LIKELIHOOD OF RETURN AFTER TEMPORARY DEFERRAL

MOTIVATION TO RETURN

Personal relevance of donation
- Positive self-concepts
- Feel valued
- Social solidarity
- Enjoy tangible benefits

Effort required to return to give blood
- Returning is not easy
  - Many obligations, particularly children
  - Decreased opportunity to donate (change to lifestyle, collection practices)
  - Deferral was unpleasant, wants to avoid
  - Belief subsequent attempt will be unsuccessful
    - Diminished perception of health
    - Effort required to become eligible
- Returning is easy
  - Retired donors, fewer obligations
  - Busy donors with more obligations
    - Give blood in work or social group
    - Donate during work time
    - Mobile collection

Greater likelihood of RETURN

Lower likelihood of RETURN

+ Perception of personal benefits of donation

High effort

Low effort