



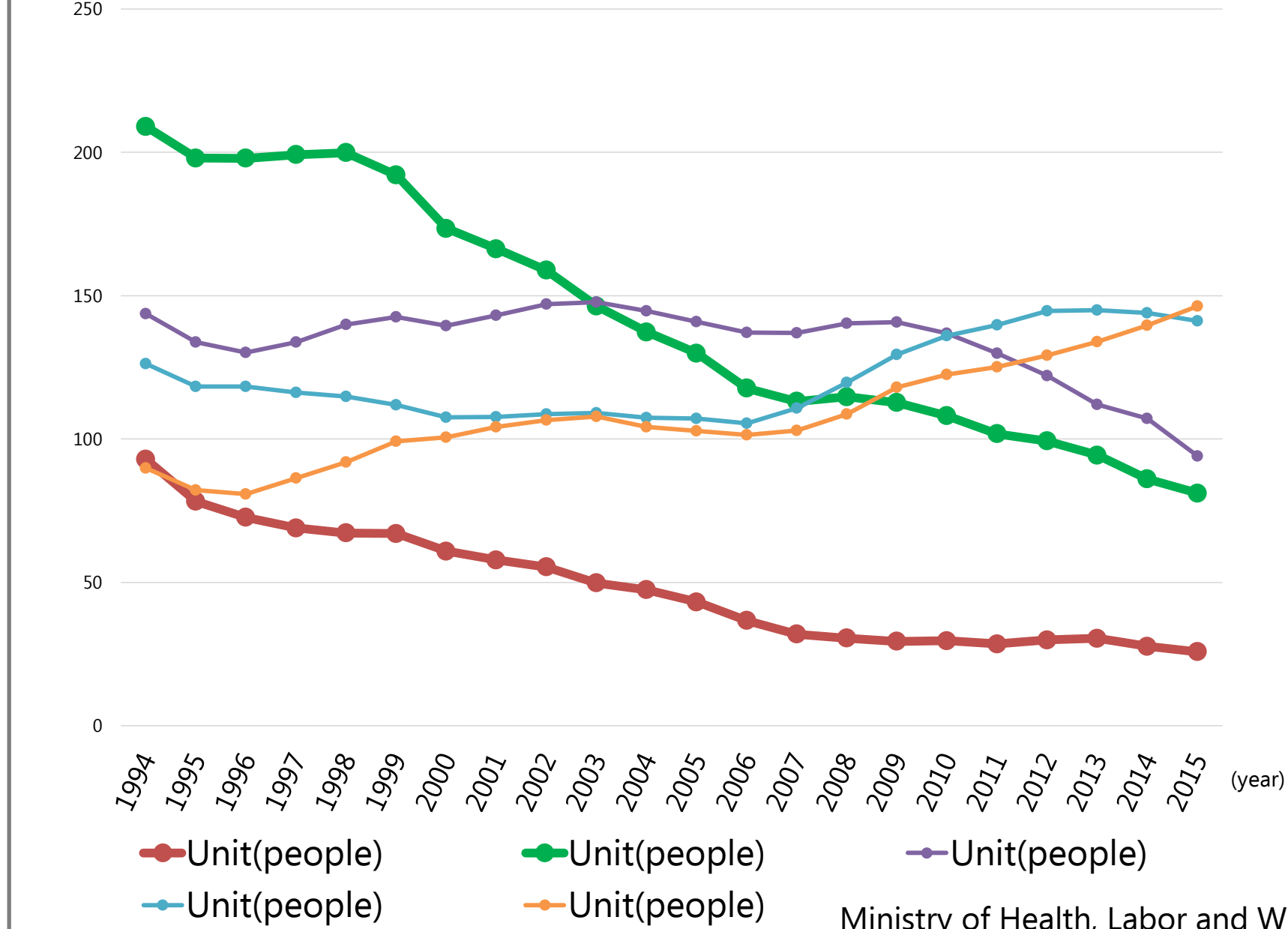
Promotion of Blood Donation by Young People in Japan

