A new donor selection policy was implemented across the UK in 2021 allowing people with a new or multiple partners in the last three months to donate irrespective of gender. This change was recommended from the work of FAIR that concluded in 2020.

FAIR is a collaboration between the UK blood services, Public Health England (PHE) (now UKHSA), University of Nottingham, charities and campaign groups representing people affected by this policy change including LGBT+ groups, people affected by HIV, donors and recipients of blood components.

FAIR triangulated evidence to assess the accuracy, reliability and acceptability of questions about sexual behaviours with increased chance of acquiring a blood borne disease. A policy based on an individual’s sexual activity was perceived as fair, more inclusive and unlikely to deter people from donating.