ORIGINAL RESEARCH PAPER

VOLUME-6 | ISSUE-5 | MAY - 2017 | ISSN No 2277 - 8179 | IF : 4.176 | IC Value : 78.46

INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH

"To assess the awareness and motivation of voluntary blood donation among young students"

Medicine

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ABSTRACT

Background: Blood and Blood products are needed 24 hrs a day, 365 days a year for medical, surgical and genetic disorders .voluntary blood donors are the cornerstone of a safe blood and blood products. In India, majority of the blood units are collected from the replacement donors. They need to be motivated to become regular, voluntary blood donors.

AIMS AND OBJECTIVES: The main aim of this study was to assess the awareness of voluntary blood donation among youngsters.

A prospective study is done in department of transfusion medicine, GMC Jammu, a tertiary care hospital.

RESULTS: This study shows that majority of youngsters don't donate blood due to lack of awareness and there is well need of motivation to them to become a regular voluntary donor.

Conclusion:- Blood donation camps should organize to motivate the public to donate blood which is the most effective method of recruiting donors.

KEYWORDS:

Voluntary blood donation, awareness, motivation.

INTRODUCTION:

Blood donation is one of the most significant contribution that a person can make towards the society. Blood transfusion has been recognized as one of the eight key lifesavingintervention in health care facilities[1]. Blood services are facing shortage of blood all over the world. Demand for blood is rising day by day, and current blood donation is insufficient to meet the demand[2].

Access to safe blood is a key component of effective health care and voluntary donors are the basis of a safe blood supply. It has been shown that lack of knowledge, fear, facilities, convenience and the quality of service are common factors in people's decision on whether to donate blood repeatedly on a voluntary basis[3].

The World Health Organization (WHO) estimates that resource limited countries can meet the clinical demand if 10-20 whole blood units per 1000 population are collected each year[1]. In some developed countries, the number of voluntary blood donors arehigh, for example, in Switzerland where the number of voluntary blood donors per 1000 population is 113 and in Japan, it is 70. However in India, it is low, 8 for every 1000 population[5].

One of the potential sources that can be tapped for blood donation is the young and physically fit students from educational institution across India. They can meet the demand of our country and provide safe and quality blood collected from healthy voluntary donors. Hence this study was conducted to increase awareness and motivation among young students for voluntary donation.

METHODS:

A prospective observational study was conducted from September 2016 to February 2017 to assess the awareness of youngsters towards voluntary blood donation and to motivate them to become a regular donor. This study was conducted in a tertiary care hospital in a northern region. Replacement donors were also included to motivate them to become a regular volunteer donor. A self-administered questionnaire was prepared for every donor to assess their awareness and misconceptions towards voluntary blood donation.

RESULTS:

During our study period, total 7000 donations were held. Out of which

1. Voluntary donation : 1700
2. Paid donors: 300
3. Replacement donors: 5000

According to demographic variables: Table 1-

S.No.	Factors		No.	%age
1.	Age	< 25 years	2900	58
		> 25 years	2100	42
2.	Gender	Male	4200	84
		Female	800	16
3.	Residence	Urban	3000	60
		Rural	2000	40
4.	Course	Medical	2400	48
		Non-Medical	2600	52

Table 2: Reason for not donating blood:

S NO.	REASONS	NUMBER OF DONOR	%
1.	Unknown fear	350	7%
2.	Unaware of collection facility	340	6.8%
3.	Don't have enough time to donate	470	9.4%
4.	Concerned about sterility of equipment	450	9%
5.	Believe that there is no need for blood	200	4%
6.	Apprehension about feeling weakness after donation	320	6.4%
7.	Apprehension about pain during donation	360	7.2%
8.	They would take too much blood	120	2.4%
9.	Afraid of the sight of blood	90	1.8%
10.	No one ever asked for donation	1500	30%
11.	Never thought to donate	800	16%

DISCUSSION:

Escalating demand for safe blood and its availability in our region can be only ensured through enhancing voluntary blood donation. Role of youngsters in voluntary blood donation is crucial to meet the demand of safe blood and moreover youngsters having a better understanding on health care requirements of our country should come in forefront.

The major reason for not donating blood reported by previous studies[6,7] was fear, however in this study fear was a minor reason for not donating blood. The reason for their hesitation in donating blood so far, was that they had 'never been asked' and that they ' didn't know that blood donation was necessary'.

Most of our donors like in other studies[8,9,10] were motivated to donate blood for a noble cause after having heard about it from friends and media. Lack of awareness about blood donation and lack of an opportunity to donate blood were main factors that prevented them from donating blood so far. This was also collaborated by other studies[11,10].

The shortage of blood in India is due to an increase in the demand, with fewer voluntary blood donors.Our study shows that there was lack of awareness and motivation among our donors with regards to the mandatory test which were done after the blood collection, the amount of blood which was donated and whether people could get infected by receiving blood. So there is well need to create awareness among our youngster and replacement donors to become a regular, voluntary donor. Female blood donors which remains a challenging task also needs to be encouraged. An Indian study had been reported that students and self-employed persons were the most common donors[12]. By motivating them and provide some incentives like certificates, cards after donation;they feel good and comfortable in donating blood once a year. If this feel good factor of once a year donation, could be changed into at least twice a yeardue to which the gap between the demand and supply of the country could be narrowed down.

CONCLUSION:

In our study, the majority of donors were willing to be regular donor but can't be due to their lack of awareness and motivation. So by creating awareness and opportunities for blood donation by conducting many blood donation camps may provide a solution for our blood demands.

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