Konan High School Yuri Kawakami

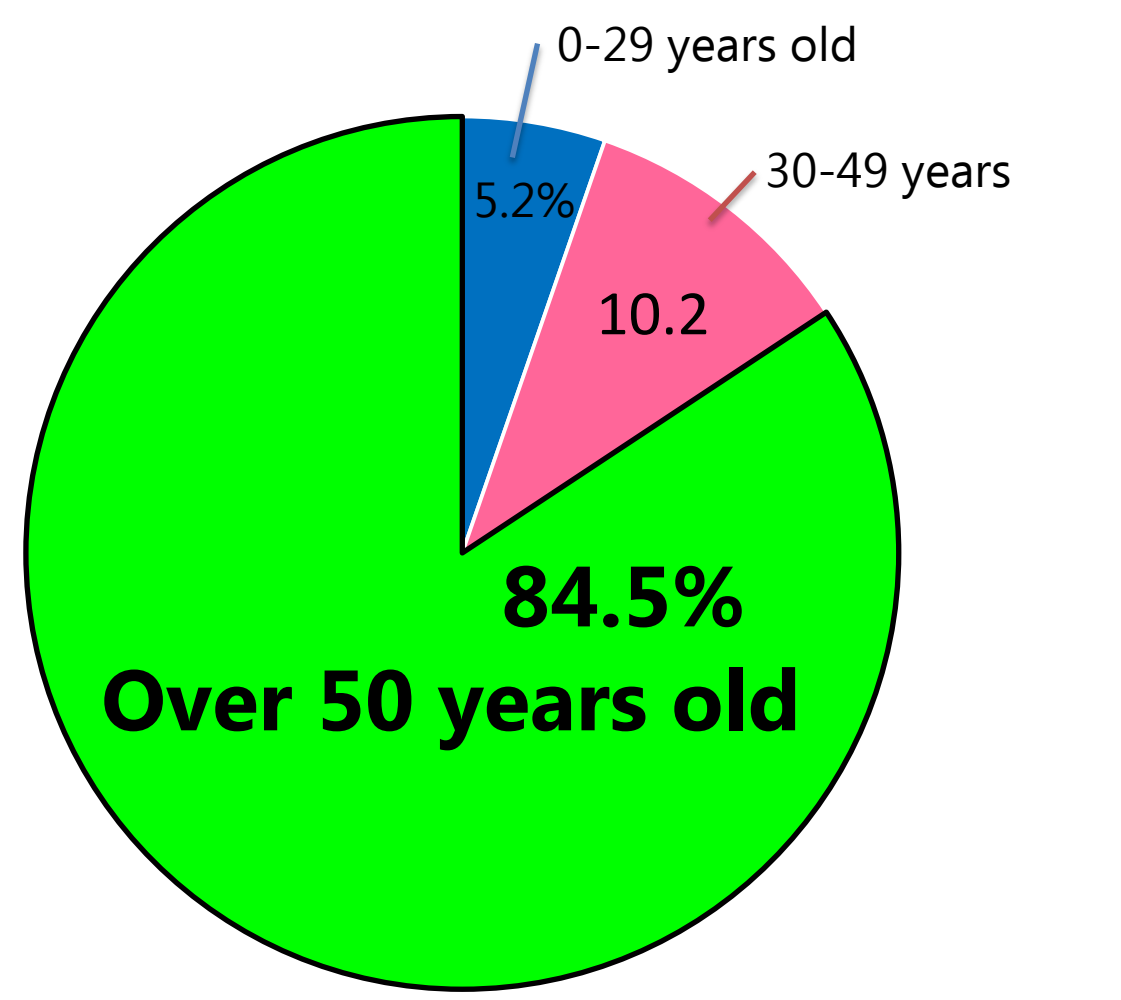
In recent years, the number of blood donors in Japan has been decreasing, which will lead to a shortage of blood for transfusions. To solve this problem, high school students' contribution is essential. Young people's contribution to donating blood is related with experience in high school. In order to get students interested in blood donation, I propose three solutions using Fujii's TDM Method.

