



# Text for Life (T4L) Evaluation

*The Mobile Health (mHealth) Kenya Evaluation Study Partnership evaluated T4L, an SMS and web-based system that enabled the Kenya National Blood Transfusion Service to grow the national blood donor base.*



## PRODUCED FIRST BLOOD DONOR DATABASE IN KENYA



### INCREASED AVAILABILITY OF SAFE BLOOD

- Safe blood units collected increased from 155,606 in 2012 to 182,952 in 2014
- T4L contributed to collection of 663,008 total blood units from 2012 to 2015



### INCREASED BLOOD DONOR RECRUITMENT

- 9,021 donation sessions between 2013 to 2015



### IMPROVED RETENTION OF BLOOD DONORS

- 21% were repeat donors from 2013 to 2015



### IMPROVED EMERGENCY BLOOD APPEALS AND RESPONSIVENESS

- Highest number of blood donations documented in September 2013 (Westgate Mall terror attack) and April 2015 (Garissa University terror attack)
- Emergency blood appeal SMS sent in September 2013 reached 12,829 blood donors



### INCREASED IDENTIFICATION AND REFERRAL TO CARE AND TREATMENT OF HIV-POSITIVE DONORS

- 0.62% in 2014 from 0.53% in 2012

## PARTNERS

Bloodlink Foundation • CDC Kenya  
Kenya National Blood Transfusion Services • mHealth Kenya

AS OF JUNE 2018

