

# **Saving Lives with Pride: Development and Evaluation of Multimedia Resources to Engage Gay, Bisexual, and Queer Men in Canada as Stem Cell Donors**

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## **Abstract:**

**Introduction:** Since 2009, gay, bisexual, and other men who have sex with men (gbMSM) have been eligible to register as stem cell donors in Canada and donate to patients in need. However, many gbMSM are unaware of their eligibility to be donors.

**Methods:** We collaborated with gbMSM to develop multimedia resources highlighting gbMSM's eligibility to be stem cell donors and emphasizing that gbMSM donors will be treated sensitively and with respect. We conducted surveys to identify stakeholder perspective and the impact on potential gbMSM donor knowledge and attitudes.

**Results:** Multimedia resources were published to [stemcellclub.ca/savingliveswithpride/](http://stemcellclub.ca/savingliveswithpride/). Total 33 donor recruiters from 6 provinces with a median of 2-years recruitment experience, participated in a survey post-publication. The majority felt the resources would engage gbMSM as donors (84%) and clarify gbMSM eligibility (87%). Survey results from 37 gbMSM eligible stem cell donors (84% gay men, 11% bisexual men; from 13 different ancestral groups; from 5 provinces) showed that mean knowledge test scores improved from 66% to 93% ( $p<0.0001$ ) and mean Simmons Ambivalence Scale scores significantly decreased from 38% to 24% ( $p<0.0001$ ). Additionally, after viewing the multimedia, participants were more willing to register as donors (59% vs 84%,  $p=0.027$ ) and less likely to believe there are significant barriers to donation for gbMSM (51% vs 11%,  $p=0.033$ ).

**Conclusion:** We developed an array of high-quality multimedia to support recruitment of gbMSM as potential stem cell donors and reduce barriers to donation. Our work is relevant to recruitment organizations worldwide seeking to develop more inclusive recruitment approaches.