



**ORIGINAL RESEARCH PAPER**

**Management**

**A STUDY ON AWARENESS ABOUT BLOOD DONATION AMONG COLLEGE STUDENTS**

**KEY WORDS:** Blood donation, Knowledge, Motivation, Voluntary donors

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**ABSTRACT**

**Introduction:** Blood donation is remarkably safe and life saving procedure. However, attitudes, beliefs, and level of knowledge may affect it.

**Aim:** To study the basic awareness of blood donation among college students

Methods: Structured questionnaire was used to access the basic knowledge about blood donation in college students.

**Results:** A total of 100 students were interviewed, majority of students (92%) perceive that there is no harm/ effect on the donor by blood donation. Only 18% students have ever donated the blood and out of which 4% students donated the blood more than twice.

**Conclusion:** The present study highlights the importance of creating opportunities for blood donation. Thus it is recommended that apart from spreading awareness about voluntary blood donation, it is equally important to create opportunities for voluntary blood donation.

**INTRODUCTION**

Blood Donation can save million lives. Blood cannot be manufactured – it can only come from generous donors. WHO estimates that blood donation by 1% of the population is generally the minimum needed to meet a nation's most basic requirements for blood. In India more than 38,000 blood donations are needed every day and a total of 30 million blood components are transfused each year. Donated blood can be lifesaving for persons who have lost large amounts of blood because of serious accidents, new medical and surgical procedures, civil conflicts, and military wars as well as for patients who have become severely anemic because of serious hematological diseases or treatments such as cancer therapy. Therefore, availability of blood is an important concern to the society. Voluntary, non remunerated blood donors are the cornerstone of a safe adequate supply of blood and blood components. The task of recruiting voluntary blood donors remains one of the major challenges for any blood transfusion service. The numbers of potential donors were often reduced due to the strict selection criteria which were imposed to ensure the safety of the blood supplies. In addition to this, the blood centres find it difficult to recruit new donors and to retain them for arranging a regular blood supply for needy people. Consequently, the blood services need to organize more frequent blood drives to maintain a regular blood supply and to adopt an approach for enhancing new blood donor recruitment and retention of the donors

**AIM**

To study the basic awareness of blood donation among college students

**MATERIALS AND METHODS**

This observational study was conducted in Arts and Science college students at Nilgiris district. A pre-tested semi structured questionnaire was used to assess the level of knowledge and attitude regarding blood donation in the subjects. The variables included were awareness & knowledge, frequency, cause and willingness for blood donation.

**RESULTS**

A total of 100 students were interviewed with a mean age of 20.6 years ranging between 18 years to 23 years. Male participants (62%) were more in comparison to female (38%). The recommended age of blood donation (18-60 years) was responded correctly by 85 % of subjects but when the interval of blood donation was asked only 32% students gave the correct answer Majority of students (92%) perceive that there is no harm/ effect on the donor by blood donation whereas 2% students think

that after blood donation the donor becomes weak/ obese. Out of total students, only 18% students have ever donated the blood and out of which 4% students donated the blood more than twice. Replacement blood donation (40%) was the major factor for donating blood among the donor subjects. None of the subjects availed monetary benefits for blood donation. The majority of students (68%) did not have an opportunity to donate blood while the age factor was the reason for not donating blood among 22% of study subjects. Religious restrictions and fear of needle /contracting disease was the reason in 4 % and 6 % of students respectively. 72% of students were willing to donate blood at the time of study. 78 % of respondents have heard about the blood donation from Mass media. With respect to willingness for donating the blood, 75 % of all students were found willing to donate the blood with 44 % being female students and 55.7 % being male students. Among those who were unwilling to donate the blood, percentage of female students was high (58%).

**CONCLUSION**

Knowledge regarding some aspects of blood donation is insufficient among the study population. However, their attitude towards it is generally satisfactory. A majority of the donors were willing to be regular donors. The donors showed positive effects like a sense of satisfaction after the donation. The present study highlights the importance of creating opportunities for blood donation. Thus it is recommended that apart from spreading awareness about voluntary blood donation, it is equally important to create opportunities for voluntary blood donation.

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