

# DONOR EDUCATION AT RECRUITMENT



saving the lives  
of people with  
blood cancer

RETENTION OF DONORS  
IS AS IMPORTANT AS  
– IF NOT MORE IMPORTANT THAN –  
RECRUITMENT OF DONORS



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A LITTLE BIT ABOUT  
**HOW WE RECRUIT AT ANTHONY NOLAN**



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**ANTHONY  
NOLAN**

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Why should I join the register?

Who can join the register?

What does joining the register involve?

You're a match. What happens next?

You've donated. What happens next?

FAQs

Medical exclusion criteria

Spread the word about our register

Is donating bone marrow painful?

Raise money ▼

Take part in a fundraising event ▼

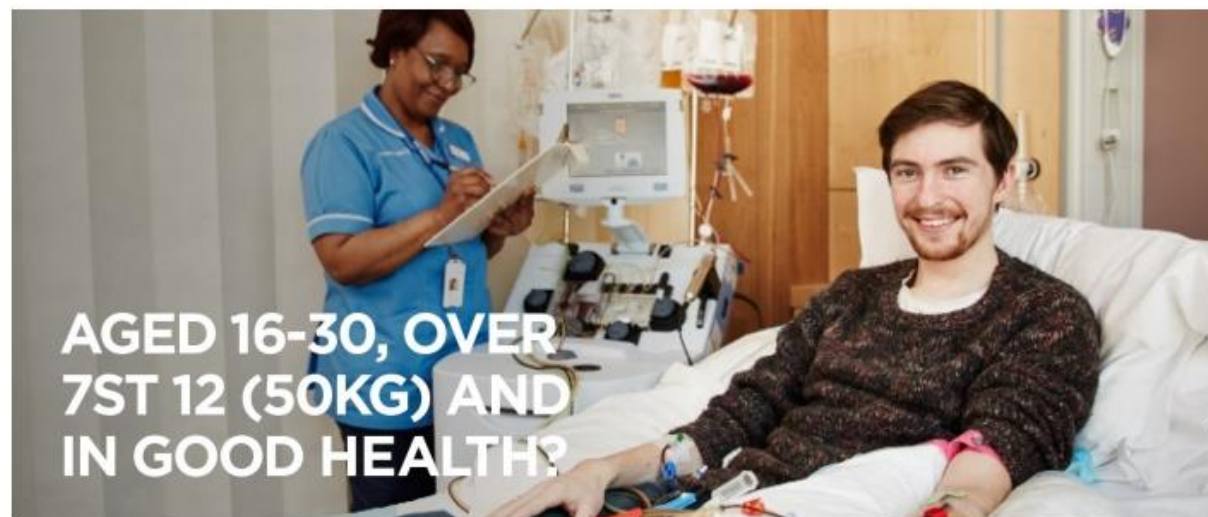
Give / raise money ▼

Donate your umbilical cord blood ▼

Campaign with us ▼

## DONATE YOUR STEM CELLS

Sign up to our register and you could be a lifesaving match for someone with blood cancer



### What does joining the register involve?

If you're between 16 – 30 and in good health, you can sign up to the Anthony Nolan register (you'll stay on it until you turn 60). We'll send you a spit kit in the post so that you can give us a quick saliva sample.

