

Knowledge of Plasma Among Danish Blood Donors

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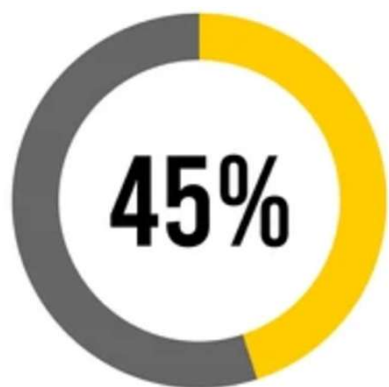
Conference: *6th European Conference on Donor Health and Management*

The background is a solid red color. Overlaid on this are several thick, dark red, curved lines that sweep across the frame in a fluid, organic pattern. These lines vary in thickness and curvature, creating a sense of movement and depth. The text is centered horizontally and vertically within the frame.

No conflict of interest to declare

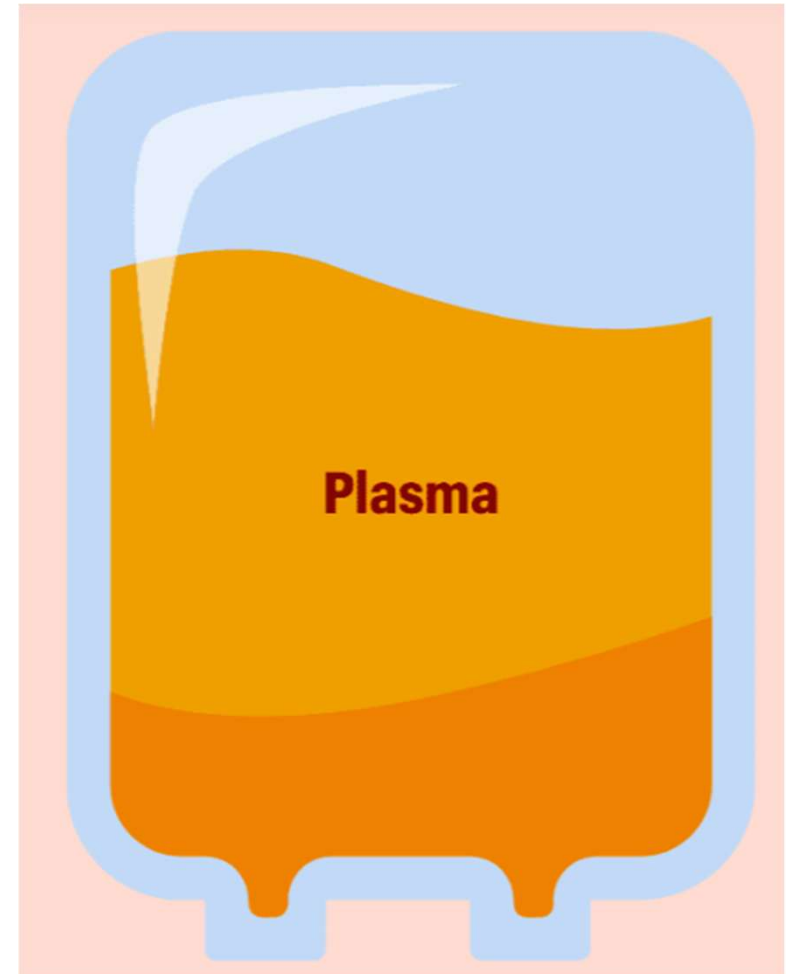
180,000 voluntary and non-remunerated donors

45 % Ig self-sufficiency in 2023



Study Aim

- Mapping the knowledge of plasma
- Identify barriers and opportunities for increased plasma donation

