



Trends of voluntary whole blood donation in the young age group in blood donation camps and measures to motivate and retain young donors – A study in North India

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Introduction

- ❖ The youth of the country, especially college students, can serve as a readily available pool of voluntary blood donors and help tide away some of the scarcity of blood and blood products.
- ❖ This study was conducted to determine the **Knowledge, Attitude, and Practice (KAP)** regarding Voluntary Blood Donation among medical students and non-medical students.

Aims & Objectives

- ❖ **Aims:**
- ❖ To evaluate the trends of whole blood donation in young age group and to assess the knowledge, attitude, and practices (KAP) regarding voluntary blood donation among young medical and non-medical students in North India.
- ❖ To identify factors that can enhance motivation and retention among young donors.
- ❖ **Objectives:**
- ❖ 1. To evaluate the trends of whole blood donation in young donors.
- ❖ 2. To evaluate the level of knowledge about voluntary blood donation among medical and non-medical students.
- ❖ 3. To analyze the attitudes of young students toward blood donation.

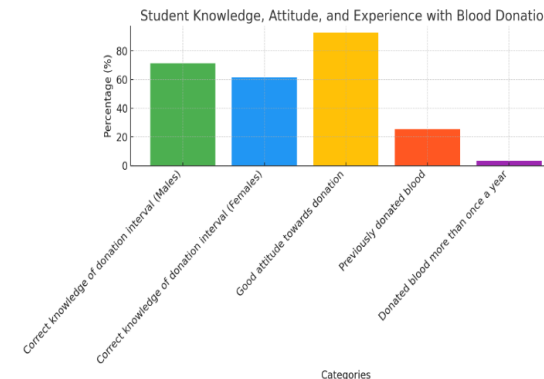
- ❖ 4. To assess the current practices of blood donation among students in North India.
- ❖ 5. To identify barriers to blood donation and common causes for deferral among young students.
- ❖ 6. To propose measures for improving awareness, motivation, and retention of young voluntary blood donors.

Material & Methods

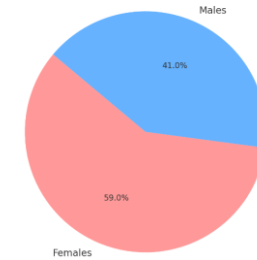
- ❖ Total 1000 voluntary blood donors from 20 different voluntary blood donation camps held in East Delhi participated in this study.
- ❖ Educative class regarding voluntary blood donation was held at each camp and all the voluntary blood donors were asked to fill out a pre and post test Google form in which questions were asked regarding blood donation, deferral criteria, knowledge about Infections transmitted through blood and general attitude towards blood donation.
- ❖ Some other questions were also asked regarding repeated blood donation in order to assess the attitude and the level of motivation amongst the young donors.

Result

- ❖ Mean age $\pm$ SD of the participating students was 22.1 years $\pm$ 1.2 of which 59% were females.
- ❖ Out of total students, 71.2% and 61.4% students had correct knowledge regarding interval between blood donation for males and females respectively but the knowledge regarding common causes of deferral was less.
- ❖ Posters and pamphlets were the most common sources of information regarding blood donation.
- ❖ 92.6% of students had a good attitude towards blood donation. 127 (25.4%) students had donated blood previously and 17 (3.4%) of them had donated blood more than once in a year.



Gender Distribution of Students



Conclusion

- ❖ The students had a fair knowledge of VBD and the majority had a positive attitude towards it.
- ❖ Steps should be taken to increase the awareness regarding VBD since early sensitization can motivate students to become voluntary blood donors, making them major contributors to the blood donor pool throughout their adulthood and help in overcoming blood shortage in the country.

References

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