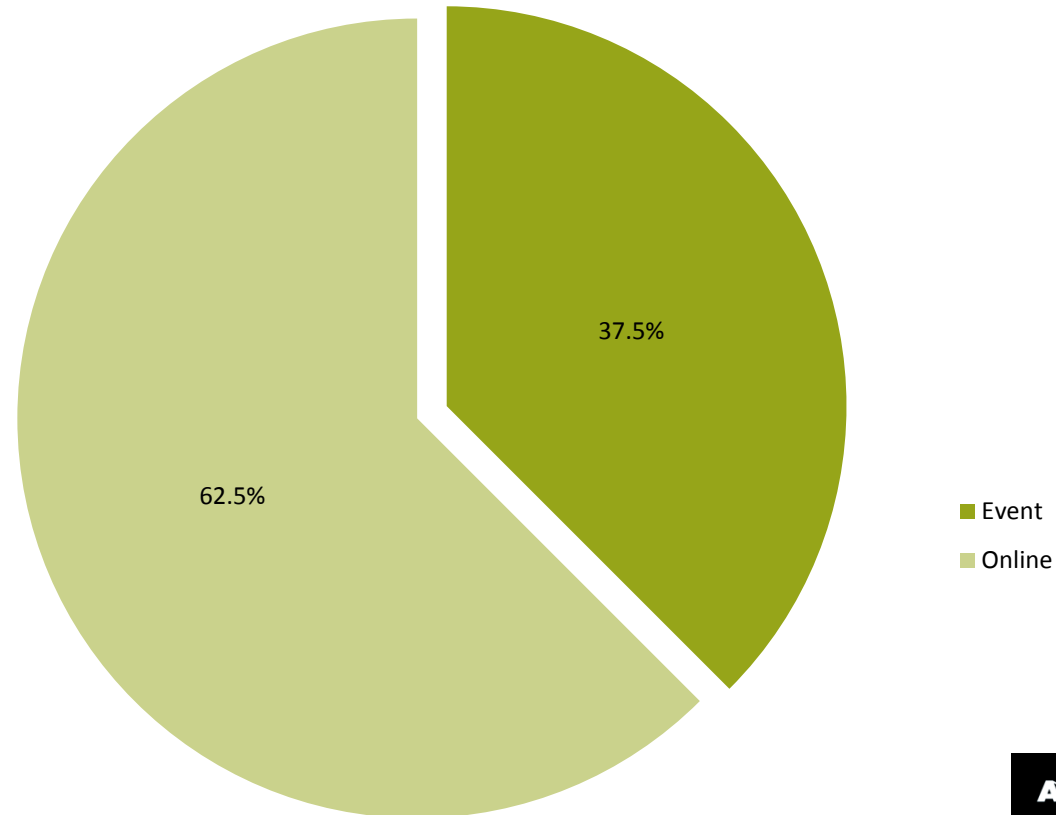
If you're over 30, you can [find out about the UK's other registries and alternative ways to help here.](#)

Whenever a patient with blood cancer or a blood disorder needs a lifesaving stem cell transplant, we search the register, looking for someone who's a genetic match for that patient.

If you're a match, we'll be in touch, and we'll ask you to donate if you're still healthy and happy to do so.

**JOIN THE REGISTER**

# A LITTLE BIT ABOUT HOW WE RECRUIT AT ANTHONY NOLAN



New potential donors recruited  
Apr 2016 - Mar 2017



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YOUTH

MEN

ETHNIC  
MINORITY  
GROUPS



# A LITTLE BIT ABOUT HOW WE RECRUIT AT ANTHONY NOLAN

- We focus on availability for donation
- We are developing our retention activity
- We monitor attrition / availability closely



