

BREAKING BARRIERS, BUILDING TRUST: HOW A REGIONAL HEALTH ORGANIZATION BOOSTED BLOOD DONATIONS WITH STRATEGIC INSIGHTS

CHALLENGE

A regional health organization serving 26 counties across the Texas Gulf Coast and beyond, faced a critical challenge: increasing blood donations to sustain life-saving operations. Despite their essential role, donor engagement was hindered by distrust, fear, misinformation, and logistical barriers. These challenges were especially pronounced among African American and Hispanic communities, further complicated by generational and cultural perceptions of blood donation.

OBJECTIVES

- 1 Understand Donor Motivations & Barriers:** Gain insights into the diverse community's perceptions and concerns about blood donation.
- 2 Tailor Messaging:** Develop strategies to address fears, cultural mistrust, and misconceptions, fostering confidence in the donation process.
- 3 Expand the Donor Base:** Create pathways to convert new donors, re-engage lapsed ones, and build a foundation of lifelong donors.

STRATEGIC APPROACH



Comprehensive Focus Group Research

Conducted 50 virtual focus groups with over 500 participants, segmented by donor types, ethnicity, and generational demographics.



Customized Discussion Guide

Developed in collaboration with a regional health organization, addressing six donor types from prospective to lapsed donors. Uncovered motivators and deterrents to donation through guided conversations.



Tailored Recruitment Strategy

Ensured diverse participation through targeted outreach. Screeners captured the nuances of cultural, generational, and experiential differences.



Data-Driven Insights

Examined cultural and societal shifts affecting blood donation. Identified preferred outreach methods, emphasizing trust-building, bilingual messaging, and leveraging digital tools like the organization's app.

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KEY FINDINGS

Overcoming Barriers:

- Fears about safety, needle pain, and eligibility could be mitigated through education and transparency.
- African American participants expressed increased willingness to donate upon learning about the sickle cell trait's relevance.

Building Trust:

- Local partnerships with trusted organizations (churches, schools, and festivals) are crucial.
- Bilingual staff and messaging enhanced comfort for Hispanic participants.

Optimizing the Donation Experience:

- Convenience, cleanliness, professionalism, and positive donor-staff interactions were key motivators.
- Real-time updates on blood usage increased donor satisfaction.

Effective Messaging:

- Human-interest stories and testimonials resonated deeply.
- Campaigns that combined emotional appeal with practical information motivated action.

RESULTS



Increased Donor Willingness:

Post-discussion, participants reported higher motivation to donate, with many expressing immediate interest.



Refined Strategies: The organization used insights to shape outreach efforts, emphasizing community-specific messaging and addressing key concerns.



Engaged Community: Partnerships with local businesses and culturally relevant campaigns enhanced visibility and trust, laying the groundwork for sustained donor engagement.

CONCLUSION

Through CCR's expert facilitation, the organization gained the actionable insights needed to craft a data-driven approach, ensuring life-saving blood donations. By fostering trust and addressing cultural nuances, CCR empowered the organization to strengthen its mission: partnering with the community to save and sustain lives.



Creative Consumer Research