

# ISBT WP on Global Blood Safety Case Study 2020-1

Achieving 100% voluntary non-remunerated blood donation.  
The case of the Sultanate of Oman

Thamina Ashraf and Cees Th. Smit Sibinga

# Background



1975 WHA Resolution 28.72 encourages countries to promote development of voluntary non-remunerated blood donation (VNRBD),  
based on a nationally organized and regulated blood service.

## Oman –

Department of Blood Services (DBS) is the national blood bank/establishment and transfusion service.

1971 - To increase blood safety, paid donations were forbidden; but that is not enough.

Acceptable – VNRBD and selected replacement donations (family, relatives, acquaintances)

# Background



DBS policy – moving away from family/ replacement towards 100% VNRBD, increasing female donors.

Strategy – step by step motivating family/replacement donors and public to donate blood on a voluntary, non-remunerated, anonymous and regular basis.

# Background



Turn of the Century – change in the approach of public and still existing family/replacement (FR) donors.

Project 2007-2011 –increase of VNRBD m/f through improved public awareness activities;

improved conversion of FR donors.

# 2007-2011 Results



Total blood donations have significantly increased with 15% from 2007 to 2011

(table 1)

-

# Results 2007-2011



During this period

-overall growth rate of VNRBD has been 35.7%;

-sharp decline in family replacement donors (25% in 2007 to 11% in 2011).

# Table 1 – donations 2007-2011



	2007	2008	2009	2010	2011
VNRBD	13,026	16,153	17,555	18,534	20,378
FRD	4,957	4,715	4,958	4,742	2,597
<b>Total</b>	<b>19,983</b>	<b>20,868</b>	<b>22,513</b>	<b>23,276</b>	<b>22,975</b>
% FRD	24.8	22.6	22.0	20.4	10.8

# Results 2007-2011



Blood donations in the regional blood banks remained in par with the central collections.

