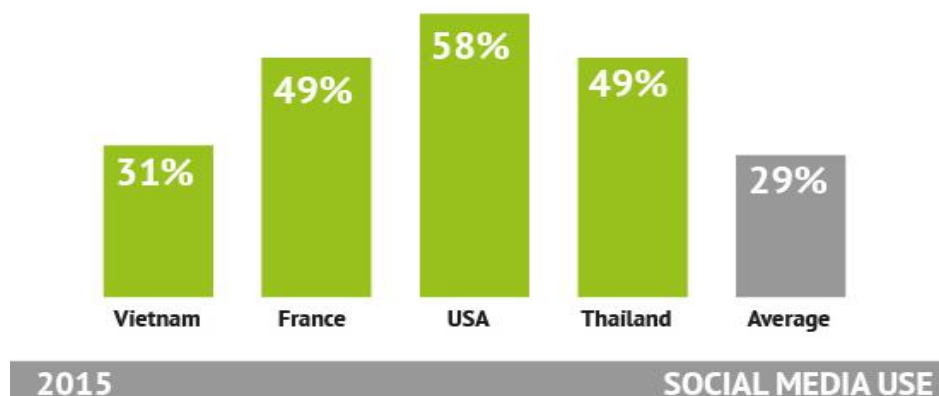
1. Donor Service and Care
2. Communication
3. Social Media

❖ Facebook

❖ Youtube

Vietnam 2015
(March): 31.3
million are
Facebook users

Active accounts on the top social network in each country compared to population



Some activities to increase and sustain voluntary non-remunerated blood donors



[Trailer] Điều gì làm bạn hạnh phúc?

ABO Viet Nam Channel

Viện Huyết học - Truyền máu Trung ương
Published by Le Thanh Hang [?] · February 18 at 8:31 PM ·

Sau Tết, lượng máu điều trị bị thiếu hụt trầm trọng. Hiện Viện Huyết học Truyền máu Trung ương chỉ còn đủ máu dự trữ cho 2-3 ngày tới.

"Bệnh của tôi cứ phải chờ vào cộng đồng, xã hội hiến máu", bệnh nhân chia sẻ.

Để khắc phục tình trạng này, Lễ hội Xuân hồng lần thứ XII – năm 2019 sẽ diễn ra liên tục trong 3 ngày 22 – 24/2/2019 tại Viện Huyết học - Truyền máu Trung ương. ... See More



GIADINH.NET.VN

Thiếu trầm trọng, máu chỉ đủ cho 2-3 ngày điều trị ở Viện huyết học lớn nhất cả nước

Performance for Your Post

142,135 People Reached

7,600 Reactions, Comments & Shares

4,643	1,078	3,565
Like	On Post	On Shares
111	83	228
Love	On Post	On Shares
30	1	29
Haha	On Post	On Shares
40	6	34
Wow	On Post	On Shares
164	88	76
Sad	On Post	On Shares
4	1	3
Angry	On Post	On Shares
1,774	295	1,479
Comments	On Post	On Shares
649	614	35
Shares	On Post	On Shares
7,252		
Post Clicks		


Viện Huyết học - Truyền máu Trung ương
 Người đăng: Le Thanh Hang [?] · 19 Tháng 8 lúc 08:26 ·

SOS KÊU GỌI HIẾN MÁU NHÓM O

Tại Hà Nội và nhiều địa phương trong cả nước, nhiều bệnh nhân cần truyền máu nhóm O đang phải mòn mỏi chờ máu.

