



Love To Give Blood

Campaign Summary

April 2015

Introduction and context

Healthwatch Lancashire has undertaken a research study with residents of Lancashire to identify the reasons why a high percentage of residents in Lancashire choose not to give blood.

One in four people in the UK will require blood at some point in their life, yet only 4% of people donate blood according to national statistics.

The blood donation service in the UK is delivered by NHS Blood and Transplant.

The remit of this research was to engage with local residents across Lancashire with a short survey to determine the reasons why they do not donate blood or why they have previously donated.

This research has been conducted with the aim to share the findings with those who manage and run the service and highlight opportunities for improvements.

Methodology

This study has been carried out by Healthwatch Lancashire staff and volunteers in a variety of locations in Lancashire which included public engagement events, GP surgeries, hospitals, pharmacies, community groups, colleges and universities.

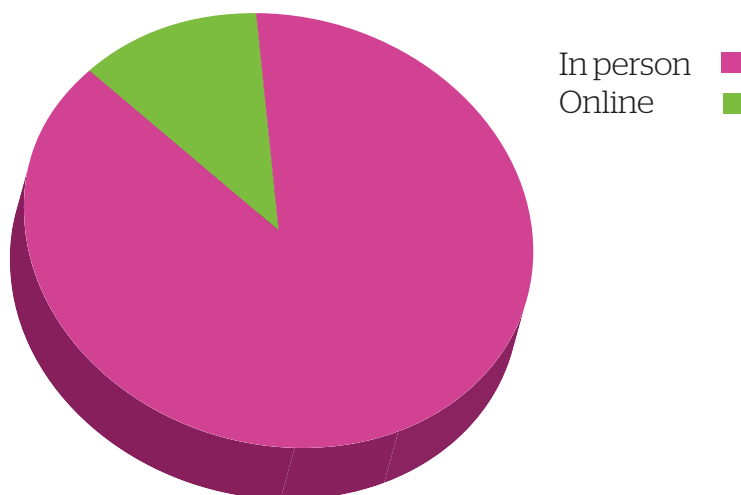
The survey was made available to complete on the Healthwatch Lancashire website and was supported by a marketing campaign which received coverage in regional newspapers, radio and social media.



