



**Donate4Life**

Saving Lives by donating blood

Legal Registration N°: 00000357/ARDA/J06/ALPAS/APPB



# A DIGITAL TOOL FOR BLOOD DONATION IN CAMEROON: A FAILED IMPLEMENTATION

By

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# PRESENTATION OUTLINE

1. INTRODUCTION
2. CONTEXT AND PROBLEM ADRESSED
3. SUMMARY APPROACH
4. ADOPTION OF NEW TECHNOLOGY
5. LEASONS LEARNT

# CONTEXT AND PROBLEM ADRESSED

- Only **80%** of blood demands not met in Cameroon in 2015(350,000/400,000)
- Blood donation rate is about 4.6/1000 persons
- Blind referrals for persons in need of transfusion
- Lack motivation towards blood donation
- Lack of connectivity between blood banks

# CONTEXT AND PROBLEM ADRESSED



maternal  
mortality  
rate in  
Cameroon

596  
DEATHS

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100,000  
LIVE BIRTHS

#DidYouKnow

25%  
of maternal  
deaths are  
**attributed to**  
**LACK OF BLOOD**  
for transfusion



Source: CDC-2015

# CONTEXT AND PROBLEM ADRESSED

15%

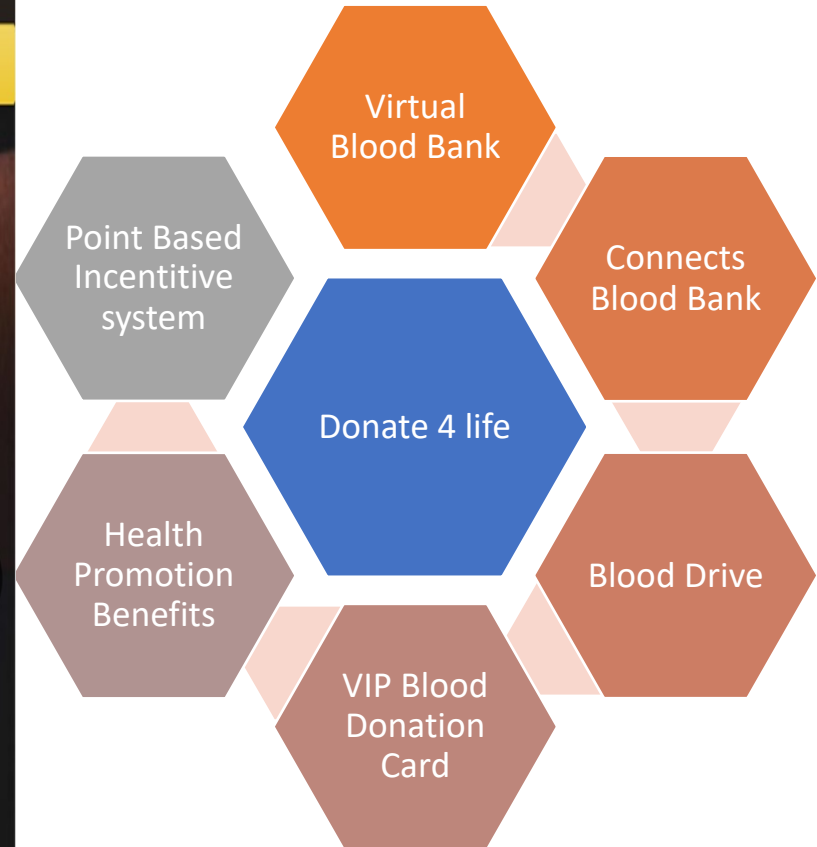
of child deaths in Africa may be due to lack of adequate supply of safe blood for transfusion



