

Will Blood Drive Volunteers Be Available In The Future?

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Blood Products Stem Cells Human Tissues

HÉMA-QUÉBEC

Background

Héma-Québec, a non-profit organization, is responsible for managing the blood supply in Quebec (Canada).

- 1,000 donations of blood per day are needed to meet the demand from Quebec's hospitals.
- 2089 blood drives are held annually, of these:
 - Δ 86% are held on mobile blood drives;
 - Δ 13% in permanent blood donor centers and;
 - Δ 1% on a mobile unit (bus);
- Over 16,000 people volunteer in these blood drives every year.

Methods

The research team conducted 64 2-hour long semi-structured interviews with 19 Héma-Québec's member

staff and 45 volunteers. Various selection criteria were used in choosing the informants (volunteers), including: age, sex, location, duration and type of involvement.

Objectives

- Describing volunteer profiles and histories of implication
- Understanding volunteer motivations
- Examining their role in the organization of blood drives
- For different volunteer profiles, identify potential future problems for recruitment and retention
- Identify possible solutions to insure long term recruitment and retention of volunteers

Current Volunteer Profiles in Quebec's blood drives What motivates volunteer implication What are the triggering factors What types of volunteers Who are the volunteers? Are the different in the blood donation cause? types of volunteers increasing or decreasing? for volunteer involvement? are there? Housewives $\downarrow\downarrow$ Family background **Personal Initiative (30%)** "Permanent Héma-Québec volunteers" (10%) • Parents as models with respect Chooses to become a volunteer after: Women 55 years old + to blood donation 11 + blood drives/yr Duration of implication: 5 or more years Having given or received blood • Mostly in drives held • In relation to family/local solidarity in businesses, schools, practices Retirees \widehat{U} permanent blood centers Seeing an advertisement Religious practices Men and women 55 years old + (poster ad, TV, internet, etc.) and mobile unit (bus) Duration of implication: 5 or more years • Administrative and **Giving/Giving back**

Knowing someone that has been transfused

• Grateful for the chances they've

Workers \widehat{U}

Men and women 25 years old + Duration of implication linked to the length of

• Urban areas

"Traditional Volunteers" (88%)

telerecruitment work

- had in life
 - Pleasure of giving

Sense of usefulness

- Staying active
- Being able to put one's skills to use
- To acquire new skills

For oneself

- Self-esteem
- Psychological well-being
- Identity reinforcement

Sense of belonging

- Family and social networks
- Community participation
- Humanitarian values

Promoting the cause

- Knowing someone that has been transfused
- Awareness of the need for blood in society

External Influences (70%)

 Direct request by a member of / their personal network (family member, friend or neighbour)

Being introduced through her

own volunteer organization >

- Organized activity by an association whose main purpose isn't the organization of blood drives
- Obligation stemming from their environment (work, school, etc.)

• 10 or less blood drives/yr

- Mostly on drives held with community associations, municipal services and the public sector
- Provide support in organizing blood drives and / welcome donors
- Suburban and rural areas

"Institutional Volunteers" (1%)

- 1-2 blood drives/yr
- In the work place or as part of the school curriculum
- Urban and suburban areas/

"Interns and Community-based // Rehabilitation Volunteers" (1%)

- Compulsory volunteering
- Many consecutive months at a time
- Telerecruitment work

Urban areas

Conclusions

Issues Involving the Recruitment and Retention of Volunteers

• The aging of current volunteers

Continue pairing associations in order to alleviate their

Suggested Solutions

employment

Students \hat{U}

Boys and girls 25 years old or less Occasional implication as part of a school project or internship

Community service $\downarrow\downarrow$

Men and women 18 years old + Duration of implication linked to time of rehabilitation

 The "housewives" category is decreasingbut the "retirees" group is growing 	workload and keep the volunteers motivated
 Challenges with regards to the recruitment of new retirees in light of other competing volunteer work and leisure activities 	 Launch marketing recruitment campaigns based on volunteer motivations
 Volunteers are mainly recruited by their peers (word of mouth) 	 Inform volunteers of the importance of their contribution in recruiting new volunteers
 Recruitment is limited to the volunteers' social networks, restricting generational and ethnic plurality 	 Encourage volunteers to actively participate in recruiting new volunteers
	 Rely on volunteers who are willing to put in extra effort and show leadership qualities
	 Support those willing to participate in recruitment drives
 Places of initiation to volunteer work have changed (from church to school and to the workplace) 	 Follow through with continued presence in school and workplace environments (new places)
 Decline of traditional community organizations 	 Approach new community organizations (in urban areas : volunteer action centers and ethnic communities)
 Retention problems in the "student" and "worker" volunteer categories. They get involved in a limited number of blood drives for a limited period of time (for example, as long as they are students) 	 Rewards program
	 Focus on encouraging loyalty with partners (schools and businesses) to insure the continuity of blood drives in spite of volunteer turnover.
 Retention problems with school and business blood drive partners 	