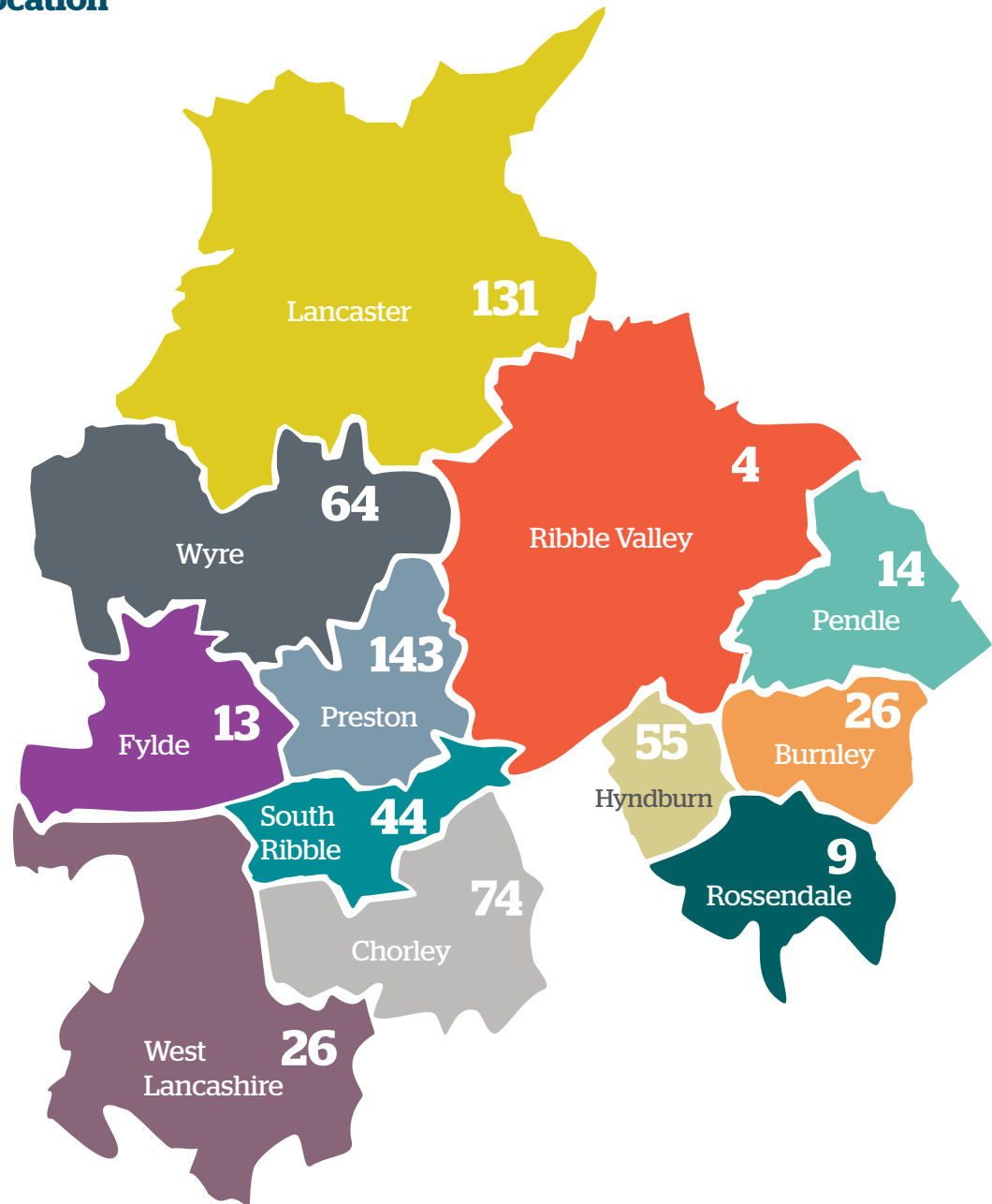
Research results

Participation

Source	Respondents
Online	90 (11.7%)
In person	677 (88.3%)
Total	767



Responses by location



Region	Responses
Blackburn with Darwen	56
Blackpool	46
Burnley	26
Chorley	74
Cumbria	2
Fylde	13
Greater Manchester	9
Hyndburn	55
Lancaster	131
Merseyside	14

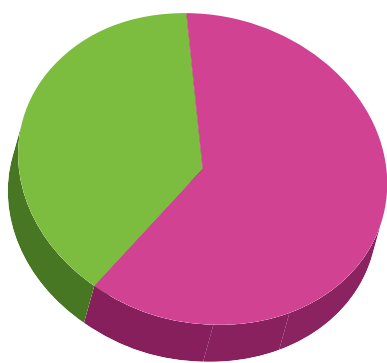
Region	Responses
Pendle	14
Preston	143
Ribble Valley	4
Rossendale	9
South Ribble	44
Undisclosed	22
West Lancashire	26
West Yorkshire	15
Wyre	64
Total	767

Question 1: Have you ever donated blood?

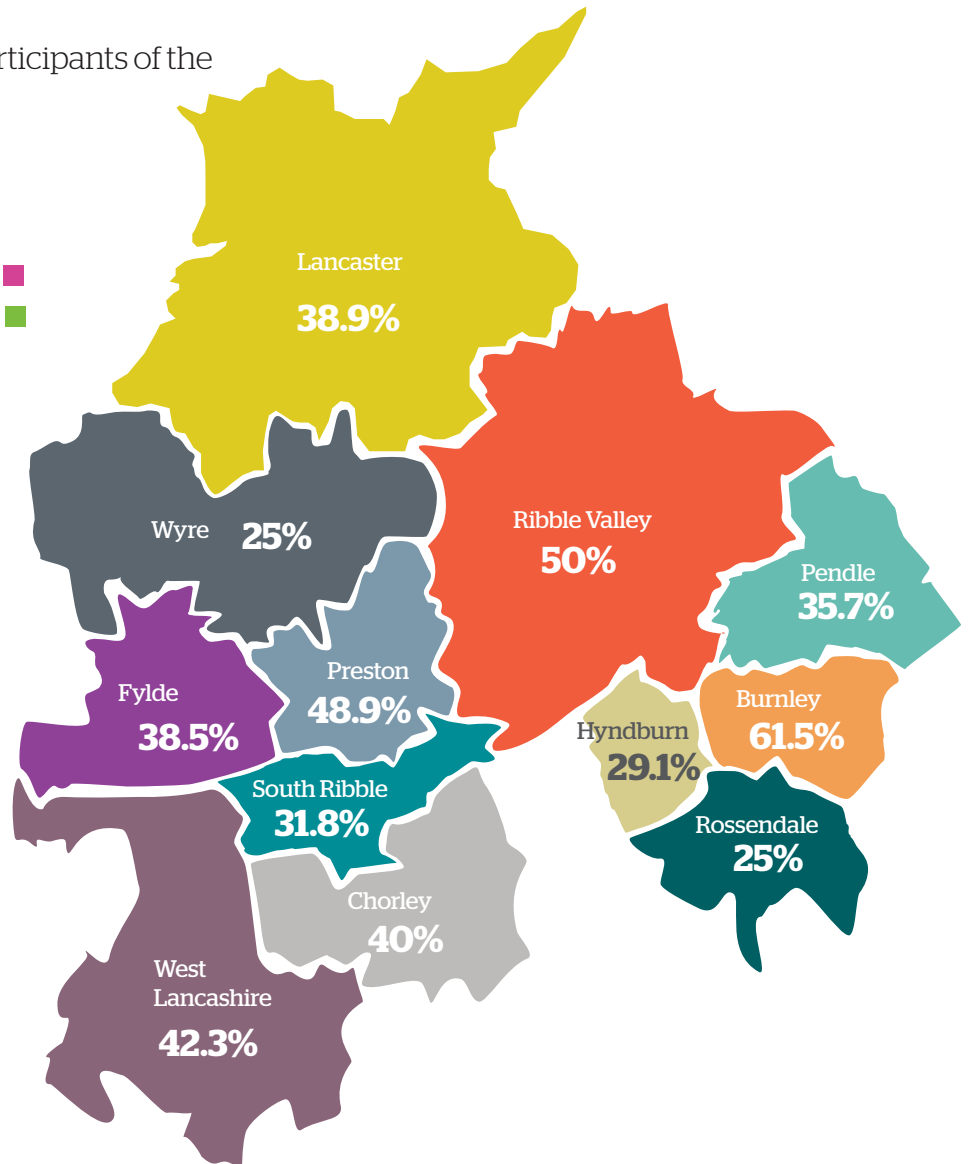
This question was asked to all participants of the research.

