

Analysis of reasons for non-donation & role of awareness program for donor motivation in young adults (eP032)

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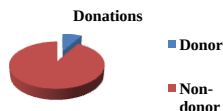
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Background & objectives

Blood transfusion saves millions of lives worldwide. It depends on blood donation by healthy donor population. Young people are healthy and dynamic. They should be encourage and motivated to donate blood voluntarily.

We conducted a questionnaire based study to assess the attitude toward blood donation with the following objectives:

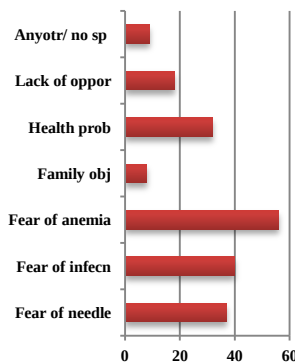
1. To assess the reasons of non-donation among non-donors.
2. To assess the reasons of donation among donors.
3. To assess the impact of awareness session on willingness for donation.



Methodology

A cross-sectional questionnaire-based study was conducted on young medical students (MBBS 1st & 2nd year) to assess their attitude towards voluntary blood donation, reasons for non-donation & donation as well as role of awareness programs on donor motivation.

Reasons for non-donation

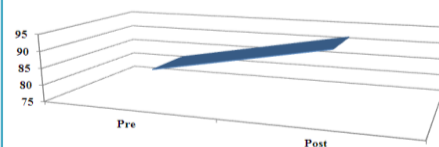


Results

-157/ 200 (78.5%) were present during data collection, M (68%)>F (38%).13 (8.3%) donated blood previously & 144 (91.7%) had never donated previously.

Out of 157 participants, 96.2% had favorable attitude & 89.2% considered voluntary blood donation to be the best. Awareness session to address the misconceptions, explaining blood donation process & importance of voluntary blood donation resulted in improved willingness for donation from 83.4% to 93%.

Awareness session



Conclusion

-Improved willingness for donation following awareness sessions highlights the importance of conducting regular information, education and communication activities for donor awareness.

-Collecting data regarding target donor population is an important strategy for planning specific motivation activities.

Strategies like:

- involving young medical students in donor motivation activities/ skits/ street plays
- in-house blood donation camps
- regular health checkups,
- maintaining registry of students' blood groups
- use of social media, peer motivation, etc. will be beneficial to inculcate and strengthen the positive beliefs regarding blood donation.