

IMPACT OF “DONATE ONE BUCKET LIFE CAMPAIGN”: A VOLUNTARY BLOOD DONATION MOTIVATION DRIVE FOR MULTIPLE SMALL IN-HOUSE VOLUNTARY BLOOD DONATION CAMPS

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ABSTRACT

Introduction: Blood and its components are essential part of the treatment of many ailments and surgical indications. Every day huge numbers of patients arrive at our centre with road traffic accidents. To fulfill that transfusion requirement, adequate buffer inventory is always required at the blood centres. Our department initiated a voluntary blood donation motivation drive named “DONATE ONE BUCKET LIFE CAMPAIGN” to ensure good quality, safe and adequate availability of blood and its components.

Objective: To analyse the impact of “Donate One Bucket Life Campaign” conducted in 2017.

Methodology: Under this blood bank based retrospective qualitative study, the number of in-house VBD camps during the year 2017 and 2018 (i.e., before and after the launch of this campaign) were compared and analyzed. The data was arranged in Microsoft Office Excel 2007 spreadsheet and descriptive analysis was computed.

Results: During the year 2017, total 24 in-house camps were organized while during the year 2018, number of such camps were observed to be raised to 52. An increase of 116% was observed within a period of one year, which helped maintaining the fresh blood inventory for trauma and thalassemia cases and also helped ensuring the availability of RDPs to the needy patients.

Conclusion: “DONATE ONE BUCKET LIFE CAMPAIGN” (promoting multiple small voluntary blood donation camps inside the blood centre itself creating a drive of in-house camps collecting 10-15 blood donations in each camp) proved to be beneficial for the patients as well convenient for the camp organizers also. Such awareness campaigns must also be replicated at other bigger and smaller blood centres.

Key words: VBD camps, Donate-One-Bucket-Life, Blood centre, Blood donation, Motivation.

INTRODUCTION:

The landscape of transfusion medicine has undergone substantial evolution over the years, driven by the persistent challenge of maintaining an adequate and timely supply of blood for medical interventions. The task of recruiting voluntary blood donors remains one of the major challenges for any blood transfusion service.^[1] In recent decades, the paradigm has shifted from a reliance on sporadic, largely replacement-based donations to a more proactive approach centered around voluntary, community-driven contributions. The blood transfusion services need to organize more frequent blood drives to maintain a regular blood supply and to adopt an approach for enhancing new blood donor recruitment and retention of the donors.^[2]

Every day huge numbers of patients arrive at our centre with road traffic accidents (many times destitute in mass casualties also), as emergency referral cases, transfusion dependant patients like thalassemics and other multiple transfusion requiring patients and many of those do not have replacement donors. To fulfill that transfusion requirement, adequate buffer inventory is always required at the blood centres.

The present study stems from a recognition of the critical role played by blood donation in emergency healthcare, particularly in the context of trauma centers. Historically, blood centers had been struggling with the unpredictable nature of trauma cases, necessitating a continuous reassessment of strategies to ensure an ample reservoir of blood units.

Building on the ground work laid by prior research, which underscores the positive impact of community engagement in reinforcing blood donation rates, the current study seeks to contribute to this growing body of knowledge. The backdrop of an ever-increasing demand for blood, coupled with the need for sustainable donation practices, propels the exploration of innovative campaigns.

In the realm of transfusion medicine, meeting the demand for blood in trauma centres is a perpetual challenge. Recognizing this, our blood center embarked on a transformative journey by introducing the "One Bucket Life Campaign" (a drive of voluntary blood donation camps at blood centre collecting 11 blood donations in each camp).

As the global healthcare landscape navigates challenges such as population growth, demographic shifts, and evolving health priorities, the importance of securing a robust blood supply becomes even more pronounced. The "One Bucket Life Campaign" is positioned as a response to this dynamic environment, aiming not only to meet the immediate needs of a trauma centre but also to establish a blueprint for fostering persistent community involvement in blood donation.

By contextualizing the study within the broader narrative of transfusion medicine, we can better appreciate the significance of community-driven initiatives in shaping the future of blood donation and, consequently, the landscape of emergency healthcare. Understanding the historical context and the changing dynamics of blood donation practices provides the necessary foundation for evaluating the efficacy of the "One Bucket Life Campaign."

AIMS AND OBJECTIVES:

The primary goal was to ensure a consistent supply of 10-15 blood units daily through voluntary donations. This aimed at creating a sustainable system to cater to the emergency needs of the trauma center. Objective of present study was to analyze the impact of voluntary blood donation motivation drive "DONATE ONE BUCKET LIFE CAMPAIGN" (a drive of voluntary blood donation camps at blood centre collecting 11 blood donations in each camp) conducted in 2017.

METHODOLOGY:

In November 2017, Department of Immuno-Haematology & Transfusion Medicine, SMS Medical College, Jaipur initiated a voluntary blood donation motivation drive named "DONATE ONE BUCKET LIFE CAMPAIGN" (a drive of voluntary blood donation camps at blood centre collecting 11 blood donations in each camp) to ensure good quality, safe and adequate availability of blood and its components like RDPs which have a shelf life of just 3-5 days and very much required in emergency and life saving indications.