Yes	No
295	472
38.46%	61.54%

No
Yes



Map shows the percentage of respondents who have donated blood by location.

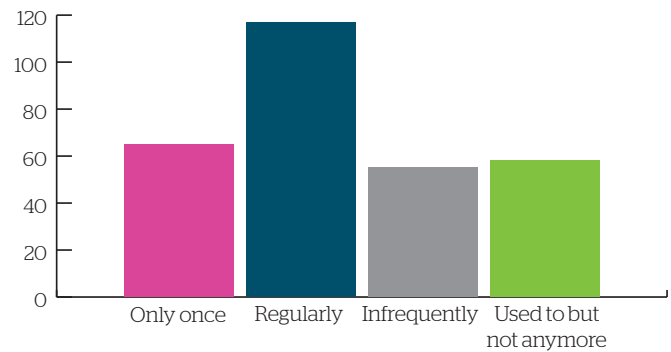


Region	Yes	Yes (%)	No	No (%)
Blackburn with Darwen	20	35.7%	36	64.3%
Blackpool	15	32.6%	31	67.4%
Burnley	16	61.5%	10	38.5%
Chorley	30	40%	45	60%
Fylde	5	38.5%	8	61.5%
Hyndburn	16	29.1%	39	70.9%
Lancaster	51	38.9%	80	61.1%
Pendle	5	35.7%	9	64.3%
Preston	72	48.9%	70	51.1%
Ribble Valley	2	50%	2	50%
Rossendale	1	25%	3	75%
South Ribble	14	31.8%	30	68.2%
West Lancashire	11	42.3%	15	57.7%
Wyre	16	25%	48	75%
Undisclosed / Non-Lancashire areas	21	31.3%	46	68.7%

Question 2: How often do you donate blood?

This question was asked only to those who answered yes to question 1.

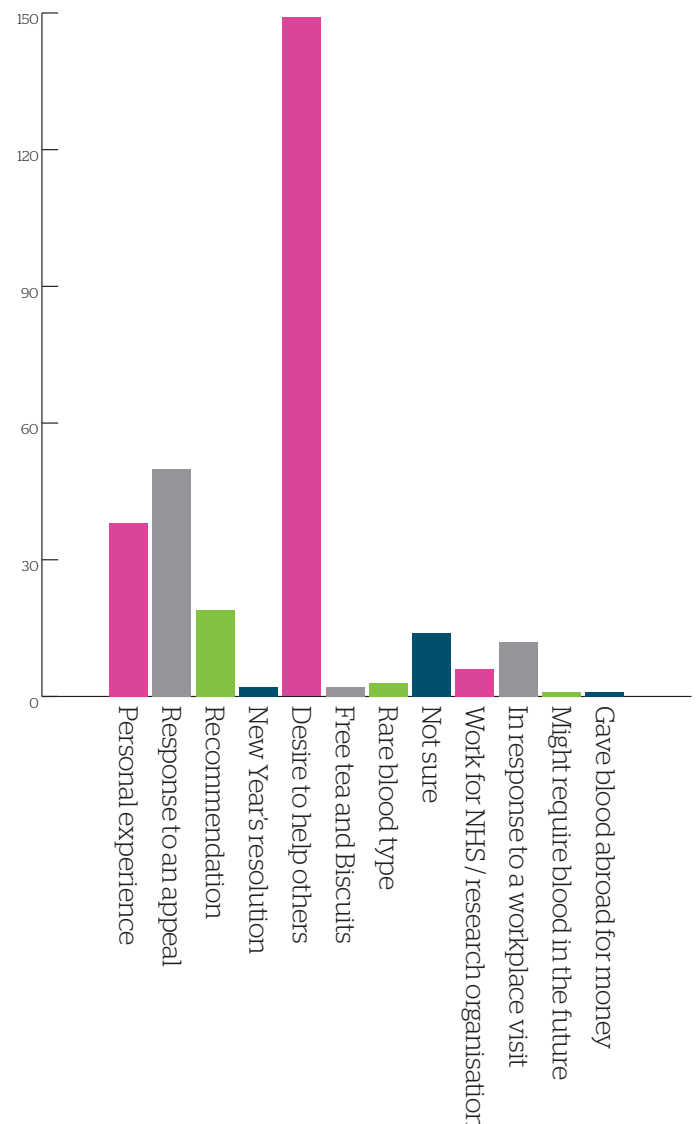
	Responses	%
Only once	65	22.03%
Regularly	117	39.66%
Infrequently	55	18.64%
Used to but not anymore	58	19.66%



Question 3: What inspired you donate blood?