Current situation

Change in the number of blood donors by age



Blood receivers by age



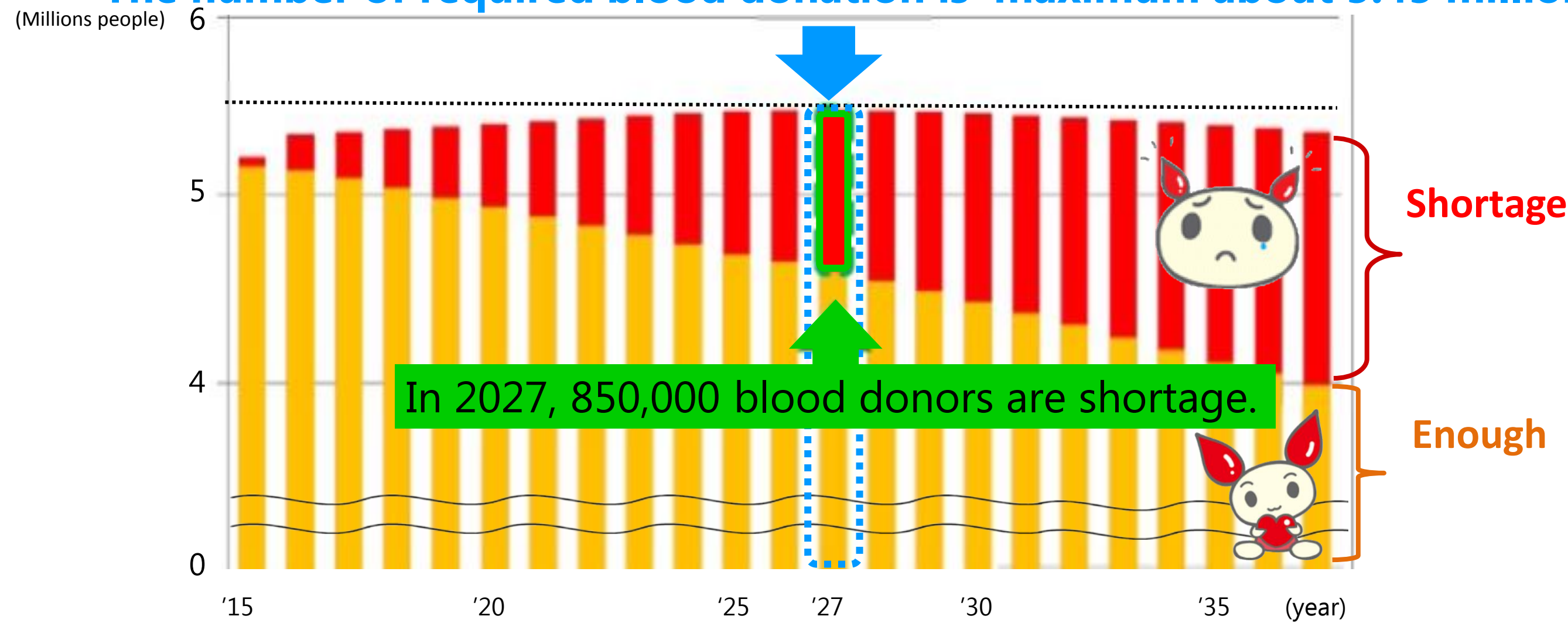
Decreasing rate of blood donors

Increasing rate of blood receivers