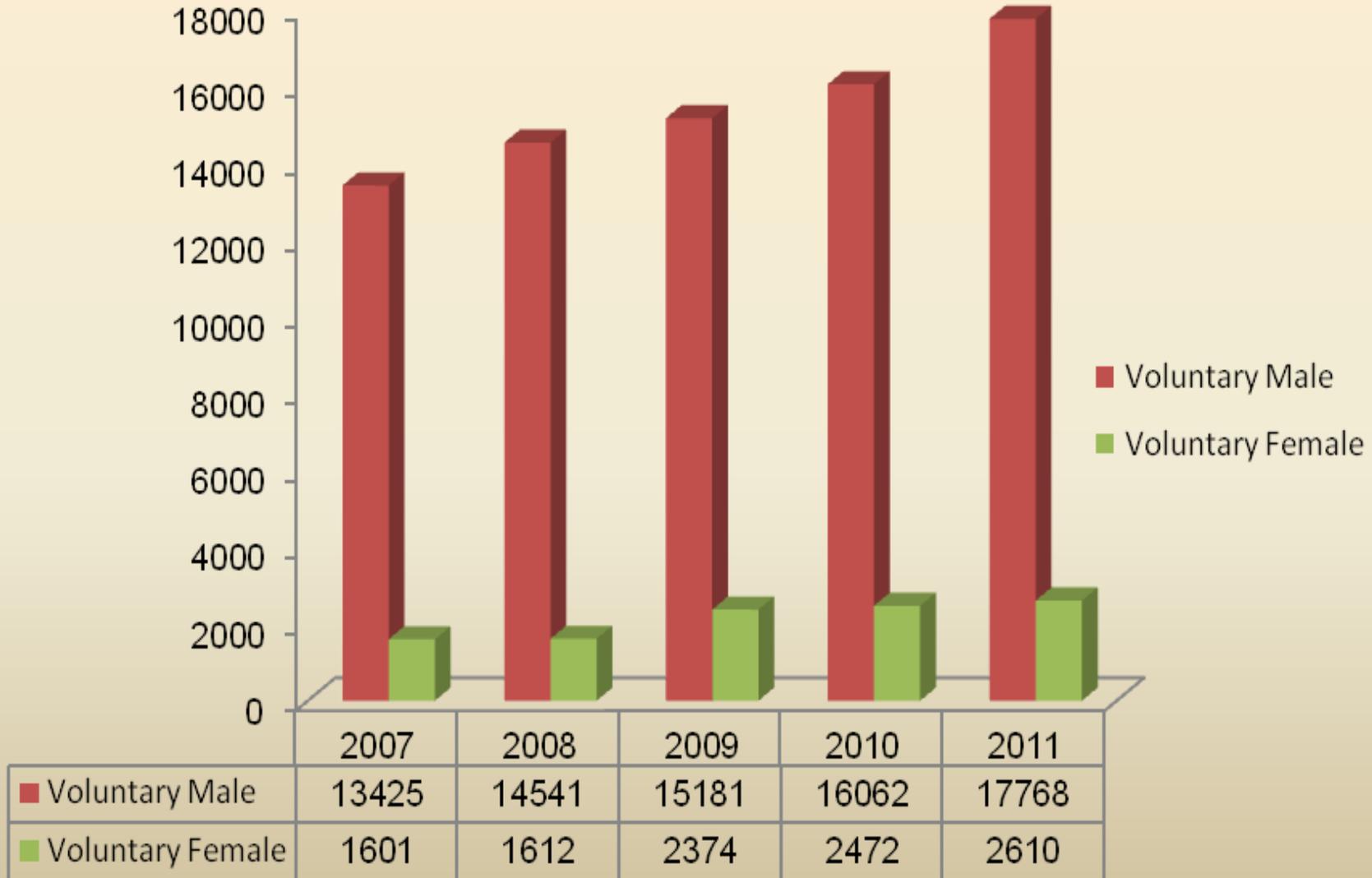
Additionally (figure 1 & 2) –

significant increase of female donors ( $\Delta$  56%).

However, the proportion