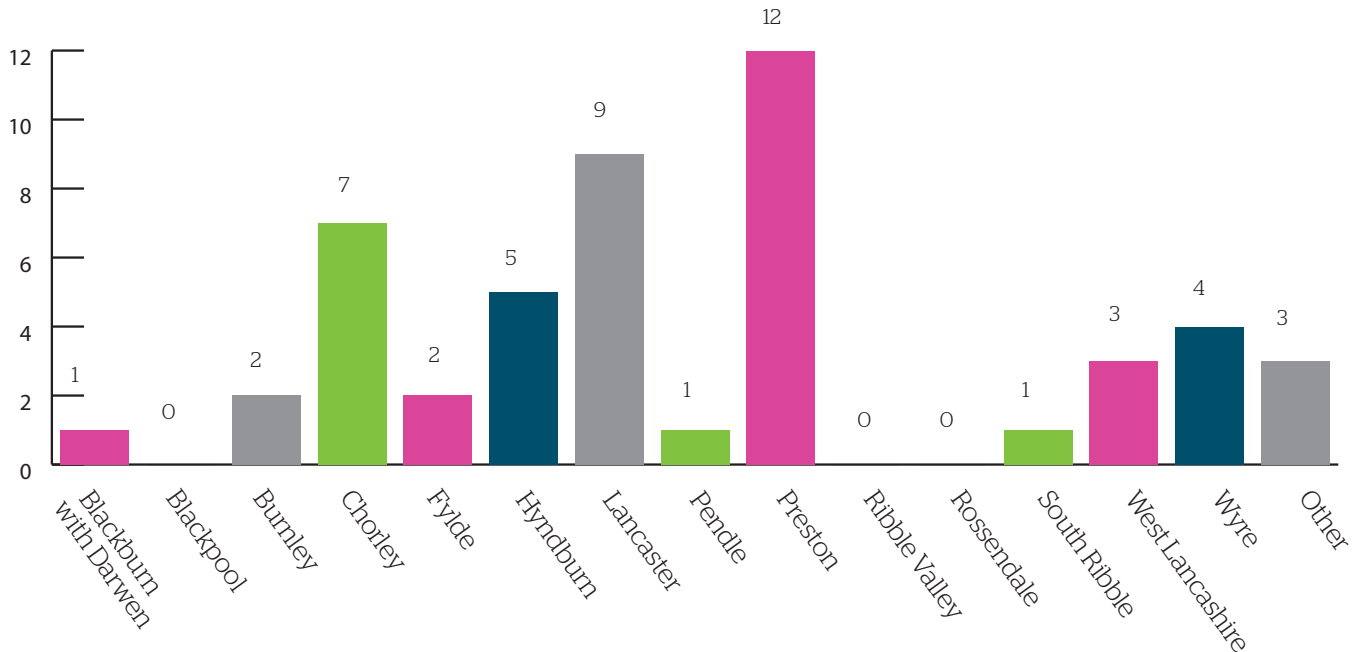
This question was asked only to those who answered yes to question 1. More than one answer could be provided.

	Responses
Personal experience	38
Response to an appeal	50
Recommendation	19
New Year's resolution	2
Desire to help others	149
Free tea and Biscuits	2
Rare blood type	3
Not sure	14
Work for NHS or research organisation	6
In response to a workplace visit	12
Might require blood in the future	1
Gave blood abroad for money	1
Total	297



Question 3 by location

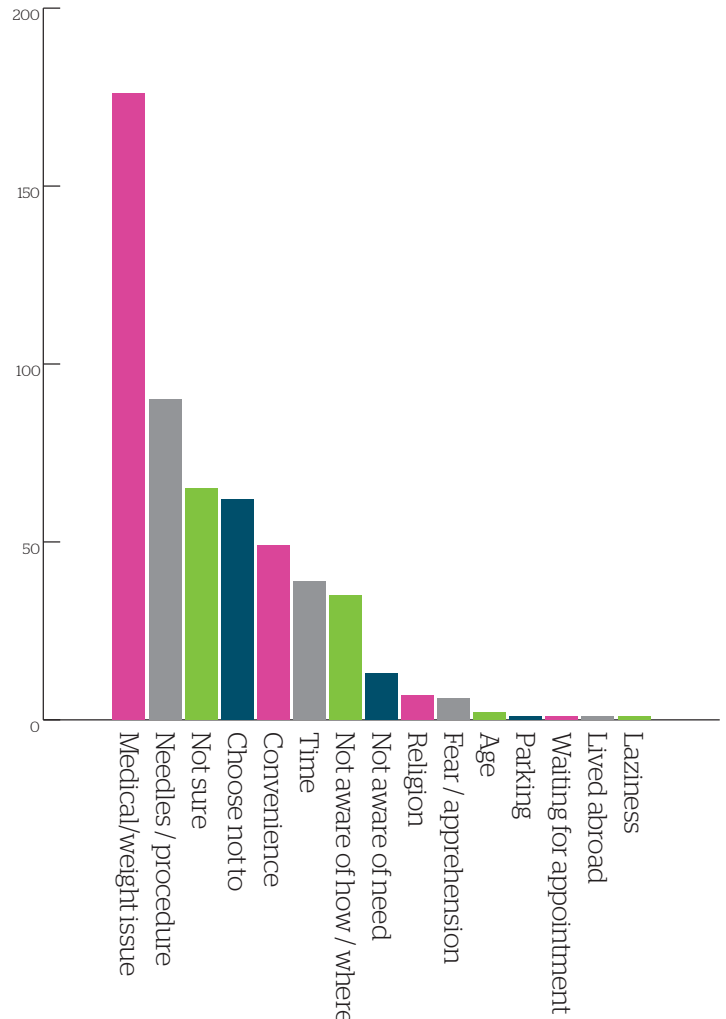
The table below shows those who provided 'Response to an appeal' in response to Question 3.



