ORIGINAL RESEARCH PAPER

Volume-8 | Issue-1 | January-2019 | PRINT ISSN No 2277 - 8179

INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH

ASSESSMENT OF KNOWLEDGE,ATTITUDE AND MOTIVATIONAL FACTORS TOWARDS BLOOD DONATION AMONG GENERAL PUBLIC OF RURAL AREA OF UDAIPUR DISTRICT IN RAJASTHAN

Pathology

Atul Kumar Gupta* 2rd Year Resident, M.D. (Pathology) RNT Medical College Udaipur *Corresponding Author

Reshma Reja 3rd Year Resident, M.D.(PSM)

Abha Patni Sr. Professor RNTMC, Udaipur

ABSTRACT

Introduction: Blood donation is a remarkably safe medical procedure. In India,there is a need of 8 million units of blood per year and only one-third of this is obtained from voluntary donors[2]. Human blood is essentially a vital, lifesaving component, capable of saving millions of lives. Present study is conducted to assessthe knowledge regarding blood donation, find out attitudes and to suggest some motivational factors.
Methodology: A cross-sectional community based study was conducted at Vallabhnagar village in Udaipur district of Rajasthan. 168 subjects were selected by non-probability convenient sampling technique. A semistructured ,modified questionnaire was used for data collection.
Results: Majority of subjects 87.5% were aware that hypertensive and diabetic patients can not donate blood. 87.5% of subjects donated blood voluntarily and 50% of subjects donated blood for their family.
Conclusion: Persons with higher knowledge level of blood donation were more likely to donate blood.

KEYWORDS

Blood donation, knowledge

INTRODUCTION

Adequate and safe blood supply has still remained a challenge in developing countries. Blood donation is a remarkably safe medical procedure.

According to the World Health Organization (WHO), at least 1% of the nation's population should donate blood voluntarily to meet the basic requirement for blood and blood products.[1]

However,various factors like attitudes, beliefs and knowledge may affect it.

The risk of transfusion transmissible diseases is highest with the use of blood obtained from remunerated donors or monetary remuneration.

Blood components save lives in many conditions like serious accidents, obstetrics and gynecological hemorrhage, surgery, stem cell transplantation, as well as individuals who have symptomatic anemia from medical or hematological conditions and cancers.

In India,there is a need of 8 million units of blood per year and only one-third of this is obtained from voluntary donors[2].

Assesment of knowledge,attitude and motivational factors will help in designing effective health education and awareness to improve voluntary blood donation.

Objectives:

- To assess the knowledge regarding blood donation.
- To find out positive and negative attitudes.
- To identify the obstacles.
- To suggest some motivational factors.

- **Methodology:**

A cross-sectional community based study was conducted at Vallabhnagar village in Udaipur district of Rajasthan state in the month of August 2017.

Participants of age between 18 to 58 yrs (n=168) were selected by non-probability convenient sampling technique.

A semistructured ,modified questionnaire was used for data collection. Data entered in MS Excel sheet and analysed by Epi Info-7.

RESULTS:

In Knowledge assessment majority of subjects 87.5% were aware that hypertensive and diabetic patients can not donate blood. 75% of subjects reported counseling was done before blood donation. 54% could locate blood bank in their area. Less than half of them were aware about their blood group(41.7% and minimum age of blood donation(45.8%).(Table1)

Table :1. Responses of subjects on knowledge questions.

Indicators	YES (n=168)	No (n=168)
Blood group	70(41.7)	98(58.3)
Donation of Blood group who to whom	21(12.5)	147(87.5)
Minimum Age	77(45.8)	91(54.2)
Minimum Weight	42(25)	126(75)
Minimum Interval for Donation	35(20.8)	133(79.2)
Location of blood bank	91(54.16)	77(45.83)
Donation causes any harm to blood donor	49(29.2)	119(70.8)
Counseling before donation (n=56)	42(75)	14(25)
HTN & DM person can't donate Blood	147(87.5)	21(12.5)

As per attitude of subjects towards blood donation, 87.5% of subjects donated blood voluntarily and 50% of subjects donated blood for their family and friends.(Table 2)

Table : 2 Attitude of subjects towards blood donation.

Attitude	Yes	NO
Donated blood voluntarily (n=56)	49(87.5)	7(12.5)
Donated blood for their relative or friend	28(50)	28(50)

Table 3 Shows association of blood donation with various socio-demographic variable. The association with educational status is significant ($p<0.05$). The more educated ones are more likely to donate blood. The association between blood donation and marital status is also highly significant. ($p<0.01$). The married ones are more likely to donate blood.

Table : 3 Association between previous blood donation and demographic factors.(gender, educational status and marital status).

Socio-demographic factors	Yes, n=56	No, n=112	P Value
Gender			0.401
Male	42(75)	77(68.75)	
Female	14(25)	35(31.25)	
Education			0.035
Illiterate	14(25)	14(12.5)	
Up to secondary	14(25)	49(43.75)	
Sr. Secondary	14(25)	21(18.75)	
Graduation	7(12.5)	21(18.75)	
Post graduation	7(12.5)	7(6.25)	
Marital Status			0.013
Married	49(87.5)	84(75)	
Un Married	7(12.5)	28(25)	

Table : 4 Association between previous blood donation and demographic factors.(occupation and age).

Occupation	Yes , n=56(%)	No n=112(%)	P value
Govt. Employee	7(12.5)	28(25)	0.380
Student	7(12.5)	14(12.5)	
House wife	14(25)	28(25)	
Farmer	14(25)	21(18.75)	
Self Employed	14(25)	21(18.75)	
Age Group			0.020
18-25 yr	14(25)	49(18.5)	
25-35 yr	21(37.5)	28(25)	
35-45 yr	7(12.5)	21(18.5)	
45-58 Yr	14(25)	14(12.5)	

Type of occupation is not significantly associated with blood donation. Majority of blood doners were of age group 25-35 years (37.5%). 25% of blood doners were of age group 18-25 years and 45-58 years.

