

# Development and Evaluation of a Library of TikToks to Support the Recruitment of Committed Hematopoietic Stem Cell Donors from Needed Demographic Groups

## COAUTHORS

Brady Park (1,2)  
Lauren Sano (1,2)  
Becky Shields (1,3)  
Sylvia Okonofua (1,4)  
Mikyla Tak (1,5)  
Reihaneh Jamalifar (1,6)  
Aaron Wen (1,6)  
Farnaz Farahbakhsh (1,7)  
Kyla Pires (1,8)  
Kenyon Nisbett (1,9)  
Karen Barboza (1,9)  
Anastasia Pavlenkova (1,10)  
Shirin Pedram (1,10)  
Richard Fattouh (11,12)  
Alexa Gélina (11,12)  
Bilguissou Bah (11,12)  
Christiane Rochon (12)  
Mai Duong (1,12)  
Warren Fingrut (1,13)

## AFFILIATIONS

1. Stem Cell Club, Toronto, Ontario, Canada
2. Western University, London, Ontario, Canada
3. Brock University, St. Catharines, Ontario, Canada
4. University of Regina, Regina, Saskatchewan, Canada
5. University of Alberta, Edmonton, Alberta, Canada
6. McMaster University, Hamilton, Ontario, Canada
7. Ryerson University, Toronto, Ontario, Canada
8. University of British Columbia, Vancouver, British Columbia, Canada
9. University of Toronto Scarborough, Scarborough, Ontario, Canada
10. Simon Fraser University, Burnaby, British Columbia, Canada
11. Université de Montréal, Montréal, Québec, Canada
12. Swab the World, Montréal, Quebec, Canada
13. Adult Bone Marrow Transplantation Service, Memorial Sloan Kettering Cancer Center, New York City, New York

## INTRODUCTION

TikTok is a rapidly growing social media platform where users develop and share short videos. We hypothesized that a library of TikToks would support the recruitment of committed hematopoietic stem cell donors from needed demographic groups (i.e. young, male, from diverse ancestries).

## METHODS

The community of practice (CoP) in stem cell donor recruitment in Canada was activated to develop TikToks. Training was provided during CoP e-meetings and in a video published online ([stemcellclub.ca/Training.html](https://stemcellclub.ca/Training.html)), highlighting the principles of effective TikTok design. A CoP TikTok committee was formed to develop and review TikToks prior to publication. Following launch, we evaluated stakeholder perspective on these TikToks and the impact 1) across social and traditional media and 2) on eligible donors' knowledge and attitudes towards donation.

## RESULTS

Between 9/2020-9/2021, 268 TikToks were produced (median 17s), accumulating over 270,000 Views, 3,000 Comments, and 14,000 Shares on TikTok. They were also republished by major media outlets (e.g. CBC, CTV News) and medical organizations (e.g. Canadian Blood Services). 33 stakeholders in donor recruitment completed a post-launch survey. The majority (94-100%) felt that TikToks promote donation in an attention-grabbing way, engage younger donors, and teach key points in a short time period.

46 eligible donors (from 12 different non-Caucasian ancestral groups) completed surveys evaluating their knowledge/ attitudes towards stem cell donation. After being shown a series of TikToks, mean knowledge test scores improved (59% vs. 73%,  $p=0.0012$ ); mean modified Simmons Ambivalence Scale scores decreased (52% vs. 30%,  $p<0.0001$ ); and participants were more willing to register as donors (70% vs. 39%,  $p=0.0011$ ).

## CONCLUSIONS

We report the first published experience using TikToks to support recruitment of committed stem cell donors from needed demographic groups. Our work is relevant to recruitment organizations worldwide.