Question 4: Why have you not donated blood?

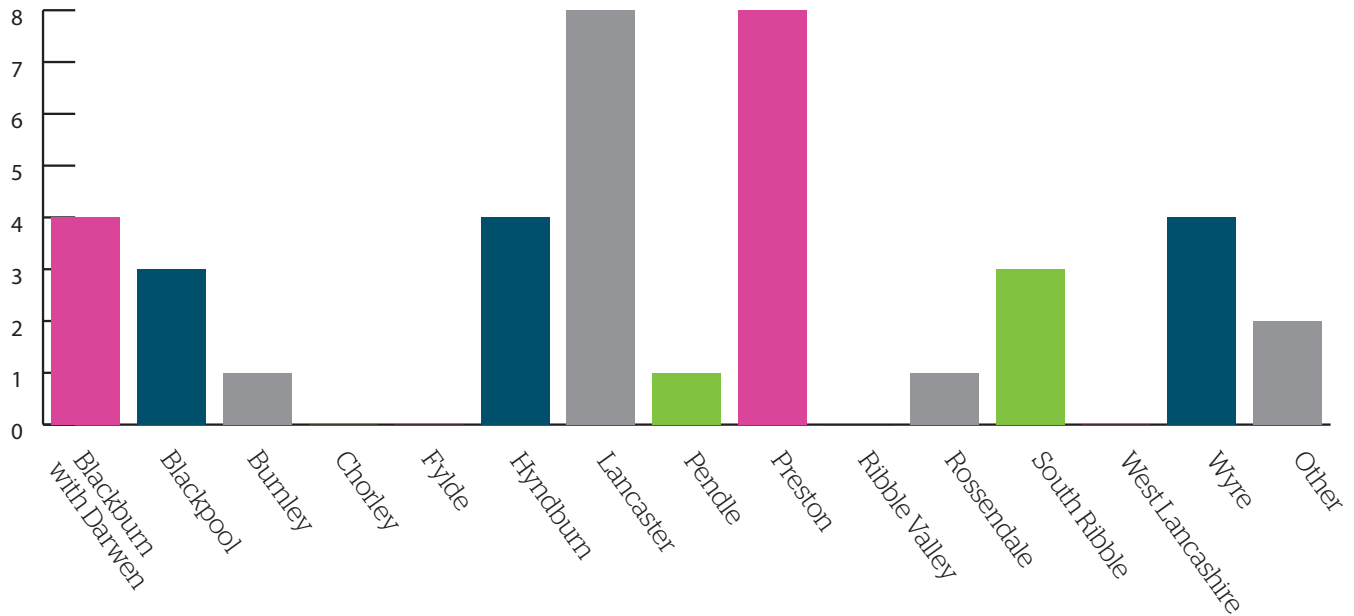
This question was asked only to those who answered 'No' to Question 1. More than one option could be selected.

	Responses
Due to a medical issue / weight concern	176
Don't like needles / procedure	90
Not sure	65
Choose not to	62
Convenience	49
Time	39
Not aware of how / where	35
Not aware of the need	13
Religion	7
Fear / apprehension	6
Age - too old or not old enough	2
Parking	1
Waiting for an appointment	1
Lived abroad	1
Laziness	1