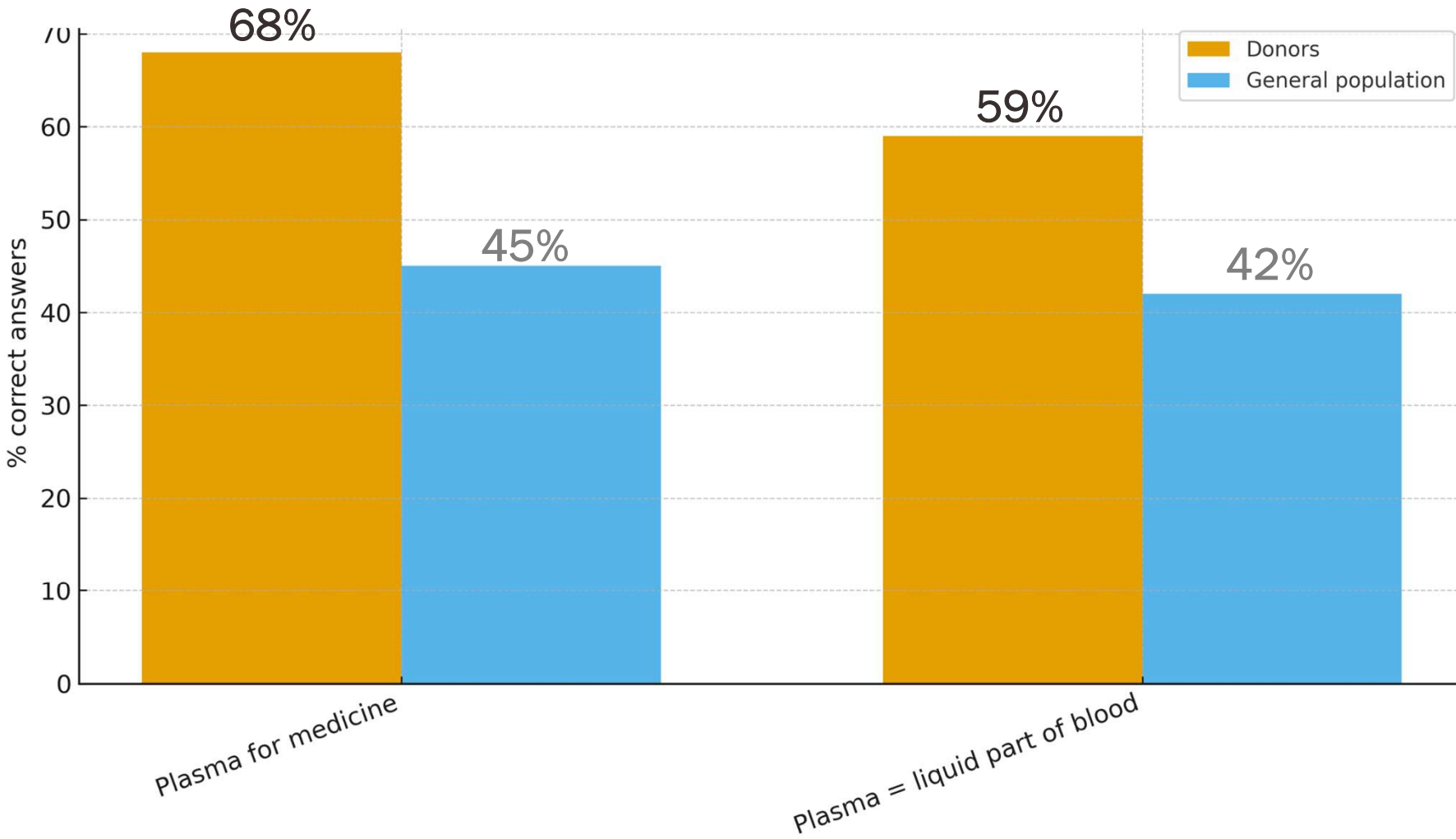


Method

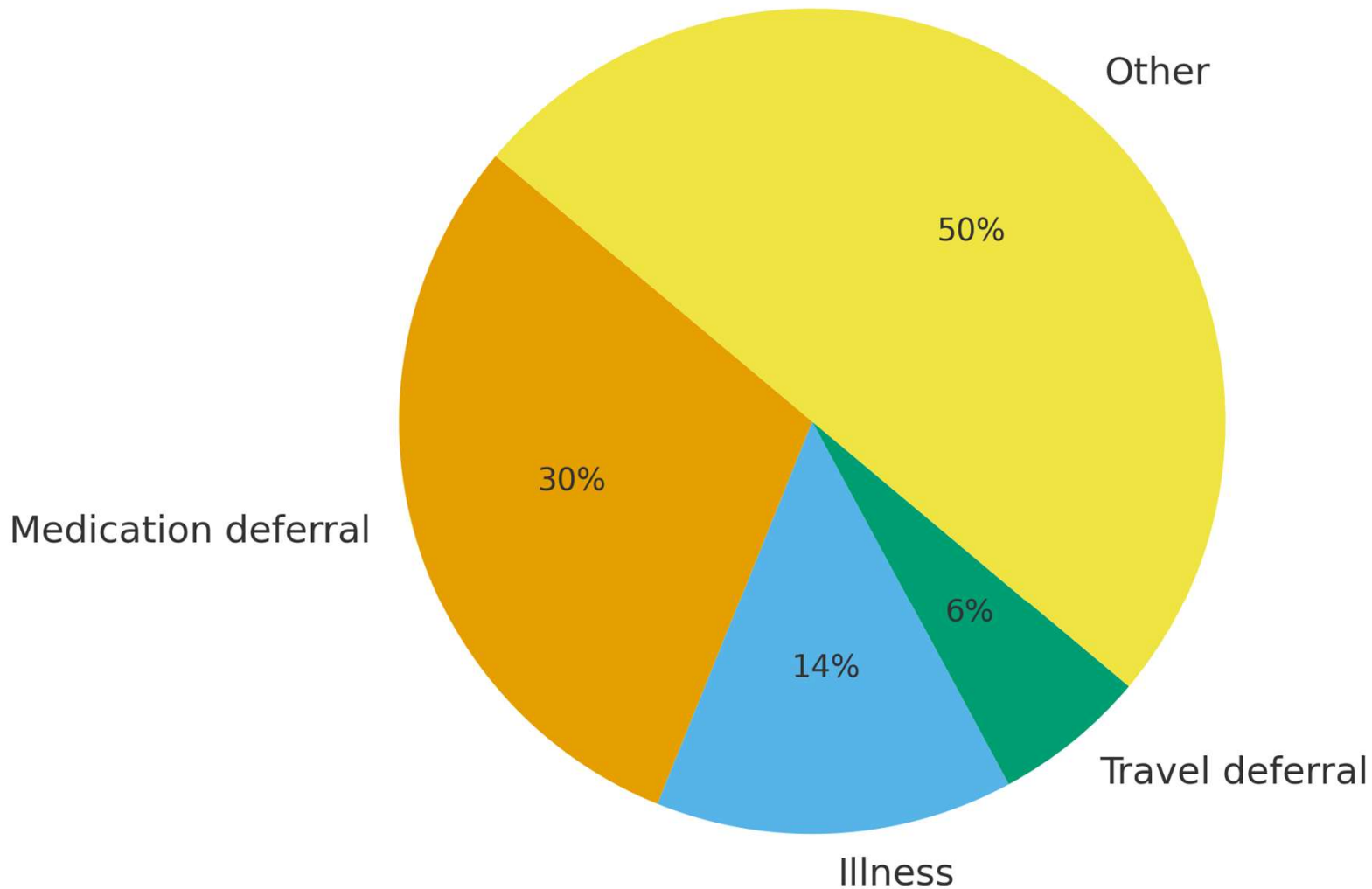
- Online survey in Nov 2024 via YouGov
- Nationally representative sample 1,000 Danes, 18 - 65 years old
- Active donors: 91 ($\approx 9\%$)
- Inactive donors: 188 ($\approx 19\%$)