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A LITTLE BIT ABOUT  
OUR CURRENT RECRUITMENT

72,000

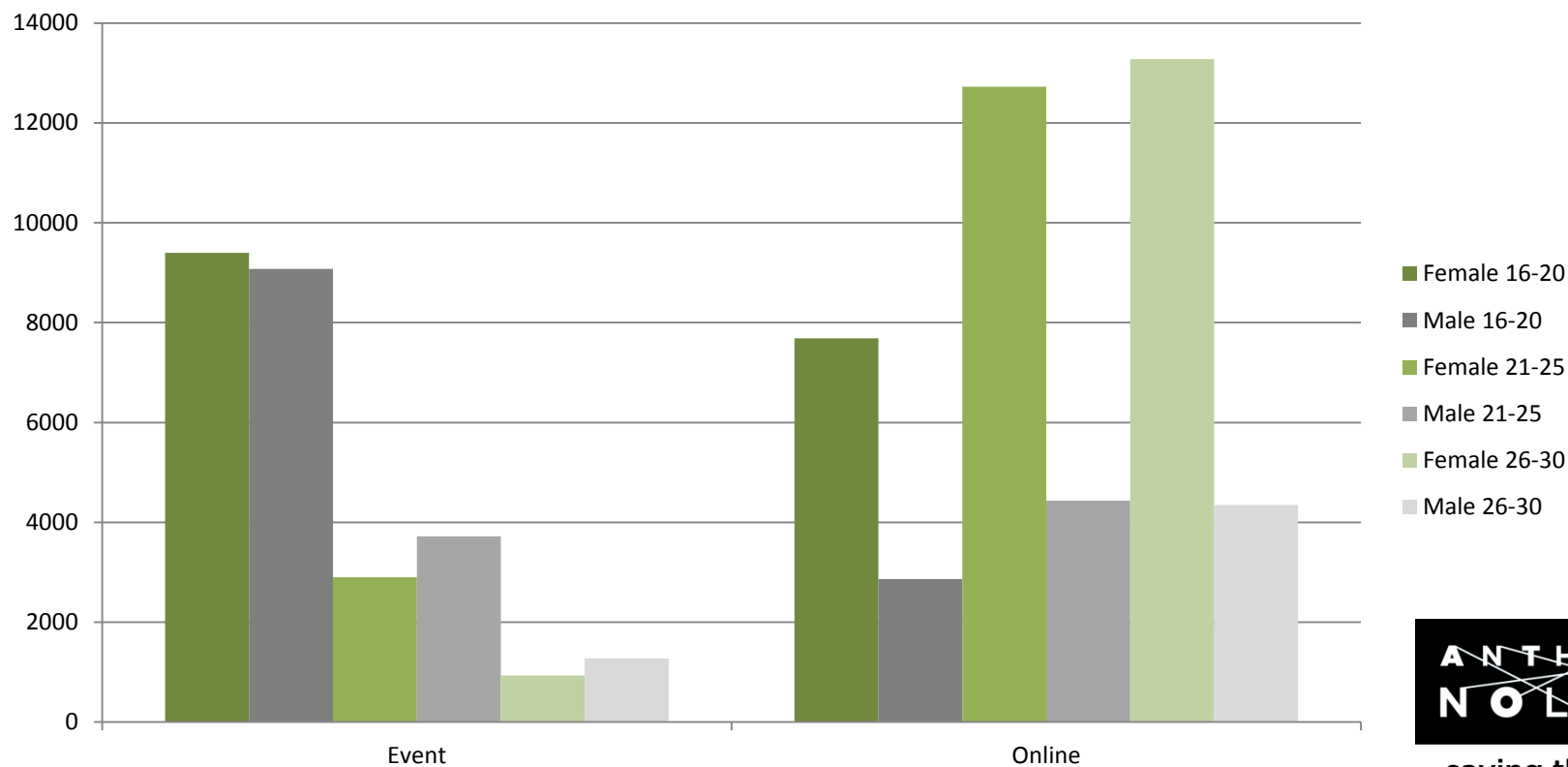
Apr 2016 – Mar 2017

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# A LITTLE BIT ABOUT OUR CURRENT RECRUITMENT

Recruitment by age, gender and recruitment type  
Apr 2016 - Mar 2017



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# A LITTLE BIT ABOUT DONOR ATTRITION

- We class donor attrition as incompleteness at VT stage for donor reasons
- Donor attrition currently stand at 34%
- We have a number of different initiatives across the organisation, aimed at reducing our donor attrition rate



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# DONOR EDUCATION AT RECRUITMENT



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# DONOR EDUCATION AT RECRUITMENT

- Begins with publicity and promotion that supports donation, rather than just joining
- Well trained staff, with a deep understanding of the needs of the organisation
- Strong online and offline donor recruitment journeys



