Africa
The two crucial issues are:

1. Blood shortages
2. Unsafe blood transfusions

These all too frequently lead to serious health consequences such as death from postpartum hemorrhage or the transmission of life-threatening infections such as HIV and hepatitis
Blood safety situation in Africa

- AIDS has been responsible for more than 35 million deaths since 1981;
- Estimated 34 million people are currently living with HIV;
- Sub-Saharan Africa is home to more than 69% of all people living with HIV – 23.5 million;
- Estimated 3.2 million new infections in sub-Saharan Africa in 2012 (65% of all new infections globally);
Blood safety situation in Africa

- The risk of HIV infection through unsafe blood and blood products is exceptionally high (95–100%) compared to other common routes of HIV exposure;
- Sub-Saharan Africa has a particularly high level of transfusion-associated HIV compared with other regions due to a higher risk of infected blood being transfused;
Blood safety situation in Africa

This results from a combination of factors:

- High rates of transfusion in some groups of patients;
- Women and children are the main recipients of blood and account for a disproportionate number of HIV infections through unsafe blood;
- Higher incidence and prevalence of HIV infection;
- Inadequate testing of blood for HIV in some countries;
Blood donation rates in Africa are generally very low (about 5 per 1000 population);
35 of 43 countries in Africa collect less than half of the blood needed;
In 2012, only about 4 million units of blood were collected for a population of around 1.03 billion people;
Strategy for blood safety and availability in Africa

- The transmission of HIV through unsafe blood transfusion is preventable;
- It is the only approach to HIV prevention that is almost 100% effective;
- The strategy has three main components:
  - Voluntary unpaid blood donation
  - Universal testing of donated blood
  - Reducing unnecessary transfusions
Strengthening of blood donor programs:

To increase the total number of donations by voluntary blood donors, reduce family and paid donation and implement strict criteria for assessing the suitability of donors, is being addressed in 2 ways:

- By WHO;
- By US Government - through the President's Emergency Plan for HIV/AIDS Relief (PEPFAR);
Goals of Donor Recruitment

- Establishing a panel of regular, voluntary, non-remunerated donors;
- Education;
- Donor education motivation and recruitment goals:
  - To promote changes in the public’s knowledge, attitudes, and beliefs;
  - To promote changes in people’s behavior;
  - To ensure that potential donors understand the importance of safe blood;
  - Educational material;
Goals of Donor Recruitment (cont)

- Increase the voluntary blood donor rate;
- Increase the number of regular donors;
- Decrease family replacement and paid donation;
- Address social myths associated with blood donation;
Donor Recruitment Training

- Formation of a donor recruitment department with dedicated donor recruiters;
- Basic donor recruitment skills and techniques;
- Donor recruitment guidelines – SOP’s for donor recruiters;
- Further international educational opportunities:
  1. Webinars
  2. Donor recruitment certification
Components of Donor recruitment Training