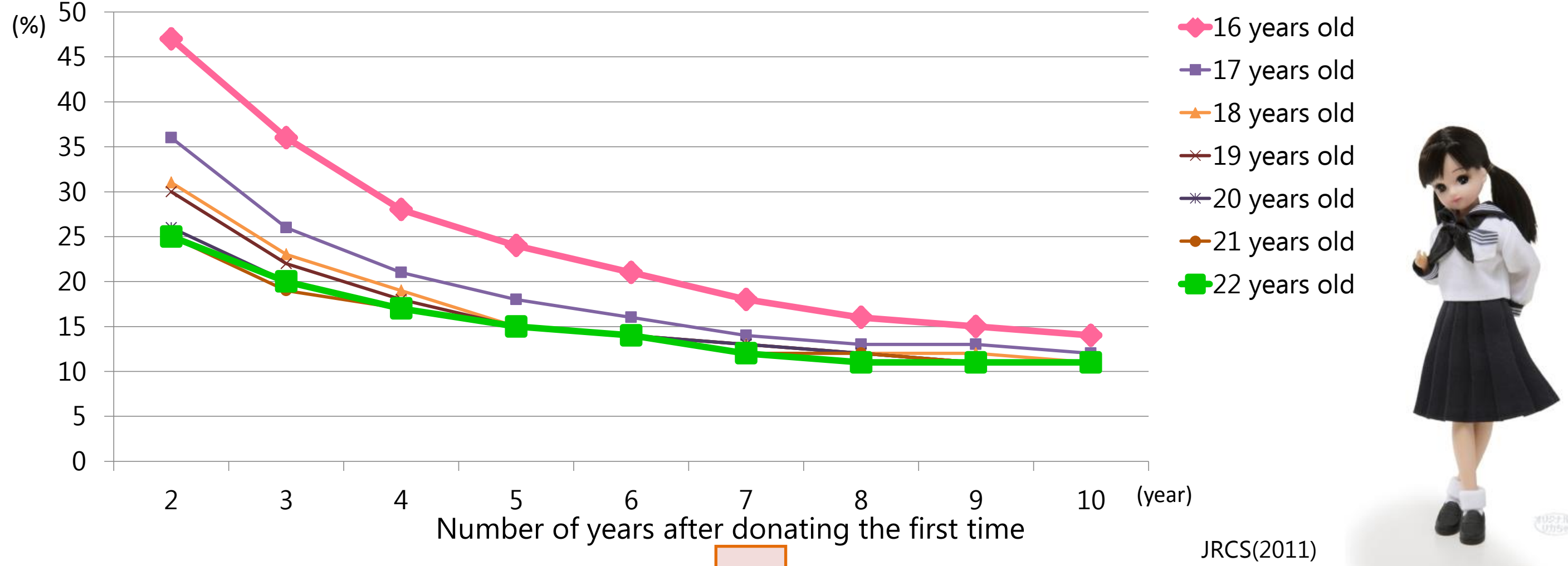
Shortage of blood for transfusions

Simulation of the required number of blood donors

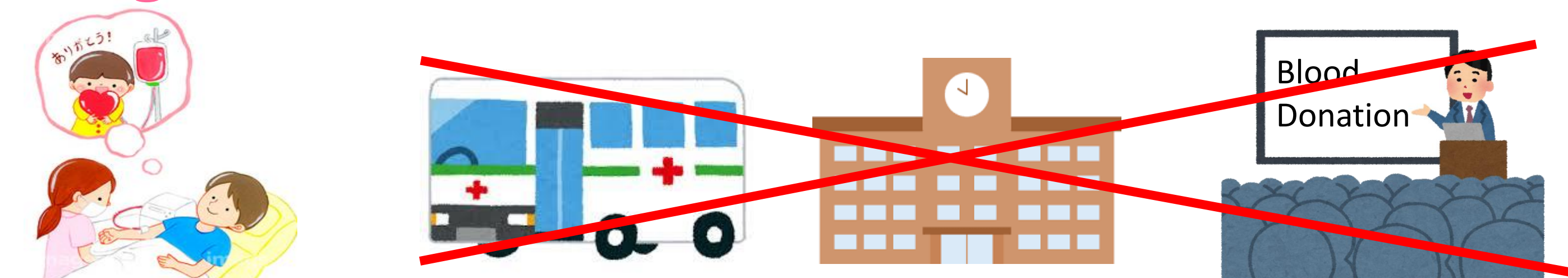
The number of required blood donation is maximum about 5.45 million.