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**ONLINE**



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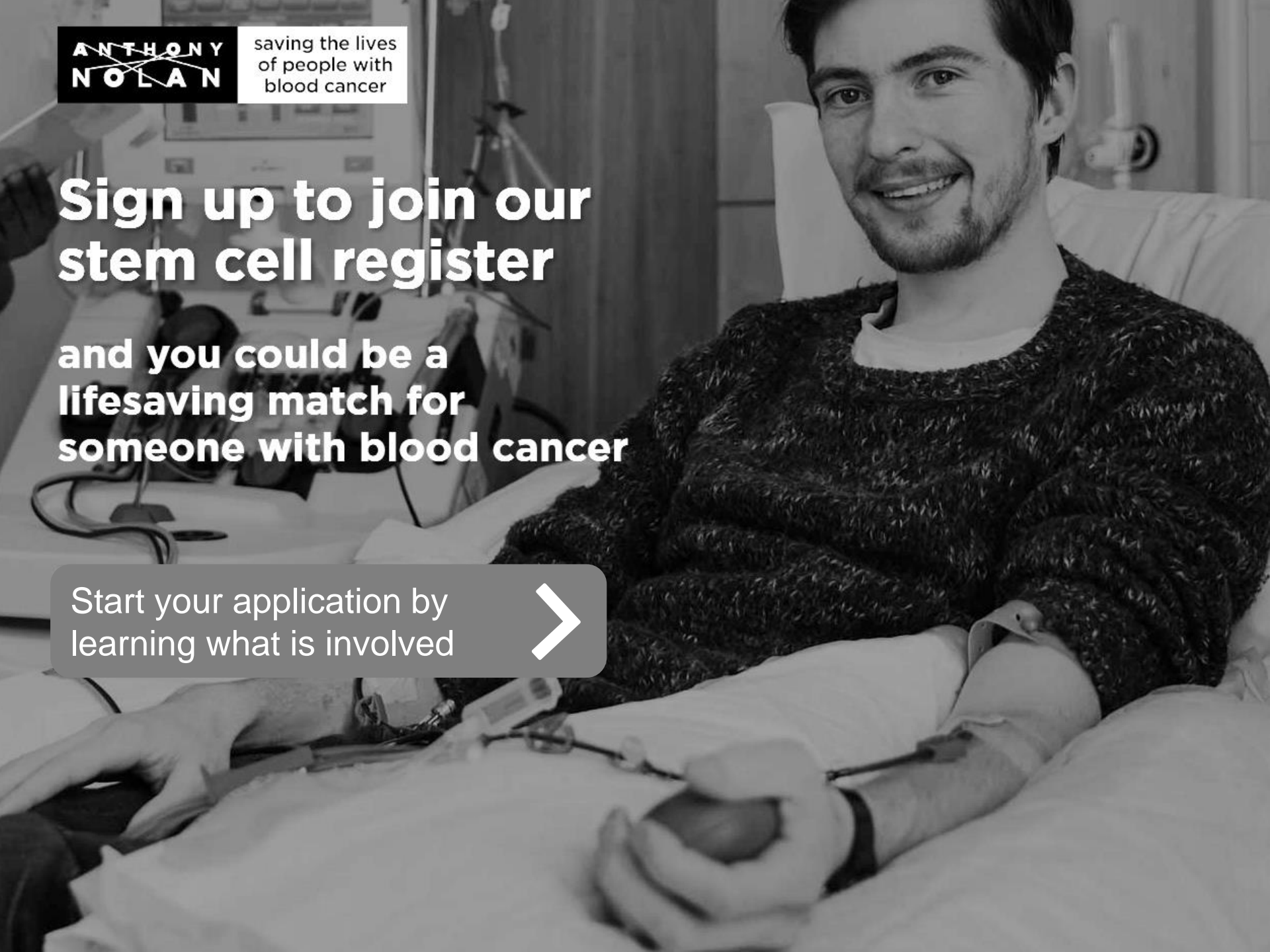
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**Sign up to join our  
stem cell register**

**and you could be a  
lifesaving match for  
someone with blood cancer**

Start your application by  
learning what is involved



# ONLINE APPLICATION PROCESS

You could be about to do something amazing

What does joining the register involve? ▾

What does donating involve? ▾

Does it hurt to donate stem cells? ▾

Who Can Join The Register? ▾

I'm already on the British Bone Marrow Registry or I've signed up with DKMS. Do I need to join the Anthony Nolan register too? ▾

Sounds good. I want to apply to join the register >

I'd like to know more before I decide to join

[How we use your data](#) | [Terms of use](#)

**ANTHONY NOLAN** **PLEASE CHECK YOUR DETAILS**

Name  
Ms Ann O'Leary

Email  
ann.oleary@anthonymolan.org

I confirm that my details are correct >

I would like to edit the details I supplied

Title\*  
Ms

Email Address  
ann.oleary@anthonymolan.org

I consent that I may be contacted by Anthony Nolan regarding my application, news, campaigns, marketing and fundraising. I realise I can opt out at any time in the future.

Save & Continue >



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APPLY TO JOIN THE BONE MARROW REGISTER

**Are you aged between 16-30?**

If accepted onto the register you will remain on it until your 60th birthday

YES > NO >

[Why we need to ask you this](#) ▾



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# ONLINE PACKAGING



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# FACE TO FACE



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# FACE TO FACE MATERIALS

JUST SCRIBBLE,  
SIGN AND SPIT.  
**AND YOU COULD  
SAVE A LIFE.**

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## WHAT WE NEED FROM YOU

- Please complete both sides using a black pen
- Cross the appropriate boxes
- Write clearly within the boxes in CAPITAL LETTERS

This is a screening questionnaire. Depending on how you answer it, we may need to ask you for a few more details. If you have any questions in the meantime, please email [info@anthonymolan.org](mailto:info@anthonymolan.org) or call 0303 303 0303.

