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### Study of north Indian blood donors: Attitude, obstacles and motivation towards donation

Tenzin Saldon, Garima Khanna, Balraj Shawami, Manoj Kumar, Shalini Gupta, Venencia Albert and Arulselvi Subramanian  
All India Institute of Medical Sciences, India

**Introduction:** Continuous efforts are required to motivate people to donate blood, to urge donors to keep on donating blood on a regular basis and to inspire non-donors to start donating blood for sustaining self-sufficiency and matching the ever increasing clinical demand for various blood components. Therefore this study was done to determine the knowledge, attitude, reasons for not donating blood, misconceptions and motivations towards blood donation among people of New Delhi.

**Aim:** The aim of this study is to access blood donation among people by analyzing their perception and knowledge towards the cause through a questionnaire-based survey. This study also evaluates the reasons of donor deferral in a hospital-based blood bank in India. This can help blood donation centers to attract donors by developing appropriate policies and plans in future.

**Materials & Methods:** The study was carried out in New Delhi, India. This prospective study was done on group of 135 people during one month period. Blood Donors who visited our blood bank with age >18 years, eligible for blood donation were included in our study. Data collection was done with the help of forms given them. The form was divided into three parts and had fourteen questions regarding obstacles, misconceptions and motivations concerning blood donation. 27 females and 108 males were assessed. The respondents were briefed on the aims of the study and ways to fill the questionnaire. They were also ensured about confidentiality in this entire process. Statistics was then applied to the data and presented in forms of bar graphs for easy interpretation.

**Results:** The mean age of donor population was 29.3 years (males: 28.9 females: 30.5). Males had higher blood donation knowledge level as compared to females in the study. 53% of males were motivated to give blood during an emergency situation of someone close while 36.5% females were motivated by story of someone being saved from blood transfusion. 28.5% males were influenced by friends. 34% girls were afraid of needles and 30% males are afraid of unknown. The main obstacle was poor information. A message which makes one think had the highest average for a strong campaign (Females: 4.3 males: 3.8). For promoting blood donation (Average 3.9) males found television and radio programs most effective while (Average 4.2) females found personally talking with people who have already donated blood effective. Incentives like getting free blood tests and educational credits were found to lure people. Having proper information, being aware about the technicalities of the process and convenient place/time of donation encouraged people towards giving blood.

**Conclusion:** It is necessary to follow strict donor selection criteria to make blood donation safe and win the trust of future donors. The entire blood bank staff should share the responsibility of winning the confidence of donors and making blood donation a safe and pleasurable experience. The inputs from people can be useful in implementing relevant donor recruitment and to introduce strategies for maintaining an adequate and safe blood supply.

### Biography

Tenzin Saldon is working at All India Institute of Medical Sciences, India her research interests reflect in her wide range of publications in various national and international journals.

tsaldonpaaba@yahoo.com

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