

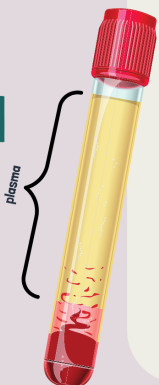


# CO-DEVELOPING THEORY-INFORMED INTERVENTIONS TO SUPPORT PLASMA DONATION BY GAY, BISEXUAL AND OTHER MEN WHO HAVE SEX WITH MEN

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## INTRODUCTION

Sexually active gay, bisexual, and other men who have sex with men (gbMSM) have not been allowed to donate blood or plasma since the 1980s.

Plasma (yellow portion of blood) is a critical health resource used to treat many conditions, but Canada currently does not collect enough.

The "Plasma Program" - implemented by Canadian Blood Services in Sept 2021 in London ON and Calgary AB - allows gbMSM to donate plasma if they are in an exclusive relationship with one partner.

Interviews with members of the communities revealed many anticipated barriers to plasma donation under the Plasma Program. These barriers were labelled using the **Theoretical Domains Framework (TDF)**.<sup>1</sup>

## OBJECTIVE

The **Expanding Plasma Donation in Canada** study aimed to co-develop interventions to support plasma donation by newly eligible gbMSM.

## RESULTS: WEBSITE

**13 TDF domains mapped to 15 BCTs**

EXAMPLE OF MAPPING FOR WEBSITE

“ WHAT I'VE HEARD FOR MY ENTIRE ADULT LIFE, SO 17 YEARS NOW, IS [MEN WHO HAVE SEX WITH MEN] CANNOT GIVE BLOOD, AND THAT MESSAGE RINGS CLEAR WHETHER IT'S TRUE OR NOT. ”

BARRIER	TDF DOMAIN	BCT	OPERATIONALIZATION
Some were unaware of the current donation policies (other than ineligibility for blood).	Knowledge Social Influences	4.1 Instruction on how to perform behaviour 9.1 Credible source	"Am I Eligible?" page describes details of Plasma Program and encourages reader to review the full donor questionnaire on CBS's website.

## METHODOLOGY

Using a community-engaged research approach, a website and a video were identified as feasible channels through which we could reach the communities.

We mapped TDF-labelled barriers and enablers to **Behaviour Change Techniques (BCTs)**<sup>2</sup> that might address each.

We collaborated with local community advisors and small development groups to operationalize the BCTs in ways that would appropriately address the concerns.

## RESULTS: VIDEO

**7 TDF domains mapped to 11 BCTs**

EXAMPLE OF MAPPING FOR VIDEO

“ A SENSE OF LIKE, 'YOU'RE WELCOME HERE, BUT WE DON'T REALLY WANT YOU,' WOULD KIND OF DETER ME FROM WANTING TO GO. ”

BARRIER	TDF DOMAIN	BCT	OPERATIONALIZATION
Some were concerned they would be <b>allowed</b> in donor centres but not <b>welcomed</b> .	Beliefs about Consequences	5.3 Information about social consequences	Authentic visuals and ambient sounds (unscripted) show how staff act toward real gbMSM donors.

## CONCLUSION

Our combination of a community-engaged research approach and health psychology-based behavioural theory enabled us to co-develop fit-for-purpose interventions to support newly eligible gbMSM in donating a vital health resource.

## REFERENCES

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SCAN WITH YOUR PHONE CAMERA TO SEE THE WEBSITE!



**EXPANDINGPLASMA.CA**