[anthonymolan.org](http://anthonymolan.org)



## OUR JOINING CRITERIA

Before completing the form, please check below. Unfortunately, you won't be able to join the register if:

- You are aged under 16 or over 30
- You weigh under 7st 12lbs (50kgs) or have a BMI of more than 40
- You or your partner are, or think you are, HIV or Human T-cell lymphotropic virus (HTLV) positive or believe you may carry the Hepatitis B or C virus
- You don't live in the UK
- You have ever been injected with non-prescription drugs, including body-building drugs (even one-off use)
- You have, or have ever had, any of the following:
  - Cancer
  - Coronary artery disease (blocked arteries in the heart, angina, heart attack), heart failure, bypass surgery or heart valve replacement
  - Stroke
  - Epilepsy (unless you have been seizure free and off epilepsy medication for the last 12 months)
  - Emphysema/COPD
  - Pulmonary embolism (blood clot on the lung)
  - Diabetes (unless controlled by diet alone)
  - Certain autoimmune diseases, including:
    - Ulcerative colitis or Crohn's disease
    - Rheumatoid arthritis
    - Sarcoidosis
    - Multiple sclerosis
    - Systemic lupus erythematosus (SLE)
    - Ankylosing spondylitis
    - Any vasculitis
    - Pernicious anaemia
    - Myasthenia gravis
    - Guillain-Barre syndrome
  - Schizophrenia
  - Haemophilia or other bleeding disorders
  - Sickle cell disease (sickle cell trait is acceptable)
  - Thalassemia (thalassaemia trait may be acceptable)
  - A severe allergy to latex or anaesthetic

If you have any questions about your eligibility, or you'd like more information about our lifesaving work, please visit [anthonymolan.org](http://anthonymolan.org)

THE LITTLE  
GUIDE FOR  
**LIFESAVERS**



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# FACE TO FACE MATERIALS

NAME **Ann's** **FIRST STEPS TOWARDS LIFESAVING**



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### 1. CHECK OUR JOINING CRITERIA

Before completing the form, please check below.

- ✓ You are aged between 16 and 30
- ✓ You weigh over 7st 12lbs (50kgs) or have a BMI of less than 40
- ✓ You live in the UK

Unfortunately, you won't be able to join the register if:

- ✗ You or your partner are, or think you are, HIV or Human T-cell lymphotropic virus (HTLV) positive or believe you may carry the Hepatitis B or C virus
- ✗ You have ever been injected with non-prescription drugs, including body-building drugs (even one-off use)
- ✗ You are already on the British Bone Marrow Registry, Welsh Bone Marrow Registry, DKMS UK or any other stem cell register worldwide. (You only need to join one register!)
- ✗ You have, or have ever had, any of the following:
  - Cancer
  - Coronary artery disease (blocked arteries in the heart, angina, heart attack), heart failure, bypass surgery or heart valve replacement
  - Stroke
  - Epilepsy (unless you have been seizure free and off epilepsy medication for the last 12 months)
  - Emphysema/COPD
  - Pulmonary embolism (blood clot on the lung)
  - Diabetes (unless controlled by diet alone)
  - Certain autoimmune diseases, including:
    - Rheumatoid arthritis
    - Sarcoidosis
    - Multiple sclerosis
    - Systemic lupus erythematosus (SLE)
    - Ankylosing spondylitis
    - Any vasculitis
    - Myasthenia gravis
  - Schizophrenia
  - Haemophilia or other bleeding disorders
  - Sickle cell disease (sickle cell trait is acceptable)
  - Thalassaemia (thalassaemia trait may be acceptable)
- A severe allergy to latex or anaesthetic

### 2. WHAT WE NEED FROM YOU

- Please complete both sides using a black pen
- Cross the appropriate boxes
- Write clearly within the boxes in CAPITAL LETTERS

This is a screening questionnaire. Depending on how you answer it, we may need to ask you for a few more details.

### 3. WHAT YOU'RE SIGNING UP TO

When you join the Anthony Nolan stem cell register, there are a few key facts we want you to take away.