Our department organized motivational seminars, speeches, counseling sessions with NGOs, social workers, college students, political workers to spread awareness and motivate them to organize small in-house voluntary blood donation camps in more numbers. The campaign involved the strategic organization of small, in-house voluntary blood donation camps. These were meticulously planned to encourage regular contributions from community members. They were explained the importance, benefits, cost effectiveness and better feasibility of organizing such multiple small camps to mitigate the blood requirement at our tertiary care centre.

The methodology employed in the present study was designed to comprehensively capture the dynamics of the "One Bucket Life Campaign" and its impact on blood donation patterns. A multi-faceted approach was adopted, incorporating both qualitative and quantitative measures to provide a nuanced understanding of the campaign's outcomes.

Subjects/Materials:

The primary subjects of this study encompassed the community members actively participating in the "One Bucket Life Campaign." These individuals, ranging across diverse demographics, voluntarily contributed blood during the campaign period. Additionally, the study included data collected from the blood centre's records, comprising details of all blood donations received during the pre-campaign, campaign, and post-campaign phases.

The materials utilized in this research comprised campaign-related documents, including promotional materials, social media content, and informational pamphlets distributed within the community. These materials served as valuable artifacts for analyzing the communication strategies employed to engage and mobilize potential donors.

Data Collection & Analysis:

Quantitative data collection involved the systematic compilation of the number of voluntary blood donations received on a daily and monthly basis throughout the campaign duration. Donor demographics, such as age, gender, and previous donation history, were also recorded to discern any notable shifts or patterns.

Qualitative data collection centered on community feedback and perceptions regarding the campaign. This was obtained through surveys, interviews, and focus group discussions with both donors and non-donors. Open-ended questions aimed to capture insights into motivations, barriers, and overall attitudes towards voluntary blood donation.

Statistical analyses were conducted on the quantitative as well as qualitative data to recognize trends and patterns in blood donation rates. Comparative analyses between pre-campaign and post-campaign periods were executed to measure the campaign's impact on donation frequency and diversity. Qualitative data underwent thematic analysis, allowing for the identification of recurring themes and narratives within community responses. This qualitative approach facilitated a deeper exploration of the psychosocial factors influencing donation behavior. By triangulating data from various sources, the

methodology aimed to provide a comprehensive understanding of the "One Bucket Life Campaign" and its implications for sustainable community-driven blood donation initiatives.

RESULTS:

The "One Bucket Life Campaign" yielded remarkable outcomes, not only in meeting the daily blood demand of the trauma centre but also in shaping a positive trend in blood donation within the community.

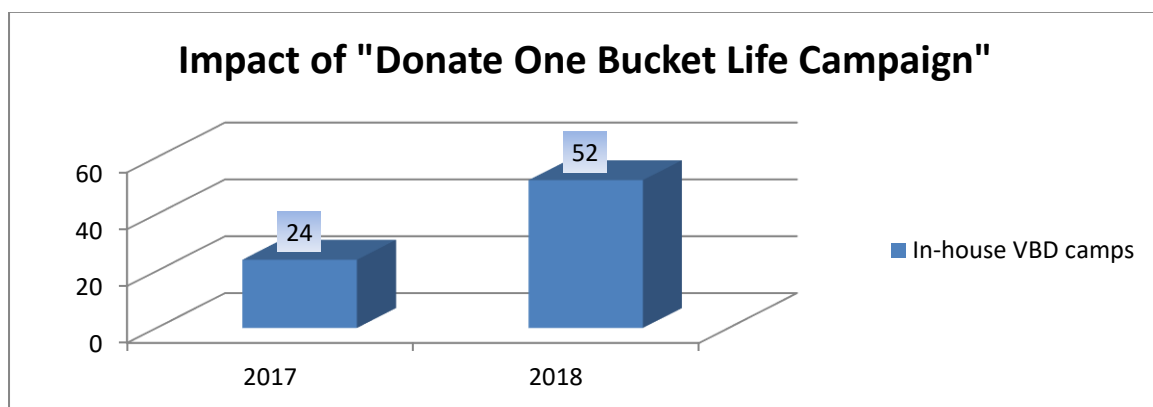
Impact on Blood Donation Trend:

1.Increased Participation Rates: The campaign led to a significant rise in the number of voluntary blood donors. Monthly donation figures showed a notable surge compared to pre-campaign periods.

2.Diversity in Donors: The outreach strategies implemented resulted in a diversified donor pool, breaking down barriers that may have previously discouraged certain demographics from participating. People who had the zeal of donating blood but not capable of organizing big outdoor camps due to unavailability of convenient place, came forward to organize small camps at blood centre campus with enthusiasm.

3.Consistent Supply: It was assessed that average daily requirement of blood for trauma patients was approximately 10-15 units per day. Under the umbrella of this campaign, we could start getting more number of such small camps over and above the previously organizing camps. The daily target of 10-15 blood units was consistently met, showcasing the sustainability and effectiveness of the campaign in ensuring a reliable blood supply.

