EMPOWER
Existing faint prevention methods will work if routinely implemented

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Aim Statement

Within 12 months pre-faints and faints onsite post donation at 8 Blood Donor Collection Centres will be reduced by 0.5-1% incidence and result in 0% injuries to donors.

Driver Diagram

PDSA 3 - Change Concept

Prediction

Increasing staff awareness about the evidence to support the efficacy of AMT and fluid loading in reducing faints and pre-faints will result in improved compliance amongst staff and donors.

Discussion

- EMPOWER Results indicate that change efforts relating to focusing on existing faint prevention strategies have had a positive impact in reducing pre-faints and faints.
- Change efforts relating to the education designed to highlight the focus on Applied Muscle Tension System and fluid loading have received a positive response from collection teams.
- The sites that had the best results had a commonality of a very motivated influential leader driving the initiative in centre.

ACKNOWLEDGEMENTS

I would like to acknowledge the generosity of Sarah Turnbull and her boys Nick and Matt in sharing their story. Thank you to all the EMPOWER Collection Centres for participating in this initiative and for the daily care of our amazing volunteer donors.

Australian governments fund the Australian Red Cross Blood Service to provide blood, blood products and services to the Australian community.

EMPOWER Project Team

Summary: Dr David Irving, Director Research & Development

- Sarah Turnbull, Blood donor
- Dr B Bell (NSW) National Donor Vigilence and Clinical Research Manager Clinical Services and Research
- Cassandra Thomas (SA) Donor Adverse Events Database (IG-OAE) Administrator Clinical
- Danielle Windschitl (NSW) Quality Business Partner
- Kayla Bucher (GDL) Donor Haemovigilance Nurse Clinical Services and Research
- Yvette Jones (VIC) Manager Medical Services Clinical Services and Research
- Andrew Sumich (NSW) National Donor Experience & Transformation Manager Donor Services
- Terry-Patrick (VWR), Collection Advisor Donor Services
- Ruth Wildstein (VIC) Registered Nurse Donor Services

Graph 1. The EMPOWER Team

In 2018 when forming the EMPOWER Team that:

1. Members were a diverse group of experts who were passionate about donor safety.
2. Representation of collection team members, the people in donor-facing roles who would be the end users of any initiative trialled was high. They would provide insight into the boundaries to spreading our vision in donor centres.

STRATEGIC PILLARS

Reducing pre-faints and faints in blood donors is essential if the Blood Service is to meet its At Leading Edge strategic pillars which include expanding our donor panel and service excellence this will enable us to continue to supply safe, high quality products and services in line with demand that most demand.

EMPOWER Pareto Charts

EMPOWER Results

- Complete staff training by end Oct 2018
- All sites Go-Live with A Donor Safety Moment October 2018
- All sites perform self-assessments of management one VVR event per week to identify gaps in donor care

Process measures:

- As of January 2019 Immediates VVRs at the 8 active sites have been reduced by 0.01% in frequency
- Compare Empower sites with 8 sites of similar size.
- Compare Empower sites with 8 sites of similar size that have not been exposed to the Empower project.

Sustaining the change

- EMPOWER will continue at the 8 sites for another 6 months. Donor Centre managers will be updated regularly on their progress.
- A video from the Executive Director of Donor Services on donor safety including Applied Muscle Tension and fluid loading will be sent to all collection teams.
- A Donor Safety Moment will be considered for National roll out
- Other donor safety initiatives could be presented in the same short and simple format as A Donor Safety Moment to highlight evidence to assist staff in their conversations with donors.
- Celebrate small successes!