

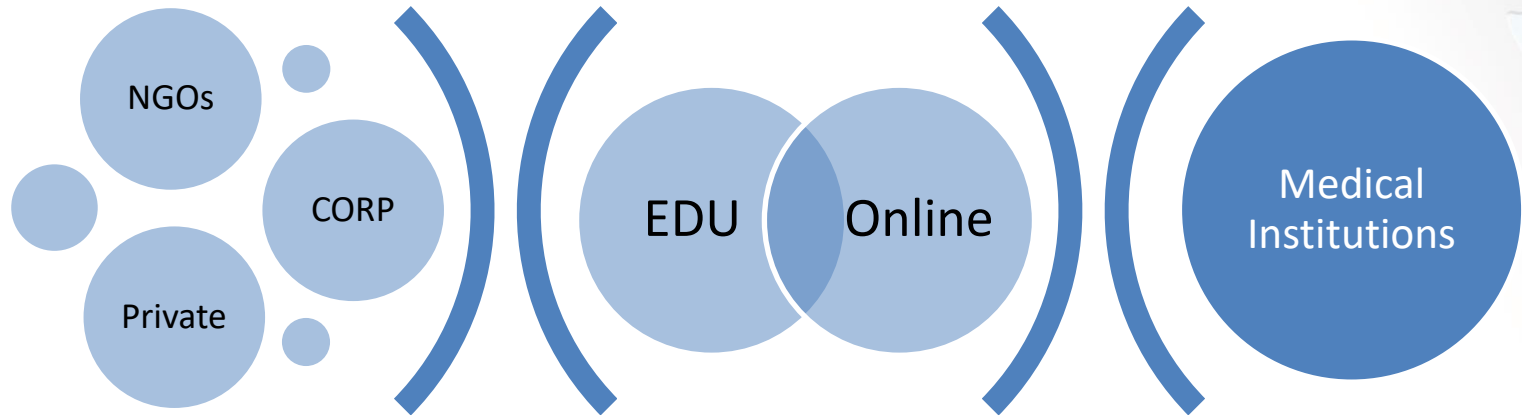


# Challenges to Donor Recruitment

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# The South African Bone Marrow Registry



Public, non-profit support and private support through current database

Education Institutions and online platform

National operational network



# SABMR MARKET RESEARCH 2022

In order to understand evolving youth markets better more research is needed.

## OBJECTIVES

### To determine:

- what associations/perceptions different population groups living in different provinces have about bone marrow/stem cell donation;
- the level of awareness about stem cell donation and the SABMR as an organisation;
- the obstacles that prohibit donor registration;
- media consumption patterns of prospective donors.



# SABMR 2022 WEB BASED SURVEY

- **Provincial split:** The survey was limited to South African respondents from 16 years and older with the majority residing in Gauteng (17%), Western Cape (15%) and KwaZulu-Natal (14%).
- **Age:** Young adults (25-34) made up 29% of responses, followed by the youth (16-24) at 28%, and middle-aged adults (35-44) at 20%.
- **Gender:** The vast majority were female (83%) vs male (16%).



- **Ethnicity:** Most respondents were of colour: black (55%), coloured (12%), Indian (4%) and Asian (0.4%). White participants made up the remaining 28% – a fair representative of South Africa’s current demographic.

- **Education:** Just over half (54%) either have a tertiary qualification or are studying towards one, while the remainder only have matric (Grade 12).



# SURVEY FINDINGS

- 67% have heard of the SABMR
- The vast majority (97%) consider bone marrow stem cell donation as vitally important to the health system and know that it can save lives.
- 16% didn't think they were healthy enough to donate.
- Majority receive news and information of interest from FB.
- Traditional TV and radio platforms are still very relevant in rural areas.
- Level of education increased likelihood of signing up significantly.



# Survey Findings contd.

- 47% had no idea how difficult it is to find a suitable bone marrow stem cell match
- 22% confuse it with blood transfusion and 7% refer to it as solid organ transplantation
- 45% still think the process involves a painful surgical procedure. 55% of these respondents are Black, fall into the low-income status with only matric certification
- 36% are unaware that you are most likely to find a match within own ethnic group. 50% Black, 28% White, 15% Coloured, 6% Indian and classified as low-income earners with only matric.
- Cultural or religious background not really a major objection.



# DIGITAL VS PHYSICAL REALITY

- The use of AI Technology to engage with audiences has seen a significant increase since the first COVID-19 wave in South Africa. With 75% of South African Youth having access to smart phones and 67% having access to an alternative tablet or laptop device at home it is becoming increasingly important to shift our recruitment efforts towards reaching online audiences on the platform of their choice and with a short and meaningful message.
- Access to data (poverty)
- Access to content in own language
- **21 % aged 13 to 24**
- **60%** internet penetration rate
- Median mobile internet connection is
- **30.54** MBps for cellular connections
- **6.44** million TikTok Users in SA
- Bring the game to their playing field.



# GENERATION “ZERO”

## Who follows Generation Z?

- Generation that is digitally savvy (Alpha). They are able to learn the use of new communications software and content creation in minutes, not days or months.
- Building and maintaining online networks that cross SA borders.
- Generation conflicted by economic and political instability.
- Generation that is distancing themselves from challenges they feel they have not created or cannot influence vs aggressive and unreasonable in their approach.
- Generation aspiring to become better and to become first generation academics but not necessarily in the fields of science and technology.

## Opportunities?

**Collaborate** with entities that focus on Youth upliftment and digital skills building such as GIRLDCODE (online bootcamp for female coders) and DIGIFY AFRICA ( digital skills training SA).

Continuously **improve online** options to allow for engagement for example interactive advertising, online games and vouchers that add meaning or monetary value.

Support and guide **micro-influencers** in building their content.





# Future Partnerships

- Greater emphasis on national mergers to mitigate instability, economic downturn and remote working partners
- Technological advancement in application and kit processing
- Focus on Research
- Promoting resource efficiency
- Shared value partnerships
- Reliance on own funding and income streams vs traditional funding



# Synergy

- Ingrain systems and practises nationally with healthcare providers and laboratories.
- Align CRM or Registries for increased awareness.
- Work together towards research funding and publishing.
- National print and online collateral development in array of languages collating all SATIBA Partners and summarised information.
- Apply jointly for funding to increase scope and level of application.
- Revisit joint established network to revisit standard drives, events and exhibitions for greater awareness.
- Include SADC and willing African Partners to develop capacity on the continent.



# Challenges

- Funding capacity within NGO sectors
- Availability of consistent internet connectivity throughout South Africa
- Meaningful content driven by high price to develop or lack of content developers
- Socio economic drivers as high priority – audience is functioning in survival mode which means altruism takes a back seat
- Device and messaging fatigue suffered by audience due to high news and information volume including high demand for “Help”



# Thank you for your time!

[www.sabmr.co.za](http://www.sabmr.co.za)

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