



HEMATOLOGY, TRANSFUSION AND CELL THERAPY

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Letter to the Editor

Donor DNA: Embedding self-regulation into blood donation culture

1 Dear Editor,

2 I read with great interest the article by Ranjbar Kermani et al.
 3 on the development and validation of the Self-Regulation of
 4 Blood Donation Scale (SRBDS) for Iranian blood donors [1].
 5 This pioneering work adds depth to our understanding of
 6 donor motivation by contextualizing it within the self-deter-
 7 mination theory (SDT) framework. While the scale demon-
 8 strates strong psychometric properties, I believe its
 9 implications extend far beyond measurement. In this corre-
 10 spondence, I propose several novel avenues to translate self-
 11 regulation science into actionable strategies for donor recruit-
 12 ment and retention.

13 1. Digital Behavioural Nudges and Gamification

14 The SRBDS highlights intrinsic and integrated regula-
 15 tion as key drivers of sustained donation [1]. Embedding
 16 these dimensions into digital blood donor apps could
 17 transform engagement. For instance, gamified features
 18 that reward streaks of consistent donation, peer chal-
 19 lenges, and personalized motivational feedback could
 20 amplify intrinsic satisfaction, as supported by SDT
 21 research in other health behaviors [2].

22 2. Culturally Adapted Messaging Beyond Iran

23 The study reflects the importance of religious and
 24 cultural motivations in Iran [1]. However, cross-cultural
 25 adaptation is vital. In Western settings, altruism and com-
 26 munity solidarity dominate donor narratives, while in
 27 parts of Asia, familial duty or reciprocity may prevail [3].
 28 A modular, culturally sensitive adaptation of the SRBDS
 29 could help global blood services tailor campaigns to local
 30 motivational landscapes.

31 3. Integrating Psychometrics into Donor Management Systems

32 Routine use of the SRBDS during donor registration
 33 could generate valuable motivational profiles. Linking
 34 these profiles with donor return data in electronic donor
 35 management systems would allow predictive analytics to
 36 identify 'at-risk' lapsed donors and target them with per-
 37 sonalized interventions [4]. This approach shifts from reac-
 38 tive donor recruitment to proactive donor relationship
 39 management.

4. Motivational Interviewing as a Retention Tool

40 Evidence from other domains suggests motivational
 41 interviewing enhances internalization of health behaviors
 42 [5]. Training donor recruiters to use brief motivational
 43 interviewing techniques, rooted in SRBDS dimensions,
 44 could reinforce identified and integrated regulation,
 45 thereby promoting long-term donor identity formation.

5. Research on Motivation Transitions Over Time

46 While the SRBDS validation was cross-sectional, longi-
 47 tudinal research could uncover how motivations evolve
 48 with donor experience. Do donors shift from external to
 49 intrinsic regulation as they internalize a "donor identity"?
 50 Understanding these transitions could inform stage-spe-
 51 cific retention strategies, from first-time donor encourage-
 52 ment to legacy donor recognition.

53 In conclusion, the SRBDS represents more than a psycho-
 54 metric advance; it is a roadmap to reimagine donor retention
 55 strategies grounded in behavioral science. By embedding self-
 56 regulation principles into digital tools, cultural tailoring,
 57 donor management systems, and motivational interviewing,
 58 transfusion services can transform donor motivation into
 59 mobilization.

Data availability statement

60 The data that support the findings of this study are available
 61 from the corresponding author upon reasonable request.

Conflicts of interest

62 There are no conflicts of interest.

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 64 tions of all researchers and clinicians whose work has been
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73 **Editor** Eduardo Rego

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Dr RishiRaj Sinha *

Department of Transfusion Medicine, All India Institute of Medical
Sciences (AIIMS), New Delhi, India

*Correspondence author at. CNC Blood Centre, Ground Floor,
All India Institute of Medical Sciences (AIIMS), New Delhi.
E-mail address: sinharishiraj24@gmail.com

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