- Planning mobile blood donor drives
Components of Donor recruitment Training

- Media training
Components of Donor recruitment Training

- Events planning
### Components of Donor recruitment Training

#### Statistical analysis – donor recruitment scorecard

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Update frequency</th>
<th>Unit of measure</th>
<th>Target</th>
<th>Actual</th>
<th>Variance</th>
<th>Comments where significant deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting annual recruitment target</td>
<td>Monthly and annually</td>
<td>No recruited and % recruited vs target</td>
<td>875 pm</td>
<td>619</td>
<td>71%</td>
<td>School holidays for month of July.  No planning system in place to deal with shortfall</td>
</tr>
<tr>
<td>No of new Club25 Schools</td>
<td>Monthly and annually</td>
<td>Number</td>
<td>5 by end March 2014</td>
<td>0</td>
<td>0</td>
<td>School holidays.</td>
</tr>
<tr>
<td>No of new blood drives</td>
<td>Monthly and annually</td>
<td>Number</td>
<td>4 New blood drives by end March 2014</td>
<td>1</td>
<td>1 On target</td>
<td>Required: average 1 per quarter.</td>
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<tr>
<td>No of campaigns/events</td>
<td>Monthly and annually as per strategy</td>
<td>Number</td>
<td>Minimum 7 new events by end March 2014</td>
<td>0</td>
<td>0 Required: average 2 – 3 per quarter.</td>
<td></td>
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<tr>
<td>New partnerships/sponsorships</td>
<td>Monthly and annually as per strategy</td>
<td>Number</td>
<td>Minimum 3 new by end March 2014</td>
<td>0</td>
<td>0</td>
<td>Required: average 1 per quarter.</td>
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<tr>
<td>Donor Newsletters</td>
<td>Quarterly</td>
<td>Number</td>
<td>1 per quarter</td>
<td>1</td>
<td>0</td>
<td>Completed in June but not yet printed</td>
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<tr>
<td>Hold monthly recruiter meetings</td>
<td>Monthly</td>
<td>Number</td>
<td>1 per month</td>
<td>1</td>
<td>0</td>
<td>Addressed at Sept training</td>
</tr>
<tr>
<td>HIV % of collections</td>
<td>Monthly and annually</td>
<td>% of col</td>
<td>Less than 3%</td>
<td>4.80%</td>
<td>1.80%</td>
<td>Over benchmark.  No schools – higher risk in older age group.</td>
</tr>
<tr>
<td>Media hits</td>
<td>Monthly/annual</td>
<td>Number</td>
<td>4 per month</td>
<td>0</td>
<td>0</td>
<td>Press releases were rejected by the Education Division</td>
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</table>
Successful strategies - Club 25

• Club 25 is a club for young voluntary, non-remunerated blood donors which promotes blood donation and positive risk free healthy lifestyles among youth;

• Members of the club commit or make a ‘pledge’ to donate blood regularly, or in most cases, to donate blood 25 times in their lifetime;
The club has the potential to deliver:

- An adequate and safe blood supply from voluntary non-remunerated blood donors (a donor recruitment and retention strategy);
- Assist in health promotion (e.g. promoting safe, healthy lifestyle behaviour which is an effective HIV/AIDS prevention strategy);
In 1989 Zimbabwe BTS developed a new and exciting strategy called “Pledge 25”;
They targeted a previously untapped pool of low risk blood donor groups - young people aged between 16 to 25 years;
Original concept has been successfully implemented in other countries in Africa and spread to the rest of the world;
Each country modifies the concept to suite its local needs, but all with the aim of recruiting and retaining voluntary non-remunerated blood donors;
Donor recruitment at schools

- In countries where minimum age is 16 years, the majority of the blood collected comes from schools;
- Safe target group of donors in countries with high prevalence of HIV;
- Captive audience for education and sensitization;
- Countries reliant on schools experience major shortages during vacation periods;
- Lose regular donors when leave school;
- Strategies developed to overcome this challenge;
Blood donation at schools
Graph showing effect of school vacations on blood collection in Lesotho
1. Donor clubs
   ◦ Formed at schools which collect in excess of 50 units;
   ◦ Encourage formation of donor clubs for regular donors;
   ◦ Request donor club members NOT to donate during school terms;
   ◦ Hold blood drives at these schools during school vacation periods for donor club members;
   ◦ Activities organised for donor clubs e.g. sporting activities, picnics, debates, clean up campaigns;
Strategies to overcome vacation challenges

2. School leavers programme

“Friends For Life”
Background – Friends for Life

- A group of young committed individuals in their last year of high school decided to form “Friends for Life”;
- This group is linked to a social network (Facebook) to communicate with other club members that have finished school;
- The group follows the general criteria for blood donation, with a few distinctions:
  - They meet regularly to socialise and catch-up with life
  - They are always readily available for blood donation
  - They are continuously motivated and guided on how to maintain a healthy lifestyle.
Form 5 End of year Party
FRIENDS 4 LIFE
Widely celebrated in Africa;  
Endorsed and encouraged by MOH;  
Dedicated to honoring the voluntary blood donor;  
Create awareness for voluntary blood donation;  
Youth involvement;
Blood donor associations

- Exist in many countries;
- Youth donor clubs – junior arm of blood donor association;
- Training of blood donor activists;
Graph showing increase in blood collections

Units collected (millions)

- 1999: 2.0
- 2002: 2.2
- 2004: 2.5
- 2006: 3.0
- 2008: 3.2
- 2011: 4.0
WHO and PEPFAR strategies are making a considerable difference to blood safety and availability in Africa.

These efforts will not only continue but will increase, to improve the conditions on this beautiful continent!
Thank You For Your Attention