

A new strategy for donor recruitment in Austria

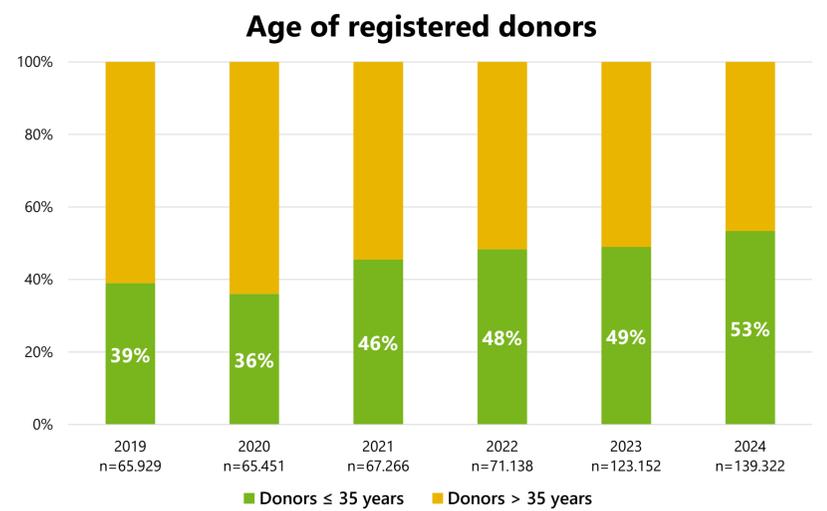
Isabel Stadler-Haushofer¹, Gottfried F. Fischer¹

¹ Austrian Bone Marrow Donor Registry, Austrian National Public Health Institute (Gesundheit Österreich GmbH)

Introduction

As the Austrian Registry has already started its activities in the late 1980s the age distribution of registered donors became unfavorable.

The Medical Advisory Board of the Registry strongly recommended that the ongoing efforts to implement an age limit of newly recruited donors to 35 years should be put into place in the year 2022.

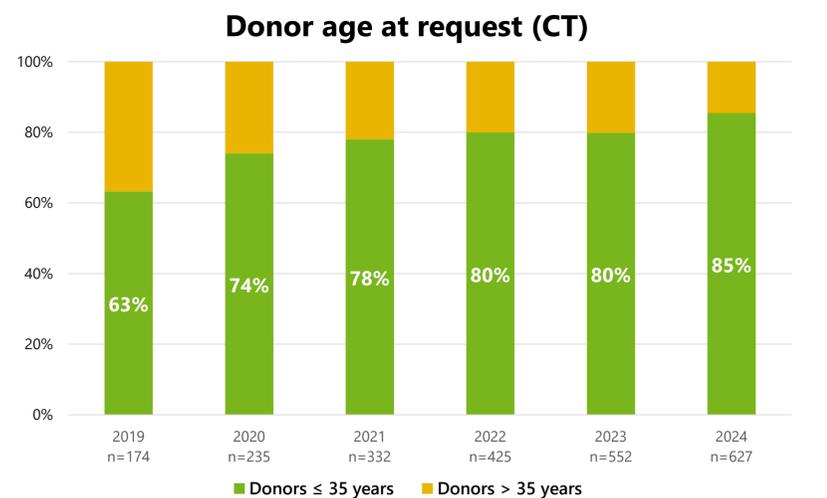


Source and Illustration: Gesundheit Österreich

Results

The introduction of a maximum donor age of 35 years at admission had the following effects:

- Increase of the fraction of donors (≤ 35 years) from 39% in 2019 to 53% in 2024 (Top figure)
- Increase of CTs of young donors (≤ 35 years) from 63% in 2019 to 85% in 2024 (Middle figure)
- No detectable effects of collections within the age group of donors ≤ 35 years (Bottom figure)

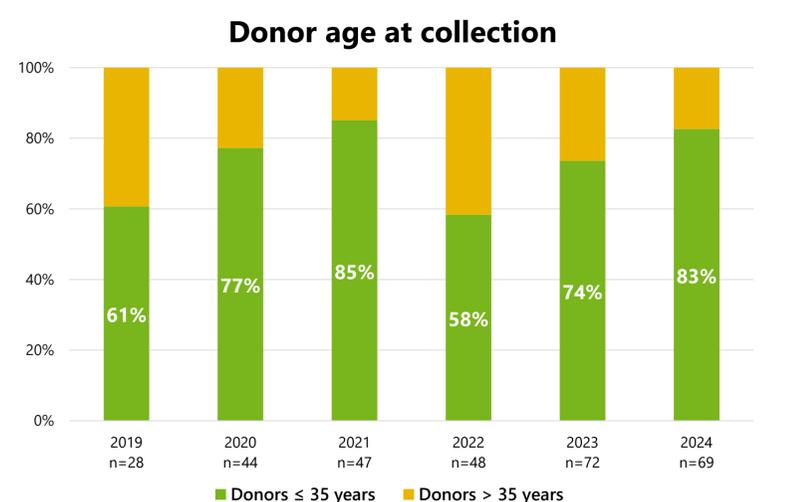


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Conclusion

We observe that in the years from 2019 to 2024 the group of donors 35-year-old and younger increased within the registered donors in the Registry. In addition to the shift of donor age the total number of donors as well as the donor requests (CTs) and collections have increased significantly.

All mechanisms lead to a more attractive pool of Austrian donors.



Source and Illustration: Gesundheit Österreich

Gesundheit Österreich GmbH, Stubenring 6, 1010 Wien www.goeg.at