If you're found to be a match for a patient in need, you understand that:

- You will need to give some blood samples so we can confirm the match.
- You could be asked to donate in one of two ways:
  1. **90% of people donate stem cells via their bloodstream.** This means you'll receive a four or five day course of injections that stimulate your body to produce stem cells, which you then donate as an outpatient in hospital. You may need to take about two days off to recover.
  2. **10% of people donate via their bone marrow.** This means you'll spend two nights in a designated hospital and donate bone marrow whilst under general anaesthetic. You may need to take around five to seven days off to recover.
- You might be asked to donate to a patient who lives anywhere in the world, but the donation will always take place in the UK.

The donation process will be completely anonymous to protect you and the patient.

### 4. WHAT NEXT?

- You'll stay on the register until you're 60, unless you ask for your details to be removed. It's really important that we can get in touch if you're ever found to be a match, so please keep your details up to date at [anthonyolan.org/update](http://anthonyolan.org/update)

By signing up, you've given hope to someone with blood cancer. That's pretty incredible, so don't keep it to yourself. Tell your friends, family and followers about the wonderful thing you might do one day.



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# OUR TARGETED PROGRAMMES

**R&  
BE**

REGISTER & BE  
**A LIFESAVER**

**MARROW**

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# MARROW

- Recruited over 100,000 potential donors
- 28% of those who go on to donate were recruited via Marrow
- Can support on-going awareness by being visible on campus



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# REGISTER & BE A LIFESAVER



**R&BE** REGISTER & BE  
A LIFESAVER  
EDUCATION  
PROGRAMME

PRESENTED BY  
Ann O'Leary

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NHS Blood and Transplant

## WHAT ARE STEM CELLS AND HOW DO THEY SAVE LIVES?



- Stem cells are made in the bone marrow, which is inside our bones
- These cells develop into other kinds of cells - including blood cells
- Sometimes a blood cancer patient's only hope is to have a stem cell transplant

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*'The presenter gave a really informative talk about what being a donor would consist of and how you could join the register.'*

*It made me feel like I could do something really worthwhile, and ultimately potentially lifesaving, for someone else without any huge effort on my part.'*

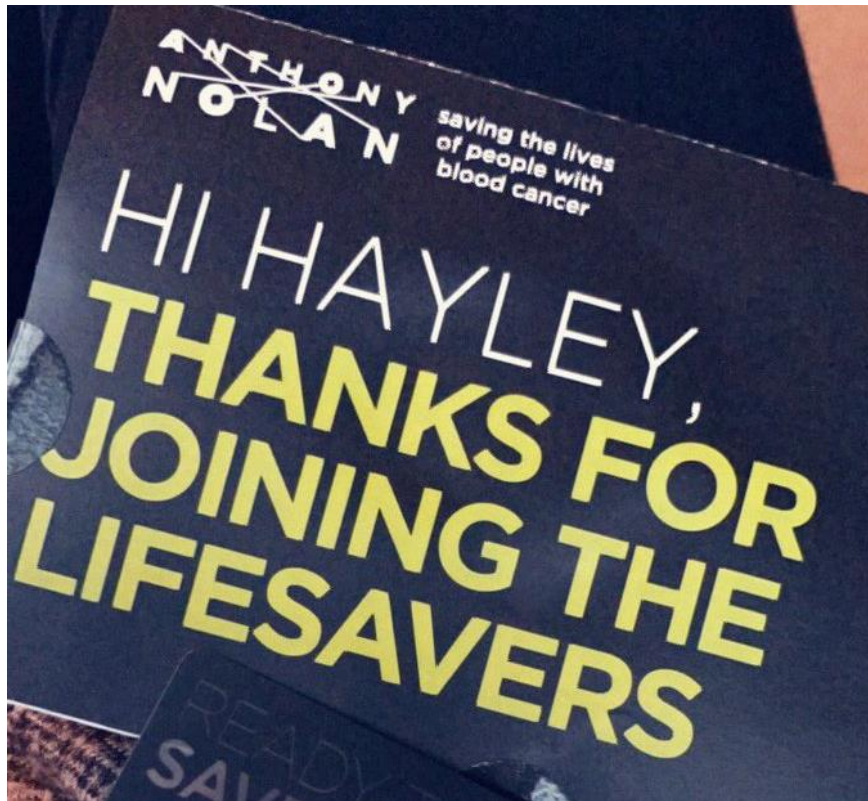
Jack, 20, stem cell donor

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# POST RECRUITMENT

The recruitment process doesn't end at receipt of the sample



# POST RECRUITMENT

Ongoing education via email and campaigns



WATCH THE **FILM**, LEARN THE **FACTS**

At [Anthony Nolan](#), we want to make a lifesaving change in the way the UK thinks about stem cell and bone marrow donation.