Trung bình mỗi ngày Viện Huyết học - Truyền máu Trung ương cần khoảng 1.500 đơn vị máu để cung cấp cho nhu cầu cấp cứu và điều trị tại 180 bệnh viện ở Hà Nội và các tỉnh phía Bắc, riêng nhóm máu O phải cần tối thiểu gần 700 đơn vị máu mỗi ngày.... Xem thêm



SOS – KÊU GỌI HIẾN MÁU NHÓM O

468.258 Người được tiếp cận

22.439 Cảm xúc, Bình luận & Lượt chia sẻ

9.845	1.402	8.443
Thích	Đối với bài viết	Đối với lượt chia sẻ
995	164	831
Yêu thích	Đối với bài viết	Đối với lượt chia sẻ
95	4	91
Haha	Đối với bài viết	Đối với lượt chia sẻ
43	5	38
Wow	Đối với bài viết	Đối với lượt chia sẻ
86	51	35
Buồn	Đối với bài viết	Đối với lượt chia sẻ
19	0	19
Phẫn nộ	Đối với bài viết	Đối với lượt chia sẻ
9.155	1.243	7.912
Bình luận	Trên bài viết	Trên lượt chia sẻ
2.222	2.149	73
Lượt chia sẻ	Trên bài viết	Trên lượt chia sẻ
47.888	Số lần nhấp vào bài viết	
4.060	1.065	42.763
Lượt xem ảnh	Số lượt click vào liên	Lần nhấp khác

Some activities to increase and sustain voluntary non-remunerated blood donors

1. Donor Service and Care
2. Communication
3. Social Media
4. Blood collection

- ❖ Blood center
- ❖ Mobile (bus, site)
- ❖ Fixed sites

=> 90% by mobile collection



Some activities to increase and sustain voluntary non-remunerated blood donors

1. Donor Service and Care
2. Communication
3. Social Media
4. Blood donation method
5. Donor Club/Volunteer Club
 - ❖ Donor club
 - ❖ Young recruiter club
 - ❖ Club 25
 - ❖ Volunteer club



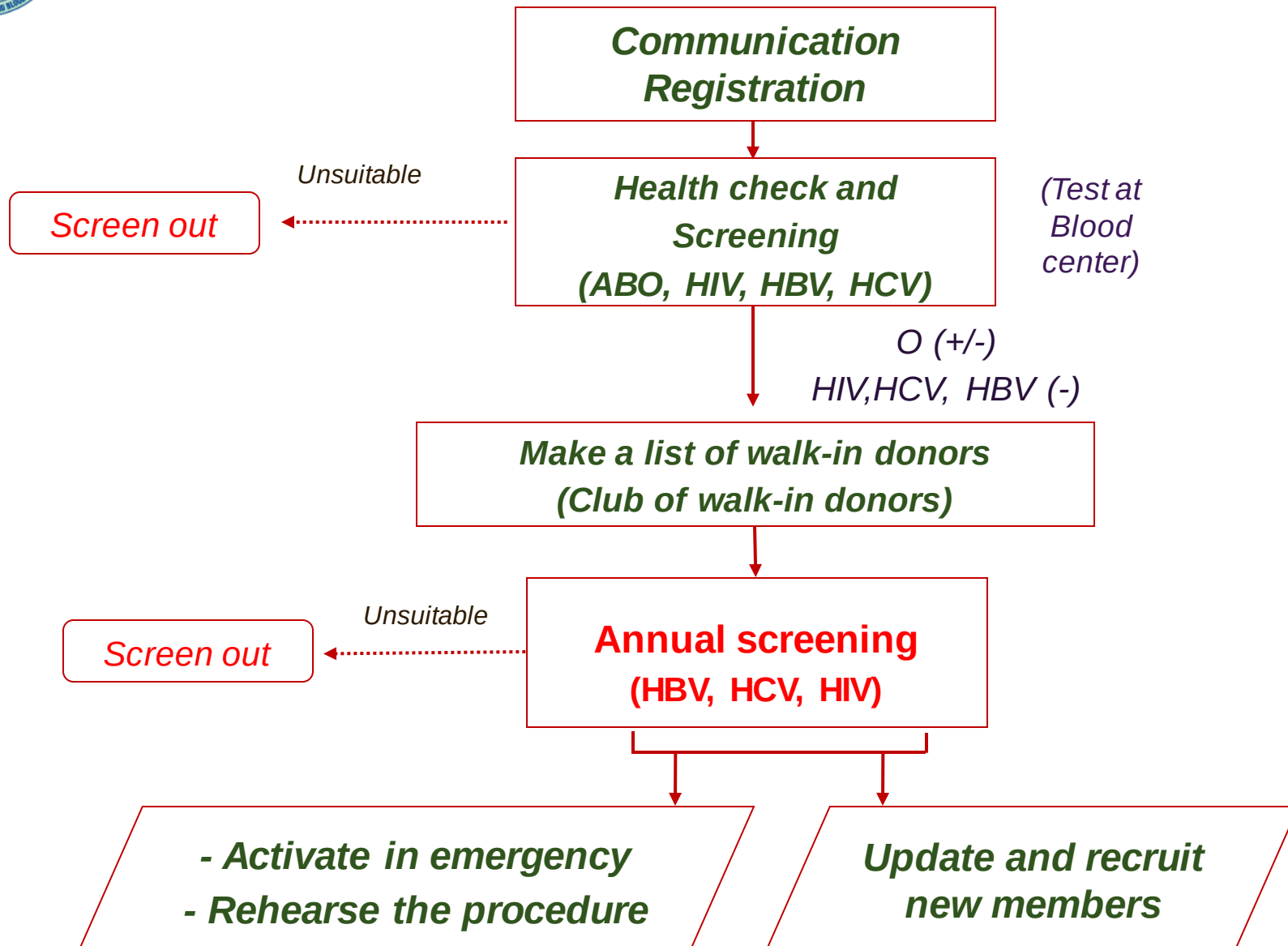
Walking blood banks for remote and island areas