regular donors (54%) did not yet increase.

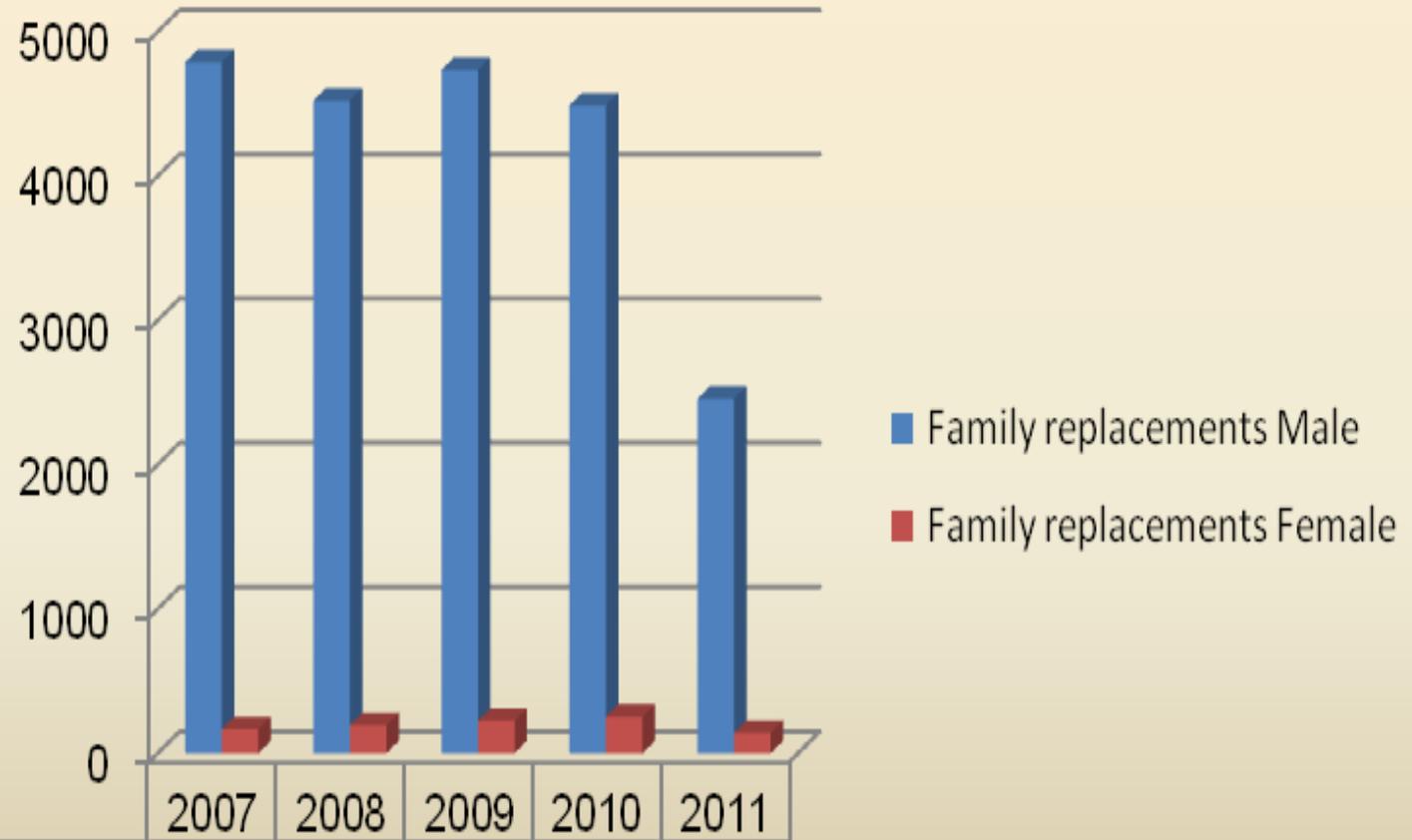
## Voluntary donors by gender, Central Blood bank Oman (2007-2011)

