

# Keeping the 'warm glow' of giving going significantly boosts repeat blood donations

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Credit: Unsplash/CC0 Public Domain

New research has shown that boosting the "warm glow" feeling that people experience after giving blood significantly increases repeat blood donations, which are essential for the effective running of any health service.

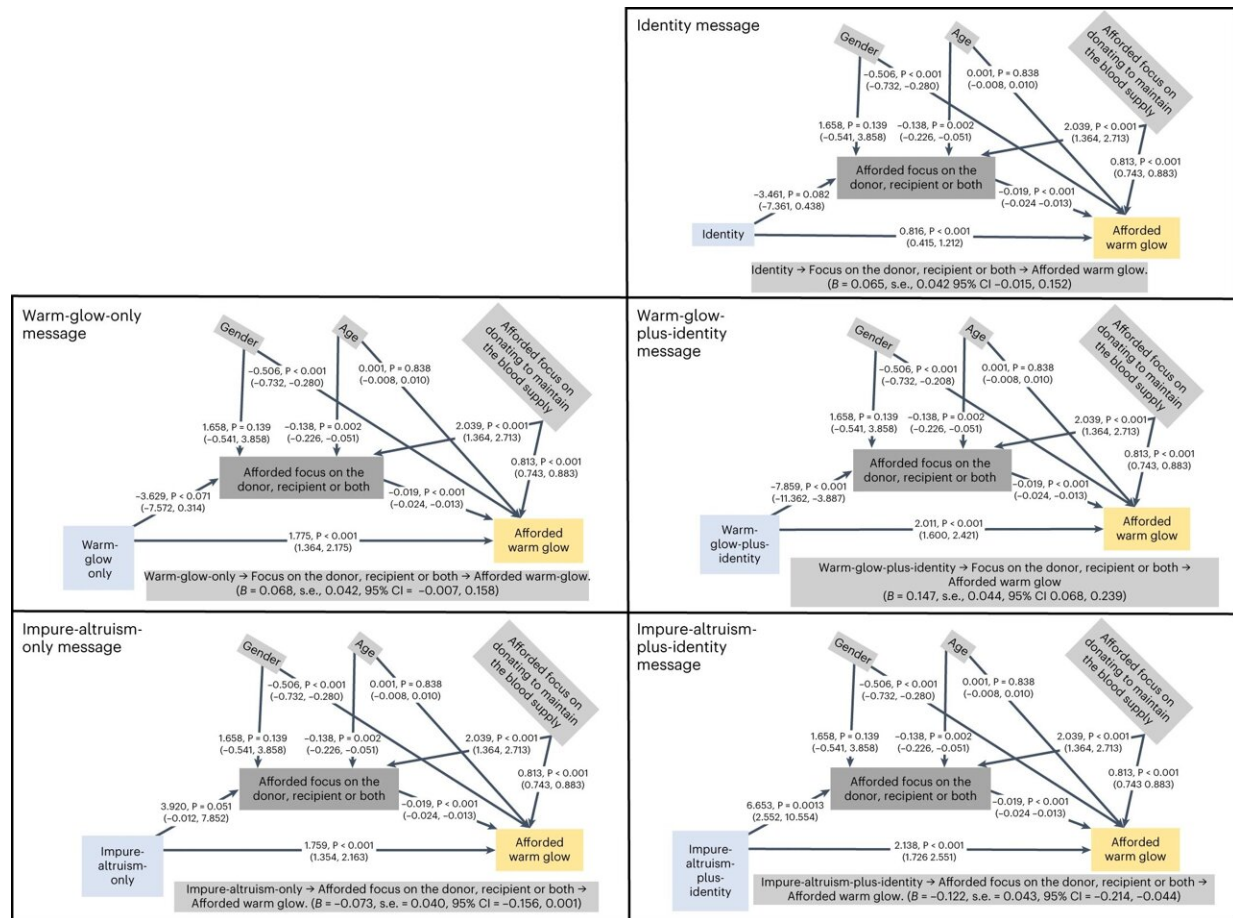
The research, led by the University of Nottingham shows that the

[positive feelings](#) that people experience from helping others, help sustain long-term helping that is beneficial to wider society. The ideas uncovered in this research could also be applied to improve the take-up of vaccinations.

Researchers from the University of Nottingham's School of Psychology worked with the University of Queensland and Australian Red Cross Lifeblood to refine and target messaging to blood donors and showed that reinforcing feelings of warm glow feeling following blood donation boosts repeat appointments. The results have been published today in [\*Nature Human Behavior\*](#).

One of the key studies in this research targeted first-time donors in Australia six weeks after their first donation and compared standard donor messaging with [messages](#) with an emphasis on the warm glow gained from donating and reinforcing the person's identity as a blood [donor](#).

An example message read, "We hope you've been basking in the warm glow that comes with donating blood, because six weeks ago as the day you became a [blood donor](#)"



Mediation models specifying the effects of messages to predict 'afforded warm glow' directly and indirectly via a focus on the donor, recipient or both (Study 6). These models specify the effects of messages ( $X$ ) to predict the outcome ( $Y$ ) 'afforded warm glow' directly and indirectly via focus ('afforded focus on the donor, recipient or both' (the mediator,  $M$ )). These models were specified in PROCESS 4.0, with estimates based on 5,000 bootstraps with a multinomial  $X$  (messages) and BAU as the reference ( $n = 1,521$ ). Age, gender and supply ('afforded focus on donating to maintain blood supply') were specified as confounders of  $M$  and  $Y$ . Predicting  $M$  from  $X$  has an  $R^2$  of 0.086,  $P$

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