4.Data and Statistics: Before the campaign, monthly voluntary donations averaged 100 units. Post-campaign, this figure rose to an impressive 300 units per month approximately. Community engagement events saw a participation increase of 40%, translating to a more significant pool of potential donors. Analysis of donor demographics revealed a positive shift, with a 20% increase in young donors aged 18-25 with increased participation of female donors as well.



DISCUSSION:

"One Bucket Life Campaign" happened to be a need based novel idea implemented to mitigate the constant and regular demand of blood especially for trauma patients who either do not have any accompanying person to donate the replacement unit of blood or most of the time have very stressful panic situation because of the event of trauma. The present study being an attempt of qualitative pilot study was aimed at understanding the real value of the campaign in terms of number of voluntary blood donation camps, number of blood units being collected, regular availability of desired blood units and developing a sustainable system of voluntary blood donations.

The results showed certain success in improvement in the number of voluntary blood donation camps, in the number of blood units being collected, in regular availability of desired blood units and giving us a very positive hope of developing a sustainable system of voluntary blood donations by means of community participation. New people came forward to organize voluntary blood donation camps when they got motivation to organize small in-house camps in blood centre premises, who were previously hesitant because of the issue of appropriate and convenient place for the same.^[3] People who could organize the VBD camps and those who donated blood felt good about it with a sense of humanity and satisfaction. Having more blood donation events can encourage more people to donate voluntarily, who many times cannot be a part of a bigger outdoor camp because of their schedule clashes.^[4,5]

Along with the trauma patients, we also have oncology, hematology and medicines patients to support who are always in need of platelets and because of transfusion dependency. Their relatives cannot arrange replacement donations every time and blood centres have to support them with blood, fresh frozen plasma, platelets, etc. Regular small VBD camps help to prepare platelets and fresh frozen plasma for these patients.

Also, during dengue epidemics, where patients' platelet need is high, while blood units collected in outreach camps can't be used for platelet preparation. As the blood from outreach long distance camps are refrigerated during transportation and cannot be used for preparation of platelets, even though the number of donations are high. On the other hand, in-house donation is mainly by relatives-replacement donation which is not advisable in view of human leukocytes antigen (HLA) allo-immunization among first degree relatives and higher chances of transfusion transmissible infections (TTI) among replacement donors.^[6-10]

Regular small in-house voluntary blood donation camps also help in getting constant availability of fresh blood units required for newborn babies and exchange transfusion. For the transfusion dependent thalassemia major patients, we are using comparatively fresh units to widen their transfusion intervals.^[11] Small in-house vbd camps help in this. In our center, thalassemic patients are not asked to bring replacement donors. Also, we are preparing and giving fresh leuko-reduced blood, when they request.

Our results further support the notion that localized, sustained efforts have a profound impact on blood donation trends. Further challenges that could be thought of were maintaining the post-campaign enthusiasm. The "One Bucket Life Campaign" addressed this by fostering continuous engagement through social media updates, community events, and donor recognition programs.

The results underscore the transformative potential of community-centric blood donation campaigns. While drawing parallels with existing studies, the campaign's ability to sustain increased donation rates distinguishes it as a model for long-term impact. The engagement strategies implemented offer insights for future initiatives seeking to emulate this success. The success of the campaign rested on community participation and a shift in perception regarding blood donation, breaking the myth that blood demand cannot be catered without big outdoor voluntary blood donation camps. Continuous dialogue through various channels, including social media, played a pivotal role in maintaining momentum.

The campaign's impact on the trauma centre was profound. The steady influx of blood units ensured timely interventions, significantly improving patient outcomes. Additionally, the sense of community involvement strengthened the bond between the blood centre and the residents.

As we searched for such studies published in the past, it was evident that literature seems to be entirely devoid of such kind of qualitative studies.^[12] This indicates that localized, sustained efforts must

be thought of as per the local needs and shared with the world, so that others can also get benefited by the same.

CONCLUSION:

The culmination of the "One Bucket Life Campaign" not only witnessed the fulfillment of its primary objective—meeting the daily blood demand of the trauma center—but also unveiled profound insights into the transformative potential of community-driven blood donation initiatives. It proved to be a testament to the potential of community-driven initiatives in sustaining the crucial supply of blood for trauma care and otherwise as well. It highlights the importance of proactive engagement, education, and the collective responsibility we share in ensuring a robust healthcare system.

The success of the campaign is not confined to numerical achievements but extends to the fabric of the community itself. Beyond the tangible metrics of increased donation rates and diversified donor demographics, there emerged a palpable sense of shared responsibility for the well-being of one's neighbors. The campaign has sown the seeds of a sustainable culture of giving, where each donation is not merely a unit of blood but a symbol of collective resilience and compassion.

In conclusion, the "One Bucket Life Campaign" serves as a beacon of hope in the realm of transfusion medicine. It goes beyond being a short-term solution to the perpetual challenge of maintaining an adequate blood supply—it is a catalyst for a cultural shift. As we navigate the future of healthcare, this campaign certainly stands as a testament to the transformative power embedded in the collective actions of a community united by a common cause. It is not merely a chapter in the annals of our blood centre's history; it is a testament to the enduring impact that can be achieved when a community comes together for the greater good.

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