BT



# Family Replacement donors by gender, Central Blood Bank ,Oman (2007-2011)

BT



Family replacements Male	4789	4522	4734	4489	2456
Family replacements Female	168	193	224	253	141

# What happened?



## Trend:

gradual increase in voluntary donations, but significant reduction in replacement donors as majority of them were converted into regular volunteers.

# What happened?



Significant factors that have influenced the motivation and retention of blood donors and the conversion of family replacement to voluntary donors include:

- Establishment of a national, centrally coordinated blood donor program (sustainably financed)

# What happened?



- Competent professionals with continuous education in donor handling and care
- Well-established donor data base (confidentiality)
- Follow up of deferred donors

# What happened?



Continuous recognition of donors – raising self-esteem and feeling of being respected

- Partnership with mass media
- Mass distribution educational material on blood donation – especially in colleges and universities

# What happened?



- Reaching the public through daily blood mobile sessions
- Frequent communication (telephone, SMS, e-mail) – reminding of next donation

# What happened?



- Recruitment of supporting volunteers from various charitable/non-charitable organizations and clubs.

# Table 2 - Results 2012-2018

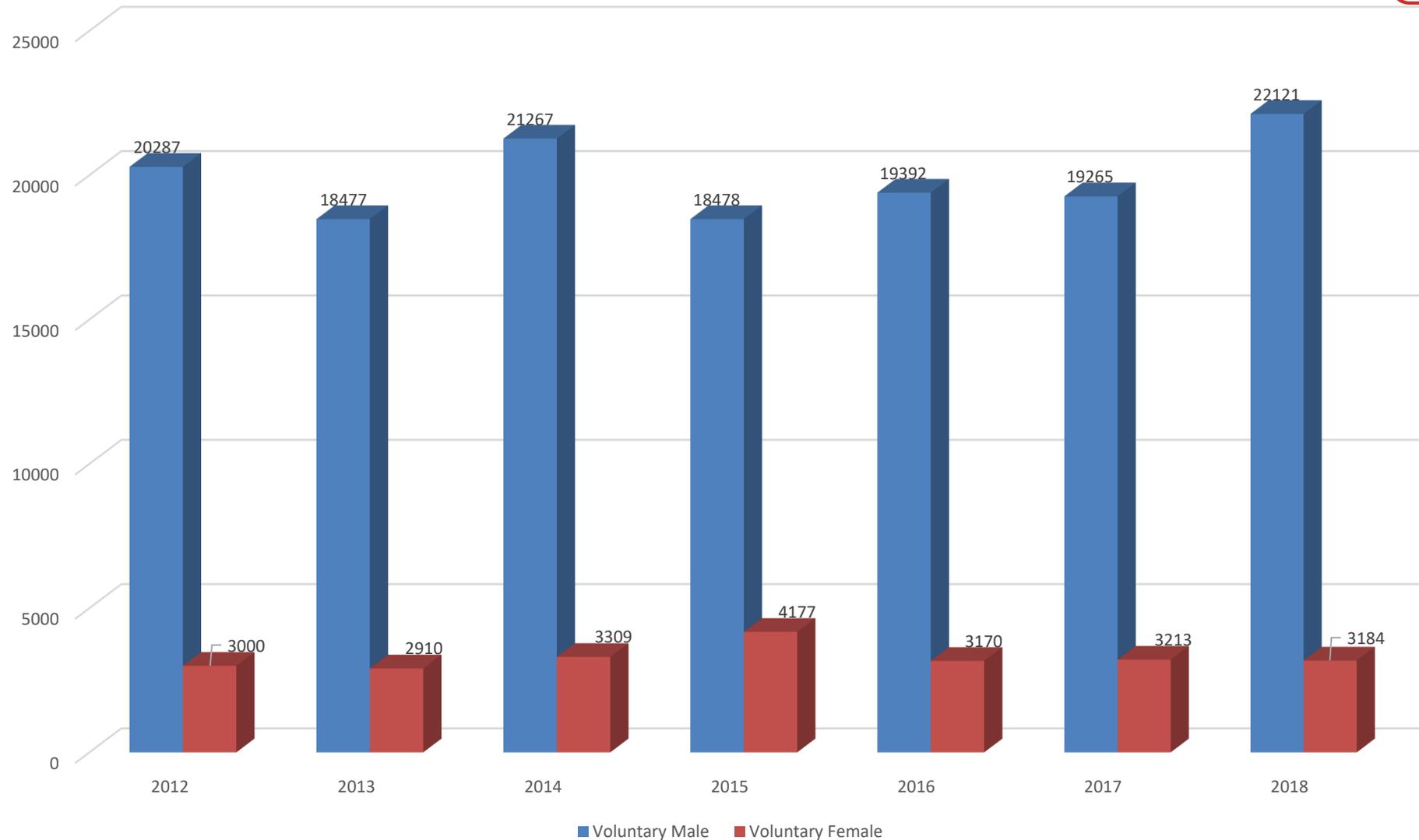


	2012	2013	2014	2015	2016	2017	2018
VNRB	23,287	22,387	25,076	22,555	23,562	22,278	25,305
FRD	1,637	3,697	3,533	3,514	4,607	2,992	2,035
<b>Total</b>	<b>24,924</b>	<b>26,084</b>	<b>28,609</b>	<b>26,069</b>	<b>28,169</b>	<b>25,270</b>	<b>27,740</b>
% FRD	6.6	14.6	12.3	13.5	16.4	9.1	8.8

## Period 2007 – 2018 (11 years)

Total increase + 138.8% (Female 12.0%)  
 Increase VNRBD + 194.3% (Female 12.6%)  
 Decrease FRD - 68.5% (Female 6.3%)