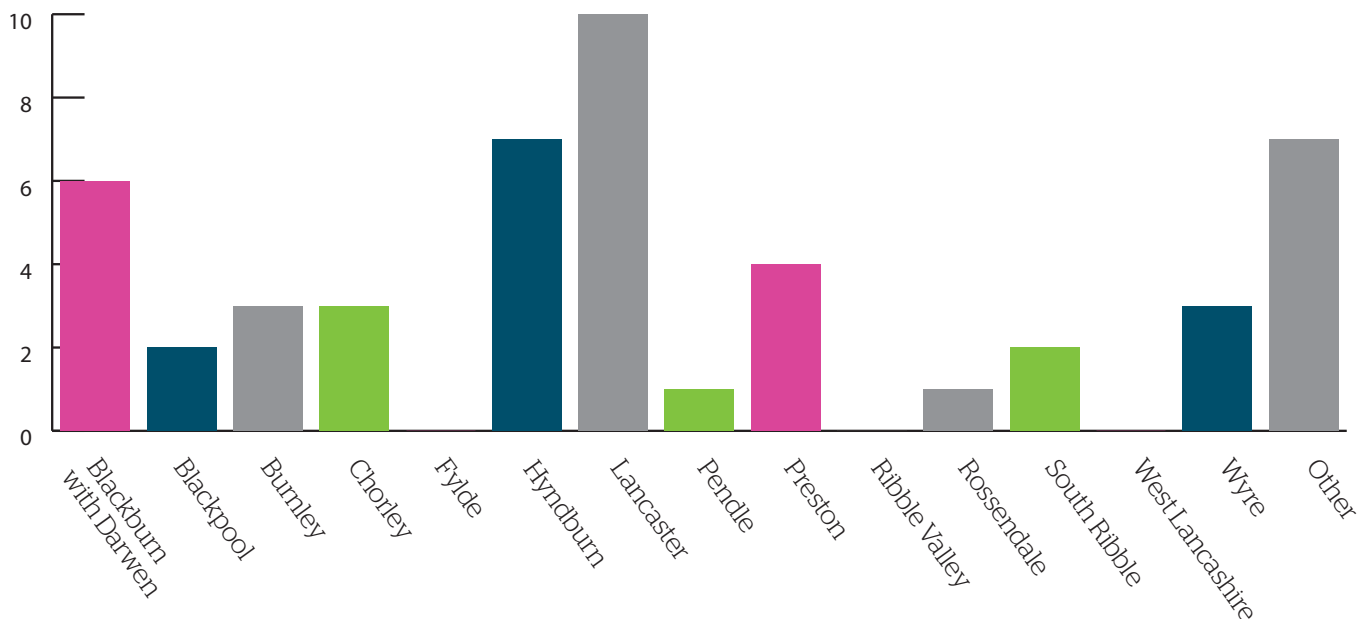


Question 3 by location

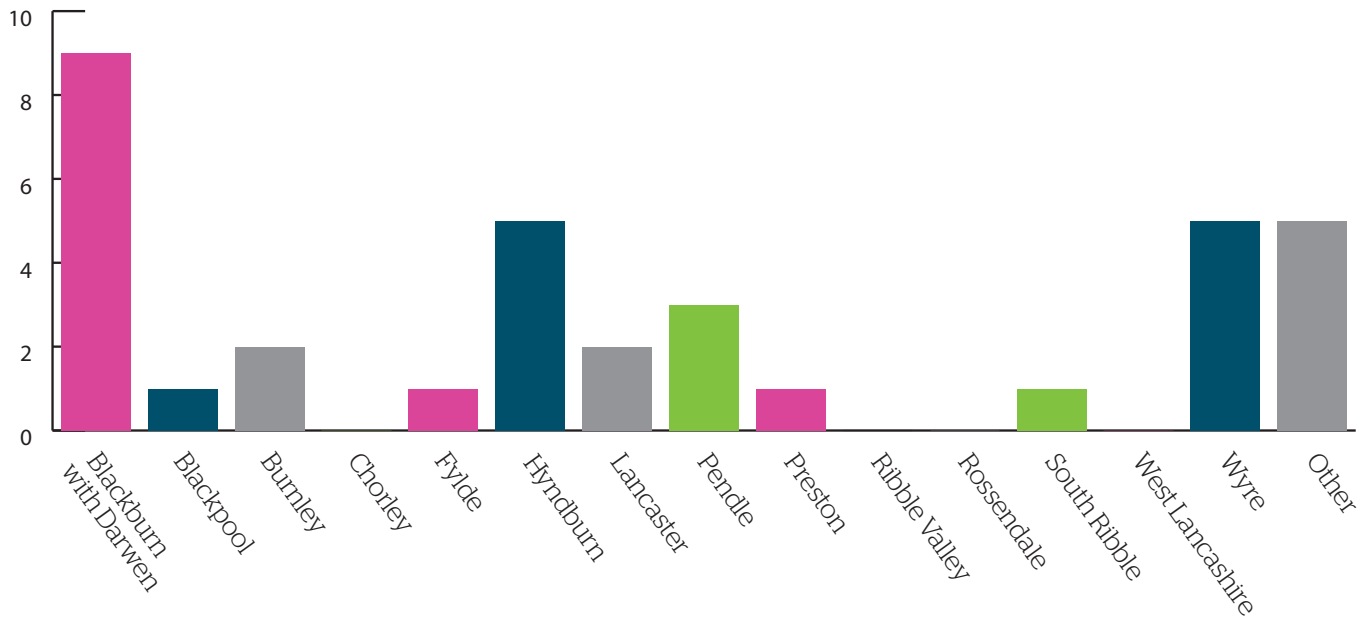
The table below shows those who provided 'Time' as a response to why they have not donated blood.



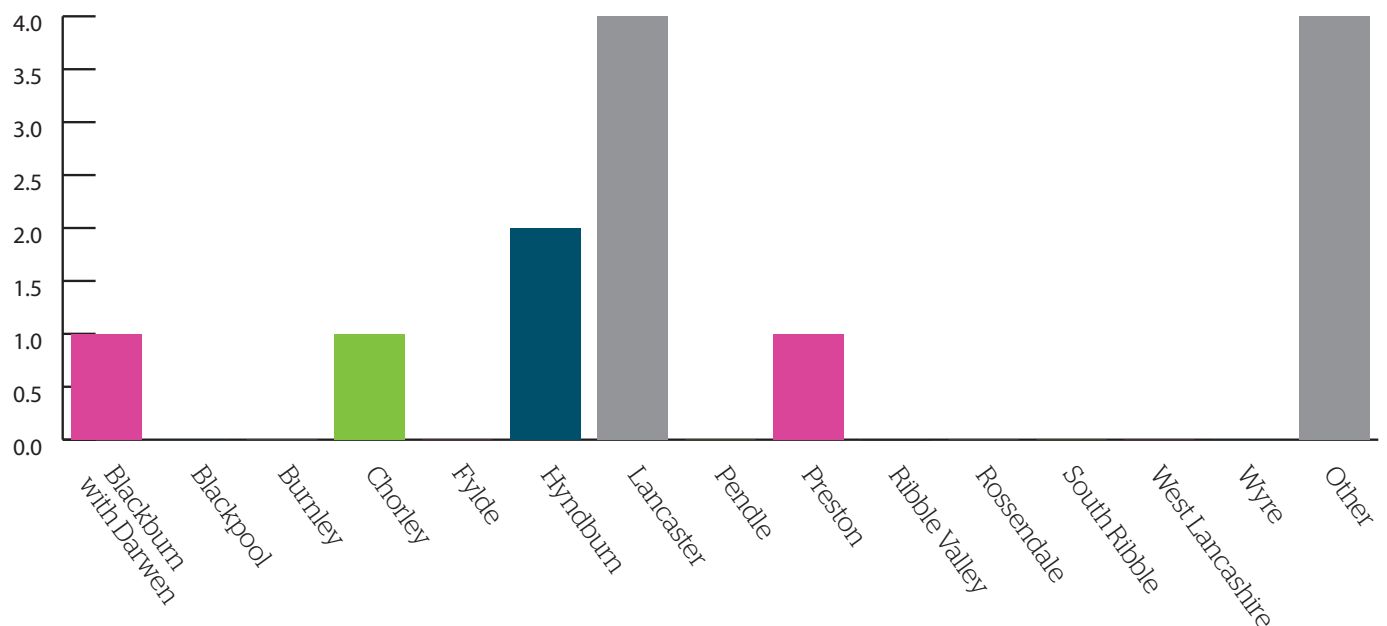
The table below shows those who provided 'Convenience' as a response to why they have not donated blood.