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Ongoing education via email and campaigns



**WATCH THE FILM, LEARN THE FACTS**

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# POST RECRUITMENT

## Ongoing education via email and campaigns

KENT MARROW and 3 others Retweeted

**Anthony Nolan** @AnthonyNolan · 1 Nov 2016

'I've donated stem cells twice. Simple, painless, & certainly the best thing I'll ever do.' #DonatingIsntScary

[facebook.com/AnthonyNolan/p...](https://www.facebook.com/AnthonyNolan/p...)



1 35 70

The image shows a man with a beard, Anthony Nolan, smiling and holding up a large bag of red blood cells. He is wearing a black t-shirt with the Anthony Nolan logo and the slogan 'BE A MATCH. SAVE A LIFE'. The background is a clinical setting, likely a hospital or donation center.



Like Comment Share

Lisa Cawley and 1.8K others

255 shares

Write a comment...

**Anthony Nolan** Once you're on the register, you could be a match for a patient in need at any time – today, tomorrow, or in 20 years' time. (Or 4 years, like Ryan was!)

That's why it's so important to keep your contact details up-to-date, so we can get in touch if you're ever a match for someone... See More

**Update your details**

It is important for us to keep your details up to date. If you have recently moved house or changed your phone...

ANTHONY NOLAN saving the lives of people with blood cancer ANTHONYNOLAN.ORG

The image shows a man, Anthony Nolan, sitting in a hospital bed. He is wearing a white polo shirt and has a blue blood pressure cuff on his left arm. He is looking directly at the camera with a neutral expression.



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# POST RECRUITMENT

## Ongoing education via email and campaigns



THE MOST COMMON AGE OF OUR STEM CELL DONORS.



THE NUMBER OF PEOPLE A DAY WE GIVE ANOTHER CHANCE OF LIFE.

2% OF PEOPLE IN THE UK ARE REGISTERED AS STEM CELL DONORS.

vs



2,000



PEOPLE A YEAR IN THE UK NEED A BONE MARROW OR STEM CELL TRANSPLANT FROM A STRANGER.

54%

OF STEM CELLS DONORS ARE YOUNG MEN. BUT THEY MAKE UP ONLY 15% OF THE REGISTER.

20%

OF PEOPLE FROM A MIXED HERITAGE OR MINORITY BACKGROUND FIND THE BEST POSSIBLE MATCH. **THAT'S NOT ENOUGH.**

1 in 170

THE ODDS OF DONATING STEM CELLS IF YOU'RE A 16-30 YEAR OLD MAN.

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# ANALYSIS

## INITIAL EXAMINATION OF THE IMPACT OF RECRUITMENT CHANNEL ON DONOR ATTRITION

**AUTHORS**  
Ann O'Leary, Franky Stephenson, Katherine McBrien, Tharmalingam Rajukumar



### INTRODUCTION

- Donor attrition must be understood registry by registry in order to proactively tackle the issue of donor retention.
- Many interventions can help to improve attrition, such as more frequent, tailored donor communications, improved data management and staff training. However, strong donor retention starts from the first contact with the potential donor - at their recruitment to the register.
- This study aims to begin to understand the impact that recruitment channels have on donor attrition rates.

### DONORS & METHODS

- We analysed a dataset of 8,279 records of potential donors who were called for verification or extended typing (VT or ET) over a 2 year period (2014 / 2015).
- From that we isolated 3,990 records where the donor was recruited to the register between 2011 and 2015, as we know that registration >5 years can contribute to attrition.
- We looked at these records mainly by recruitment method, focusing on the broader measure of online recruitment versus face-to-face recruitment and the more in depth measure of specific recruitment event types.