Table :5 Reasons for not donating blood

Indicators	Non Donor (n=112)	Percentage
Previous Disease	0	0
Didn't think	56	50
Lack of time	21	18.8
Pain during Blood donation	7	6.3
Weakness	21	18.8
Other	7	6.3

Majority of subjects 50% didn't thought of donating blood. 18.8% of subjects reported lack of time and similar number reported weakness after donating blood. Only 6.35 reported pain during blood donation.

Fig :1 shows 50% of respondents consider blood donation as a national duty,29.2% consider it to be a religious duty and 20.8% consider it to be a healthy habit.

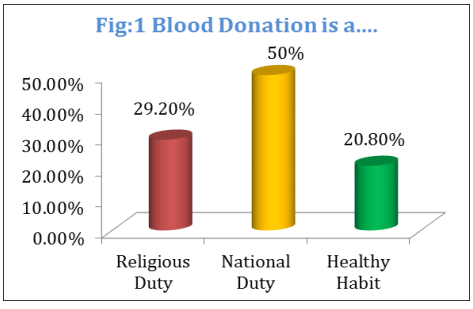
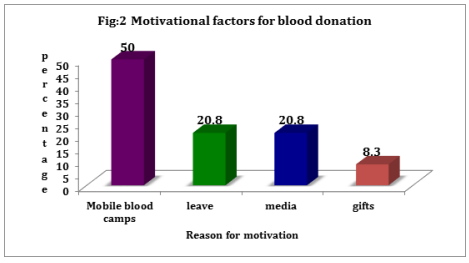


Fig: 2 Shows 50% of subjects consider mobile vans for collecting blood to be a motivational factor. 20.8% of them said media encouragement and leave as the motivational factor. 8.3% consider gifts as motivational factor to increase blood donation.



DISCUSSION:

Awareness of the appropriate age for blood donation and the donor deferral criteria were very important factors. Lack of information on blood donation lowers the prevalence of voluntary blood donation.[4]

In our study majority of subjects 87.5% were aware that hypertensive and diabetic patients could not donate blood. 75% of subjects reported counseling was done before blood donation. 54% could locate blood bank in their area. Less than half of them were aware about their blood group(41.7%) and minimum age of blood donation(45.8%). Study conducted by Renu Chauhan et al[3] showed 66% subjects were aware that hypertensive and diabetic patients could not donate blood. In contrast to our study their study showed 95.7% of subjects were aware about their blood group and 95% were aware about the age for donating the blood. Study by Sonam Kumari et al[4] showed 42.9% of subects are aware of their blood group which is similar to our study. In contrast to this 86.6% were aware of age of blood donation.

Present study showed 87.5% of subjects donated blood voluntarily and 50% of subjects donated blood for their family and friends. Similar to this, study by Renu Chauhan et al[3]

Showed 91% of subjects donated blood voluntarily but only 16% subjects donated blood for their family and friends which is much lower as compared to our study.

Our study showed majority of subjects 50% didn't thought of donating blood. Similar to this shown by study of Renu Chauhan et al[3] (53%). 18.8% of subjects reported lack of time and similar number reported weakness after donating blood. Only 6.35 reported pain during blood donation. Study of Renu Chauhan et al[3] showed 31.5% reported weakness and 12.2% were afraid of needle pricks.

The association of blood donation with educational status is significant ($p<0.05$). The more educated ones are more likely to donate blood. The association between blood donation and marital status is also highly significant. ($p<0.01$). The married ones are more likely to donate blood.

Majority 50% of subjects consider mobile vans for collecting blood to be a motivational factor. 20.8% of them said media encouragement and leave as the motivational factor. 8.3% consider gifts as motivational factor to increase blood donation. In contrast study by Sonam Kumari et al[4] showed donating for social causes like for family and friends as the major motivating factor for blood donation.

CONCLUSION:

Persons with higher knowledge level of blood donation were more likely to donate blood.Attitude towards blood donation is generally satisfactory.

Various motivational factors like mobile blood donation units in public areas,one day off and gifts with blood donation certificates are very significant to encourage more eligible donors to donate blood.

RECOMMENDATIONS:

- Educational and motivational programs on blood donation and blood transfusion should be expanded to general public through media including the internet and other voluntary organizations.
- The public should know the benifits of blood donation and that blood donation does not pose significant health risks.
- Increase in the level of awareness among women,students and young persons needs to be the topmost priority.
- Barriers to donation by women should be evaluated.

REFERENCES:

1. Fordham J, Dhingra N. Towards 100% voluntary blood donation: A Global Framework for Action. Geneva: WHO;2010.
2. Garg S, Mathur DR, Garg DK. Comparission of seropositivity of HIV, HBV, HCV and syphilis in replacement and voluntary blood donors in Western India. Indian J Pathol Microbiol 2001;44:409-12.
3. Renu Chauhan et al in A study to assess the knowledge, attitude, and practices about blood donation among medical students of a medical college in North India. Jfmpc;2018, vol 7:4;pg693-697.
4. Sonam Kumari , Tilak R.. Raina in study of Knowledge, attitude and practices (KKAP)) regarding voluntary non - remunerated blood donation (VVNR BD)) among the students of colleges of Jammu, India. IJCMPH 2015. Feb;2(1):45-50. Accessible at http://www.ijcmph.com.