



PROFILE OF REPEAT DONORS IN A TERTIARY CARE HOSPITAL OF NORTH INDIA

Shelly Jetly MD¹, Kanchan Bhardwaj MD², Rajeev Sharma Ph.d.³

^{1,2}Professor & Head, Department of Transfusion Medicine, Govt. Medical College, Patiala

³Programme Officer (NSS), Multani Mal Modi College, Patiala

ABSTRACT

The increasing demand for blood has encouraged health authorities to convert first time blood donors to repeat donors. Distinct promotional strategies should be adopted to increase repeated blood donation among experienced versus new donors. Donor satisfaction has been observed as an important indicator for quality of care. Conversion of first time blood donors into regular voluntary blood donors is a challenge for transfusion services.

I. INTRODUCTION

Altruism is defined as unselfish concern for welfare of others. Transfers of time and money are frequently involved when helping friends, colleagues, neighbours or complete strangers¹. Research shows that only 6% of first time donors become regular donors and 62% never come again for another donation. Thus main policy of blood transfusion service is motivation, attraction and retention of regular blood donors².

Without voluntary blood donors a large proportion of health service provision would not be possible. Blood donation is considered an altruist act and altruism is most common self reported motive for blood donation³. Pure altruism consists of sacrificing something for someone other than the self with no expectation of any compensation or benefits either direct or indirect.(receiving recognition for the act of giving)

Blood donation has always been considered as a humanitarian act and positive behavioural phenomenon. During calamities, natural disasters like floods, earthquakes etc. there is exodus of voluntary donors. Such calamities motivate people to help the victims selflessly. During calamities voluntary donation of all kinds given by volunteers and blood being one of them⁴.

II. BLOOD DONATION BEHAVIOUR SURVEY

The study was conducted at GMC Patiala. Altogether 18,857 donors of Deptt. Of Transfusion Medicine, GMC Patiala took part in study. Participants were analysed after filling up of donor questionnaire. The questionnaire was meant to elicit donor information for donor screening prior to blood donation. Donor behavior question i.e Have you ever donated blood? The history of 18,857 blood donors between Jan 2016 to Dec 2016 was analysed.

III. OBSERVATIONS

About 18,857 units were collected during time period January 2016 to December 2016. The voluntary blood donation includes number of units collected from voluntary blood donation camps and blood units collected

during routine blood collection in bank. 85.7% units (16,168 units) were collected from voluntary blood donation camps and 14.3% units (2689 units) were collected by routine collection.

Table: 1 Type Of Voluntary Blood Collection

Type of voluntary blood donation	No. of units collected
Voluntary blood donation camp	16,168 (85.7%)
Routine collection	2689 (14.3%)

In terms of sex wise distribution of voluntary blood donation camp collection, 98.5% donors (15923 units) were males & 1.5% donors (245 units) were females.

Table: 2 Sexwise Distribution Of Camp Collection

Sex	No. of units
Males	15923 (98.5%)
Females	245 (1.5%)

Sex wise distribution of routine collection includes 99.3% male donors (2671 units) & 0.67% female donors (18 units) as shown in Table:3

Table: 3 Sexwise Distribution Of Routine Collection

Sex	No. of units
Males	2671 (99.3%)
Females	18 (0.67%)

Out of 18,857 units collected number of repeat donors were 11,331 (60%)

Table: 4 Sexwise Distribution Of Repeat Donors

Sex	No. of units
Males	11303 (99.7%)
Females	28 (0.25%)

IV. DISCUSSION

Blood donations are critical to maintaining a strong public health system and ensuring the capability to respond to routine & emergency medical events⁶.

Although a large number of people are eligible to donate, only few individuals donate & only a small number of them donate blood regularly.

Studies have revealed that a higher donor return rate was influenced by good experience with previous donation & receiving assurance from blood centers. New donors are recruited by repeat donors⁷.

Moral duty, altruism, charity, maintenance of one's own health & free blood investigations are some of the factors motivating people to donate blood. Life style related eligibility criteria & change of residence pose problems for recruitment & retention of young donors.

If all the first time donors were to become regular contributors subsequently there would likely be an ongoing & adequate supply of blood, however most of first time donors do not become routine donors⁶. An integrated,



automated phone system has proven effective at retaining first time donors, increasing donation by repeat donors & optimising overall donations⁶.

V. CONCLUSION

The role of public relations officer needs to be emphasised. They have implemented donor recruitment program by motivating the youth for voluntary blood donation. They regularly visit the organisations to promote awareness of blood donation and cultivate local culture for blood donation. The cultivation involves identifying individuals in these organisations with a history of blood donation and prompting them to encourage co-workers to donate at least once on regular basis.

Friendly and supportive blood bank staff, positive atmosphere and pleasant surroundings help a long way in donor retention and donor return.

Conflict of interest : NONE

- [1.] Philipp E. Otto, Friedel Bolle. Multiple of Altruism and Their Influence on Blood Donation, The Journal of Socio-Economics 40 (2011)558-563
- [2.] Dariyana Kulmirzayeva and Nurbek Igissinov. Attitude of the Kazakhstan population to blood donation: Association Of Medical, Social And Motivational Aspects, Life Science Journal 2014;11(6s)
- [3.] R. Evans & E. Ferguson. Defining And Measuring Blood Altruism: A Theoretical Approach from Biology, Economics and Psychology, Vox Sanguinis (2014)106, 118-126.
- [4.] Antani Dhara and Kumar Dinesh. A Qualitative Study of Perceptions About Voluntary Blood Donation Among the Supportive Service Employees of a Multi- speciality Rural Tertiary Care Hospital, pISSN: 0976 3324 eISSN: 2229 6816.
- [5.] Andre Smith, Ralph Matthews, Jay Fiddler. Blood Donation and Community: Exploring The Influence Of Social Capital, International Journal Of Social Inquiry Volume 4 Number 1 2011 pp. 45-63.
- [6.] J. Garrett Whitney and Robert F. Hall. Using an Intergrated Automated System to Optimize Retention and Increase Frequency of Blood Donations, Journal of Blood Services Management.
- [7.] A.H. Misje, V. Bosnes & H.E. Heier. Recruiting and Retaining Young People as Voluntary Blood Donors, Vox Sanguinis(2008)94, 119-124.
- [8.] A.H. Misje, V. Bosnen,¹ O. Gasdal & H.E. Heier. Motivation, Recruitments and Retention of Voluntary Non-remunerated Blood Donors: A Survey-based Questionnaire Study, Vox Sanguinis (2006)89, 2366-244.