Plasma Facts Recognition



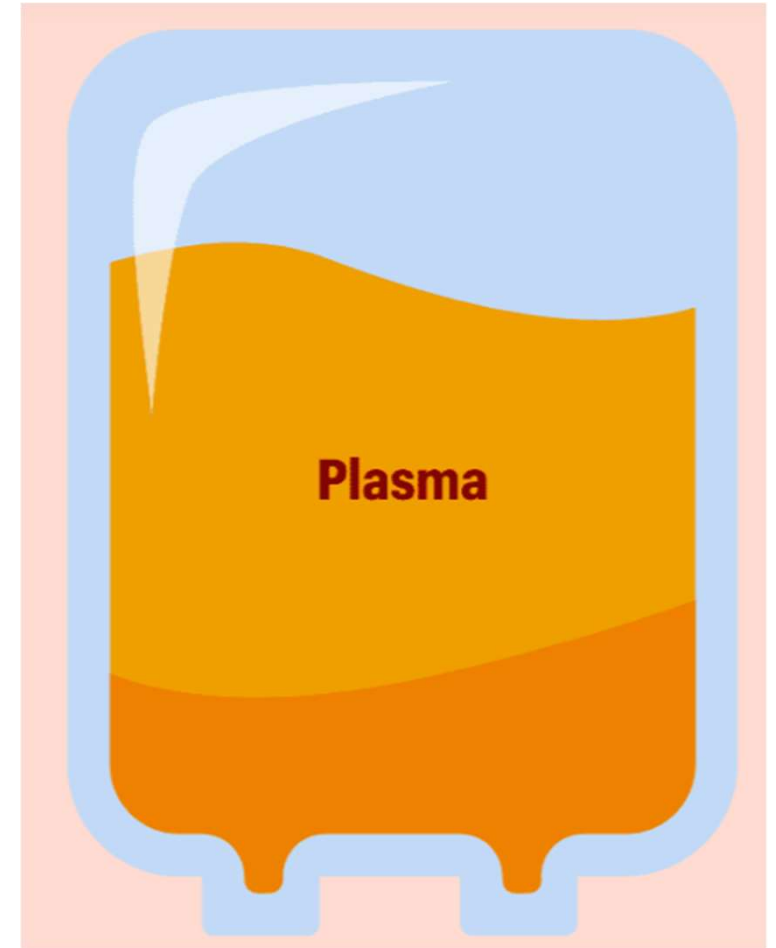
Reasons for stopping donation



Conclusion

To strengthen a resilient donor system:

- Improve awareness campaigns on plasma
- Clarify deferral criteria differences
- Target inactive donors for re-recruitment



Your blood - Your contribution

- Donor: Bring a friend
- Scientists
- Case stories
- Massive interest

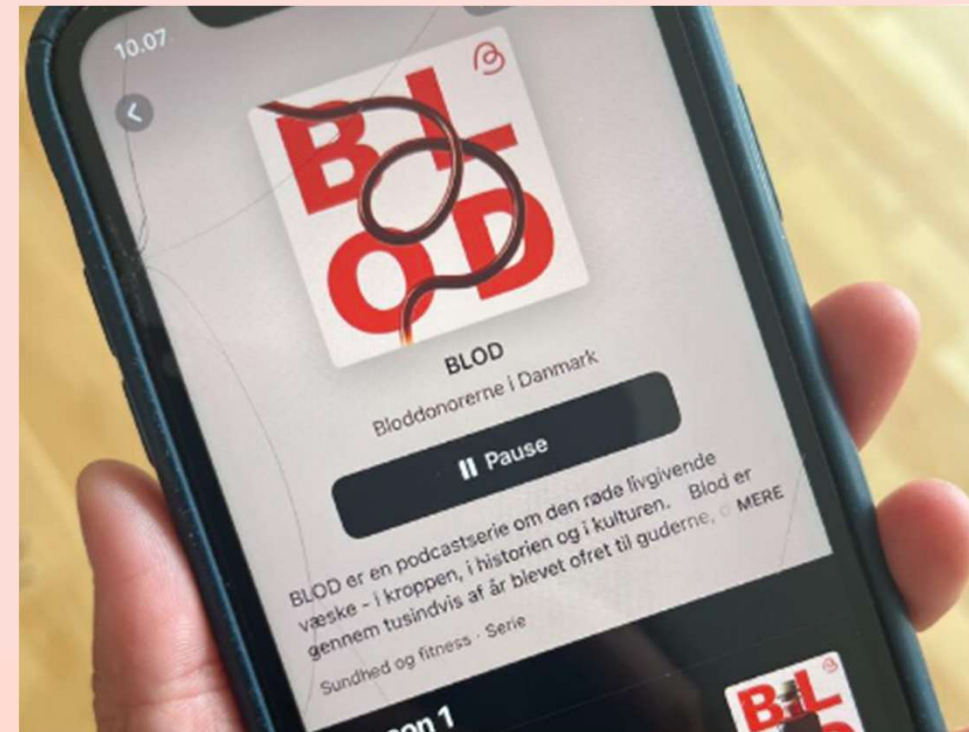


Sit back –listen to the story of blood

The podcast BLOD
takes you on a journey through the
precious drops
– four episodes that delve into the
importance, history, culture and future
of blood.

THANK YOU

and happy International Blood Donor Day!



Scratch 3 of a kind



Thank you for listening

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