The table below shows those who provided 'Not aware of how / where' as a response to why they have not donated blood.



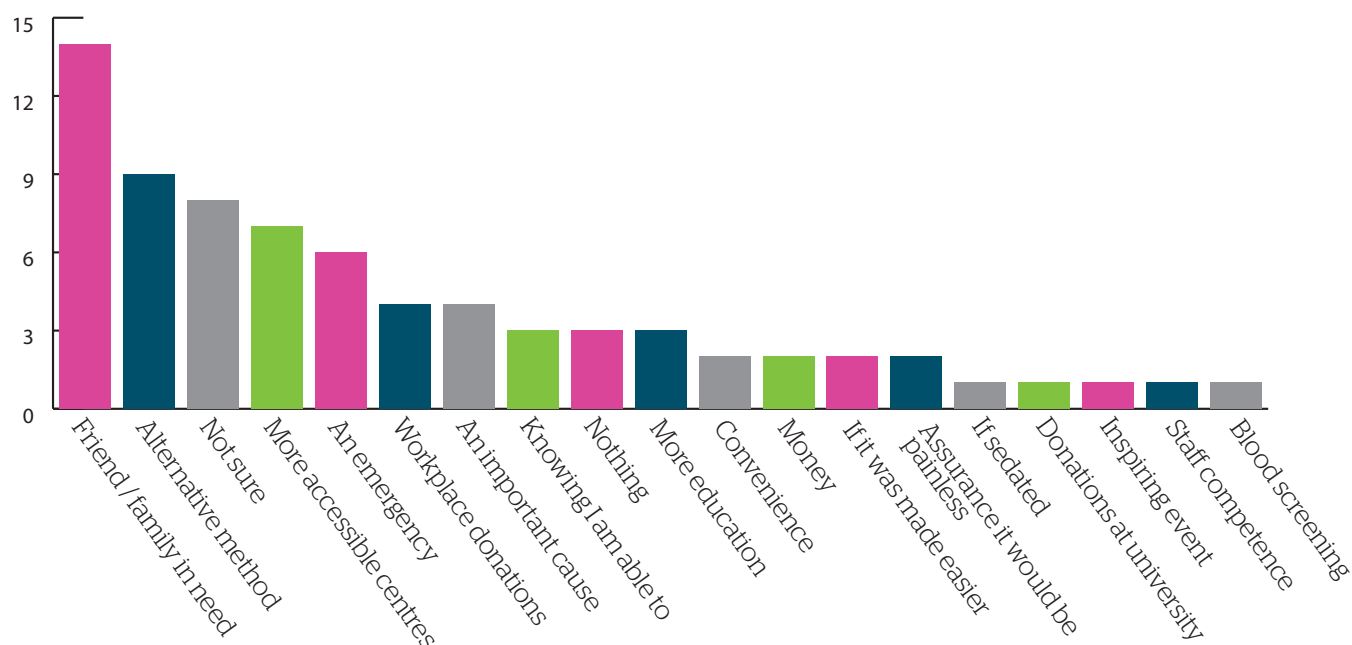
The table below shows those who provided 'Not aware of the need' as a response to why they have not donated blood.



Question 5: What one thing would make you donate?

This question was asked only to those who answered 'No' to Question 1. This question was optional and was completed by 74 respondents.

	Responses	%
A friend or family member in need	14	19%
Alternative method of taking blood / no needles	9	12%
Not sure	8	11%
More accessible donation centres	7	10%
An emergency	6	8%
Donations in the workplace	4	6%
An important cause	3	4%
Knowing if I am able to donate	4	4%
Nothing	3	4%
More education	3	4%
Convenience	2	2%
Money	2	2%
If it was made easier to donate	2	2%
Assurance it would be painless	2	2%
If sedated	1	1%
Donations at university	1	1%
Inspiring event	1	1%
More competence by staff	1	1%
Blood screening to prove I am a low risk	1	1%



Patient Stories

The following stories were shared with Healthwatch Lancashire in response to the campaign:

"I donated 39 units until I had to give up due to being given eight units during surgery for a brain tumour."