### RESULTS

	Completed	Cancelled (patient or transplant centre reasons)	Cancelled (donor reasons)	Total
Overall requests (from those recruited 2011 - 2015)	60.8% (2426)	5% (190)	34.2% (1360)	3990
Event recruitment	51.6% (1144)	5.6% (123)	42.8% (945)	2215
Online recruitment	72.2% (1201)	4.3% (76)	23.5% (410)	1775

- 55.5% of VT or ET requests were for those recruited at events, 44.5% were for those signed up online. From 2011 - 2015, 52% of all those who joined the register were recruited online. The disproportion between the requests and the donors recruited in 2014 / 2015 requests can be accounted for by two main factors:
  - Online recruitment was building year on year during this period
  - Online recruitment recruits many more female than male potential donors and female donors are less likely to be chosen by transplant centres for VT / ET
- Results show that those recruited online were significantly - 40% - more likely to provide samples at VT / ET stage.
- When looking at these results by gender, while they were less likely to be requested, women were more likely to be available than men (66.7% in comparison to 59.8%). Women who signed up online were the most likely to provide samples (74.6%).
- Figure 3 provides a basic comparison of the process of signing up versus signing up at a recruitment event.

### FOCUS ON RECRUITMENT EVENTS

- Those recruited by an event are, in general, less likely to provide VT / ET samples than those recruited online.
- However, within recruitment events, there is also a marked difference between different channels.
- Figure 1 demonstrates the variety of recruitment channels and their makeup in the requests.
- Figure 2 shows the donor attrition by recruitment channel.
- The UK Defence Forces and Uniformed Services have a high attrition rate (just 40% providing samples). This can be partially attributed to challenges in contacting these potential donors.
- A key finding is that those recruited via our school and university programmes (Anthony Nolan education programme and Marrow) are much more likely to be available than those recruited at schools and universities where our programmes do not operate. Of those recruited through these programmes, an average of 59.9% of potential donors provided samples versus 37.5% providing samples from the same general channel, but where our programme was not operational.

Figure 1 - Requests by event recruitment channel

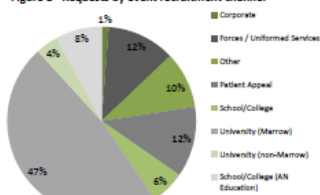
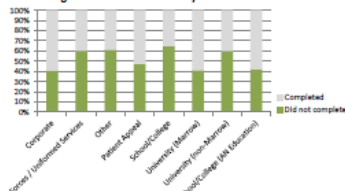


Figure 2 - Donor attrition by recruitment channel



	Online recruitment	Event recruitment
General method	<ul style="list-style-type: none"> <li>Donor prompted to fill in online form</li> <li>Info on joining the register precedes the application form. Donor self-completes and submits</li> <li>Donor awaits saliva kit &amp; returns the sample by pre-paid post</li> </ul>	<ul style="list-style-type: none"> <li>Donor prompted to attend a face to face event</li> <li>Donor completes handwritten application form, with support from staff / volunteers</li> <li>Form is checked by staff / volunteers &amp; saliva sample is collected</li> </ul>
Motivation to complete	Self-driven	Supported by registry staff / volunteers
Stages	Requires two proactive actions from the potential donor with a delay between	Requires one proactive action from the potential donor - no delay

### CONCLUSIONS & RECOMMENDATIONS

- Online recruitment provides more available potential donors. We recommend exploring expansion of our online programme and considering how to incorporate the benefits of online recruitment (eg. capturing data electronically, two-stage recruitment) into face to face events.
- Special attention must be paid to the communication journey for those who joined the register at face to face events, in order to address the current imbalance.
- Availability of potential donors recruited at face to face events varies significantly by channel. Our programmes focused on youth recruitment deliver the best level of availability.
- Recruitment in schools, colleges and universities should be focused on implementing our Anthony Nolan education and Marrow programmes.
- Different recruitment channels bring in different demographics of donors. Further work needs to be done to look at these figures in the context of gender, age and ethnicity of the potential donors.

- Availability of potential donors recruited at face to face events varies significantly by channel. Our programmes focused on education and youth recruitment deliver the best level of availability.

- Recruitment in schools, colleges and universities should be focused on implementing our Anthony Nolan education and Marrow programmes.

- Online recruitment provides more available potential donors

- Special attention must be paid to the communication journey for those who joined the register at face to face events

- Different recruitment channels bring in different demographics of donors



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# CONCLUSION

- Anthony Nolan recruitment focuses on retention of donors
- Education of donors is an ongoing process
- Our experience shows that donors who have had strong education at joining stage are more available at VT stage



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**THANK YOU**

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