- ♥ 70% of area is mountains
- ♥ Coastline of 3.444 km
- ♥ > 3.000 islands
- ♥ 287 districts in remote areas (in 48 provinces)

The blood demand exceeds the local supply.



Walking blood banks for remote and island areas



The procedure to establish and activate walk-in donor

Platelets apheresis donor motivation

- 🔴 Voluntary
- 🔴 Communication
- 🔴 Converting from whole blood donor
- 🔴 Paid donor vs non-remunerated

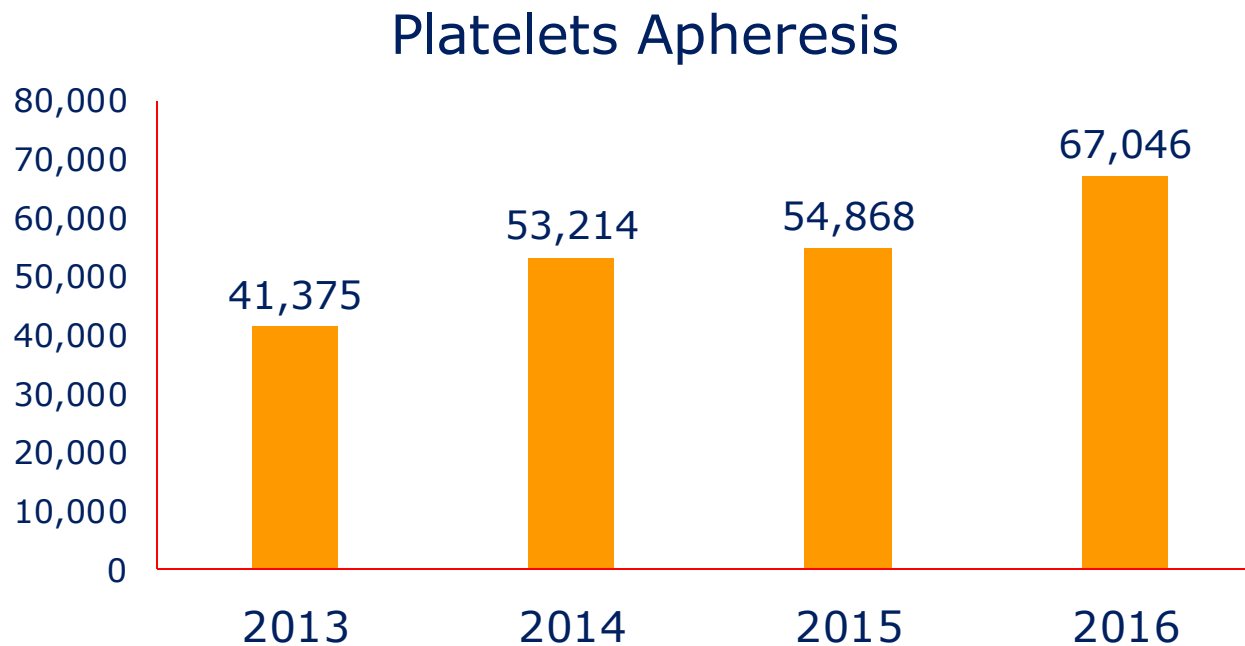


Blood components collection

🔴 Platelets apheresis

🔴 Red blood cell

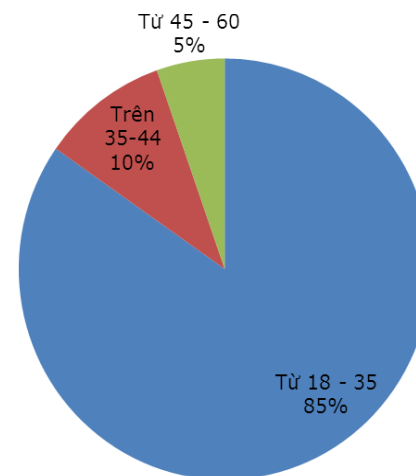
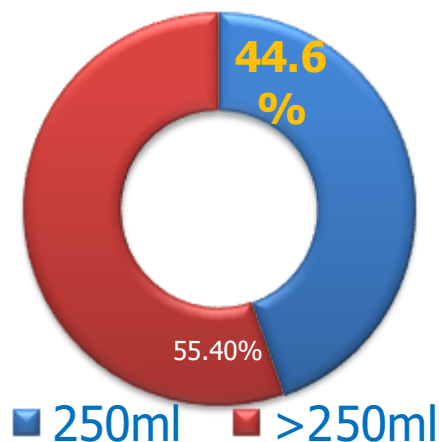
🔴 Plasma



Limitation of donor recruitment and blood collection

- Most of blood donors are young people;
- Rate of repeated donors is quite low (42%);
- Blood donation volume 250 ml/donation (55%);
- Depending on mobile collection

Type of blood bag



Summary

During 25 years:

- Meeting 70% of total demand for blood and blood components
- Improvement of donor panel, both whole blood donor and platelets donor
- Improving service

POTENTIAL IN PLASMA DONOR RECRUITMENT

Research Article

How to Motivate Whole Blood Donors to Become Plasma Donors

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This study tested the efficacy of interventions to recruit new plasma donors among whole blood donors. A sample of 924 donors was randomized to one of three conditions: *control*; *information only by nurse*; and *information plus self-positive image message by nurse* (SPI). Participants in the *control* condition only received a leaflet describing the plasma donation procedure. In the two experimental conditions the leaflet was explained face-to-face by a nurse. The dependent variables were the proportion of new plasma donors and the number of donations at six months. Overall, 141 (15.3%) new plasma donors were recruited at six months. There were higher proportions of new plasma donors in the two experimental conditions compared to the control condition ($P < .001$); the two experimental conditions did not differ. Also, compared to the *control* condition, those in the experimental conditions (all P s $< .001$) gave plasma more often (*information only by nurse*: $d = .26$; SPI: $d = .32$); the SPI intervention significantly outperformed ($P < .05$) the *information only by nurse* condition. The results suggest that references to feelings of SPI such as feeling good and being proud and that giving plasma is a rewarding personal experience favor a higher frequency of plasma donation.

POTENTIAL IN PLASMA DONOR RECRUITMENT

- 💧 Donor source and potential in motivating whole blood donor becoming plasma donor
- 💧 Culture and tradition
- 💧 Experiences in blood donor recruitment
- 💧 Preparing for donor service
- 💧 Good service at blood centers

⇒ **Motivate whole blood donor becoming plasma donor**

1. Success in whole blood and platelet donor recruitment.
2. Experiences in donor motivation and recruitment.
3. Willing to lunch campaign to recruit plasma donor.



Thank you for your attention!