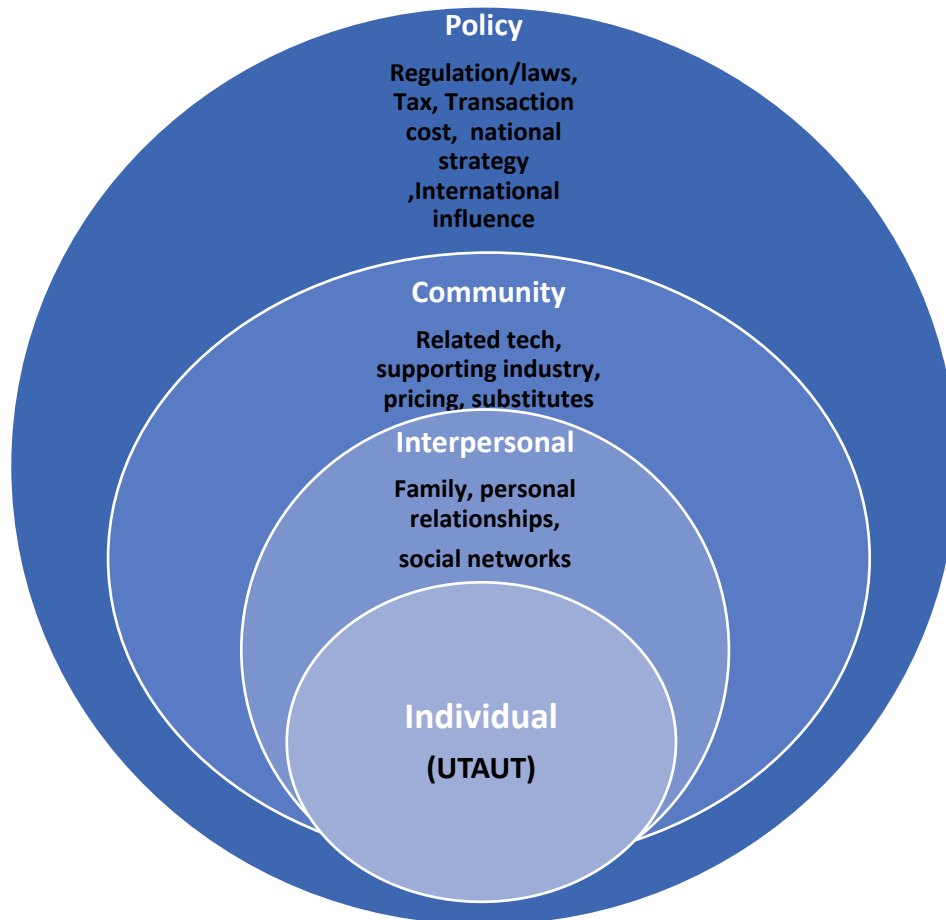
5-10% of HIV/AIDS infections in Africa occur from **UNSAFE** blood transfusions



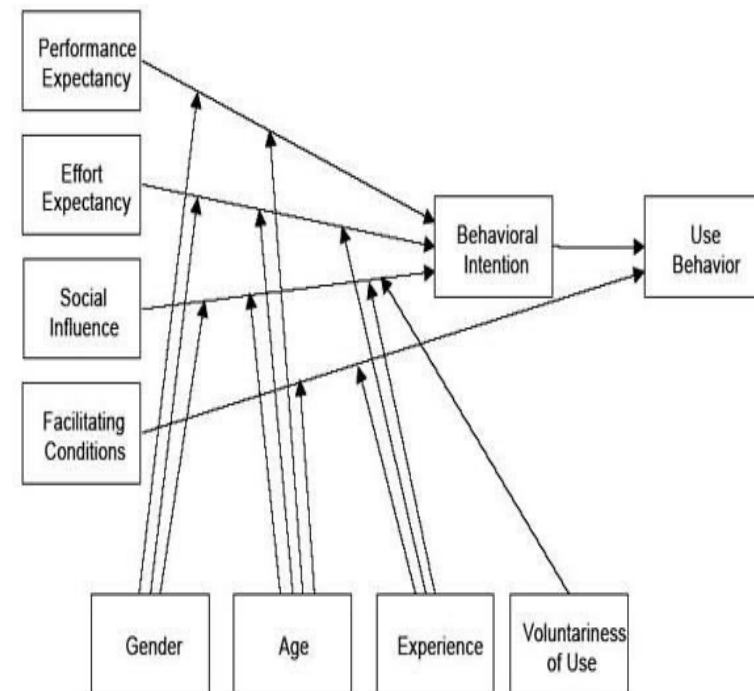
# DONATE 4 LIFE'S APPROACH



# 7 ADOPTION OF DIGITAL HEALTH TECH



Socio-Ecological Model



The Unified theory of acceptance and use of technology (UTAUT), Venkatesh et al.,2003



1. Having a digital solution that answers a real world problem is **not enough**.
2. Enabling environment and stakeholder engagement is a major determinant of success of digital health tools.

Thank  
You

**Donate4life Afrika**

Save life, be a Mandela

<https://www.donateforlifeafrika.org/>