"Time taken to register was excessive, took longer than giving blood."

"I began to give blood as a student and have given 46 times. The last time I 'tried' to give blood I was refused and asked if I had been to certain parts of the world (in my case rural Mexico - in 1978.) I was told I might be carrying something. I asked when it would be clear whether I could give in the future and was told I would be informed when this particular issue was clarified.

I went again six months later, and was again refused - no one having told me, or apparently being able to tell me if it was okay now for me to continue to donate. I gave up at that point in disgust and have not been again. Keeping the public informed is important."

"I have often attended to give blood then found that it can't be taken because, although I feel perfectly fit and healthy, I am found to have a low iron count or have had a recent medical procedure which I am told means I can't donate at that time. This is a bit demoralising and embarrassing."

"My dad was diagnosed with Acute Myeloidleukaemia and needed platelets and blood. I already gave prior to this but it inspired me to continue."

"Used to donate. Had bleed stroke, now blanket ban, no explanation regarding the reason; danger to self, danger to recipient. Not sure if they even understand / differentiate between bleed / clot strokes. NHS Blood & Transplant seems to have the attitude: if we need you we will take, if "computer says no" we don't care."

"I would give blood more regularly and in fact used to do so! However the donation sessions in Earby were stopped due to issues with the previous donation centre, which I understand.

This resulted in me having to attend sessions in Barnoldswick, which is far from convenient. I do not go as regularly as I used to and haven't been to one for well over a year.

"Yes, I will be eternally grateful to all those donors who supplied enough blood for me to undergo successfully two major heart operations.

Many thanks to all NHS heroes who worked so magnificently to restore my quality of life."

"My gran was having weekly transfusions back home in Northern Ireland so felt I needed to restore the balance! My granny was then diagnosed and passed away due to leukaemia and so want to continue to help others."

"I used to donate blood fairly regularly but then was told I was unable to as I had been born in Kenya - even though it was over 40 years ago. Since then I haven't donated as I am not sure if I would be turned away again - I would go and ask but don't know where any centres are."

"The reason why I stopped was due to timing and work commitments. It would have been great for blood donations to happen in work itself, something I asked for at my place of work, but to no avail."

"In my 20s I was afraid to give blood. I thought it might hurt, might make me queasy. But I went and it was a breeze and I became a regular donor.

I would have kept on giving but after my 50th birthday but it started getting harder to get the required amount in the set time. In the early 90s my husband (whom I had not met yet) required blood after a serious accident. I am sure it was not my blood that saved him but if someone had not shared their blood with him, I might never have met and married him. So thank you to all donors".

"I have always been impressed by the professionalism and dedication of NHS Blood & Transplant staff.

I have observed them at work and am constantly amazed at their cheerful demeanour in very busy environments."

"My father received 30 pints of blood plus plasma during an aneurysm repair . Following this I began to give blood . Years later he received more blood and plasma as he has a stomach ulcer, which bled after doctors gave him heparin during dialysis. The blood kept him alive and saved his life at the time. He received lesser amount s at different times until his death several years later."

"I haven't done it for over 10 years. I have had bad experiences of fainting after donating. Last time was hours after I got home and passed out in the bathroom narrowly avoiding cracking my head open on the sink and being trapped behind the door which put me off doing it again despite giving a lesser amount."

"I have not received an invite to donate for the last 6 months and I am not sure why."

"I've only once given blood and would do again, however I had a very bad reaction to the swab/plaster and was advised there was no alternative to what was used which was a shame as would love to give blood again."

Healthwatch Lancashire General Observations:

- Participation in the campaign was relatively low in Ribble Valley, Pendle, Rossendale and Fylde. Encouraging more active participation in future Healthwatch Lancashire campaigns in these areas will be taken into consideration.
- A high percentage of those who participated in the campaign have donated blood in comparison with national statistics.
- The areas with the highest percentage of people who have donated blood in the past are Burnley, Ribble Valley, Preston and West Lancashire. Please note: There were a low number of respondents from Ribble Valley which means this may not be representative of the population.
- A high percentage of donors (50%) stated that a 'desire to help others' was their reason for donating. This message should be considered for future recruitment campaigns from NHS Blood and Transplant.
- 17% of the participants who have donated blood stated that this was in response to an appeal from NHS Blood and Transplant.
- 12 respondents stated that they donated blood in response to a workplace visit. In addition, 4 respondents stated that this would encourage them to donate.
- 32% of the responses for why people did not donate blood was due to a medical or weight condition.
- 17% of responses to why people have not donate blood was due to the procedure or fear of needles. In addition 12% of responses to What one thing would make them donate was if alternative methods were developed.
- 6% of responses to why people have not donated blood is because they are unsure of how or where to donate. A high number of these responses came from Blackburn with Darwen, Pendle, Hyndburn and Wyre.
- 13 respondents were unaware of the need to donate blood, More than 30% of these responses came from outside Lancashire. Those from Lancashire residents were from Lancaster, Hyndburn, Chorley, Blackburn with Darwen and Preston.
- 10% of those who responded to question 5 stated that more accessible donation centres would encourage them to donate.