# Voluntary donors (DBS) 2012-2018 by gender

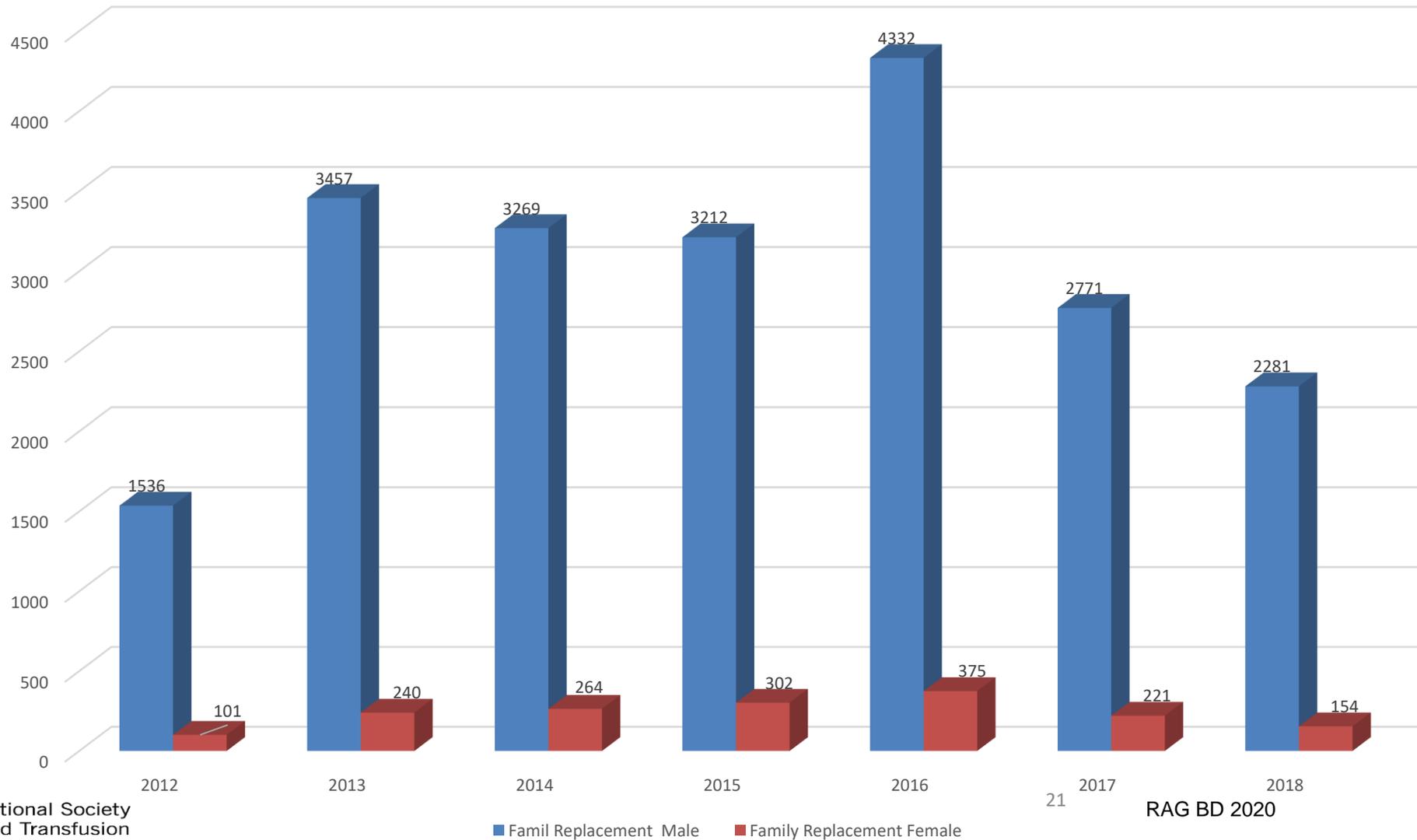


# Voluntary donors (DBS) 2012-2018 by gender and % female donors



	2012	2013	2014	2015	2016	2017	2018
VNR male	20,287	18,477	21,267	18,478	19,392	19,265	22,121
VNR female	3,000	2,910	3,309	4,177	3,170	3,213	3,184
<b>Total</b>	<b>23,287</b>	<b>22,287</b>	<b>25,076</b>	<b>22,555</b>	<b>23,561</b>	<b>22,278</b>	<b>25,305</b>
<b>% female</b>	<b>12.8</b>	<b>12.9</b>	<b>13.2</b>	<b>18.5</b>	<b>13.5</b>	<b>14.4</b>	<b>12.6</b>

# Family/replacement donors (DBS) 2012-2018 by gender



# Family/replacement donors (DBS) 2012-2018 by gender and % female donors



	2012	2013	2014	2015	2016	2017	2018
FRD male	1,536	3,457	3,269	3,212	4,332	2,771	2,281
FRD female	101	240	264	302	375	221	154
<b>Total</b>	<b>1,637</b>	<b>3,697</b>	<b>3,533</b>	<b>3,514</b>	<b>4,607</b>	<b>2,992</b>	<b>2,435</b>
<b>% female</b>	<b>6.2</b>	<b>6.5</b>	<b>7.5</b>	<b>8.6</b>	<b>8.1</b>	<b>7.4</b>	<b>6.3</b>

# Conclusion



Motivation and retention of voluntary blood donors is the fundament of a safe, sufficient and sustainable blood supply.

Continuous education and sensitization of the population is cornerstone in achieving this goal.

# Conclusion



Continuous donor mobilization efforts have resulted in a significant increase in blood donation (2007-2011) as well as achieving 91.2% VNRBD. However, regular blood donation did not yet really improve.

# Conclusion



- Focus for the next period and beyond will be on retention of VNRBD to improve reliability and safety of the blood supply in Oman.

# Nothing is impossible!

LSBT