Blood donation rates after the first donation

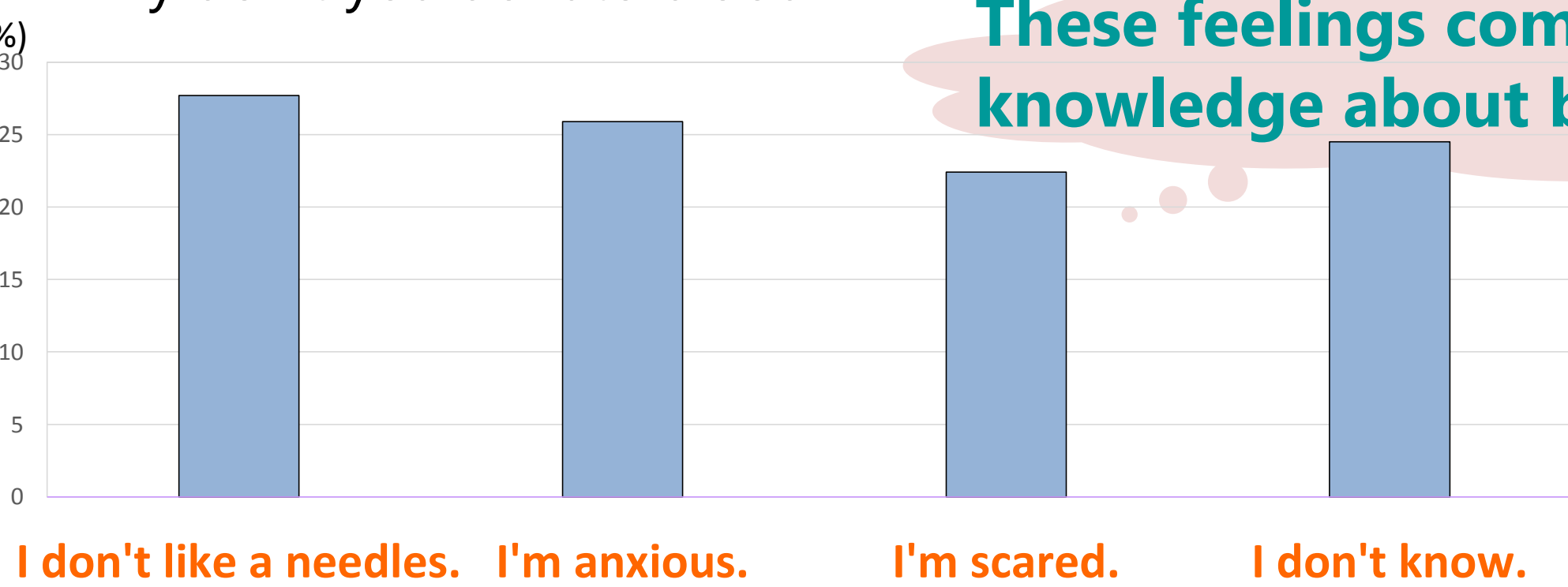


High school students' contribution is essential.



Why don't you donate blood?

These feelings come from the lack of knowledge about blood donation.



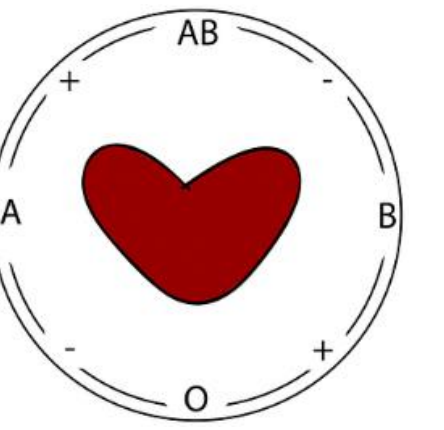
Research Question

How can we increase the number of young people who donate blood?

Method

Interview

- Ms. Mai Komatsuo (Manager, Kagoshima Prefecture Red Cross Blood Center)
- Japanese Red Cross Society (Management and Planning Department)
- Mr. Taiji Okumura (Osaka University)
- Singapore's National Blood Programme
- NHBST (Donor Support and Resolutions Team)



Literature research

- Taiji Okumura and Maho Shibata, Riko Matsushita, Naoki Yamaguchi (Osaka University) "Will socioeconomic incentives increase motivation to donate blood?" (2013)
- Toshimitsu Matusaka (Former director & Doctor) "THE CURRENT SITUATION AND PROGRAMS OF BLOOD DONATION PROJECT IN JAPAN"(2013)
- Satoshi Fujii (Kyoto Graduate School) "TDM AND SOCIAL DILEMMAS: THE ROLE OF PUBLIC SPIRITS IN SOLVING TRANSPORT PROBLEMS"(2001)
- "SOCIAL BEHAVIORAL THEORIES FOR INFRASTRUCTURE PLANNING: FROM ATTITUDE-BASED PLANNING TOWARD ATTITUDE-MODIFICATION PLANNING "(2003)
- "Prescription for Social Dilemmas Psychological for Urban, Transportation, and Environmental Problems"(2003)

Analysis

Fujii's TDM Method

1	Structural strategy	Change social strategy	○
2	Method of fact information provision	PR, poster	○
	Method of experience evoked	Join activities	○
	Method of communication	Communication	×

Fuji(2001), Fujii(2003)

Target	Result	Purpose
Non-blood donors	To give information about blood donation and get them interested in blood donation while they are young	To donate for the first time
Blood donors	To give them incentives	To continue to donate blood

Okumura(2013)

Solution

- Blood donation experience should be listed on university applications as volunteer experience when students go to university.
 - Structural strategy
- Students make information posters for their peers.
 - Psychological strategy Method of fact information provision
- Blood receivers are featured in commercials which tell about blood donation.
 - Psychological strategy Method of experience evoked



Reference

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- 厚生労働省「献血を理解するための高校生用テキストについて」 (2017)
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