**SHORT ARTICLE**

**Effect of Educational Intervention on Awareness and Attitude regarding Voluntary Blood Donation among Rural People: A Quasi-Experimental Study**

Palak Goyal, Amit Kumar, Huma Khan, Ravi Kumar

Department of Community Medicine, Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly, Uttar Pradesh

**CORRESPONDING AUTHOR**

Mr. Ravi Kumar, Department of Community Medicine, Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly, Uttar Pradesh 243202

Email: srmsimsravi@gmail.com

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**ABSTRACT**

Donation of blood has always been considered as Humanitarian act. Despite the increasing demands for blood and its products, many people have little interest in donating blood. We undertook this study to assess the level of knowledge & attitude and to assess the effect of awareness talk regarding voluntary blood donation among rural people. Information from attendants of the patients visiting the Telemedicine Centre was collected using the Predesigned Pretested Semi open ended Interview Schedule. Out of 108 study subjects, 83 (76.8%) of study subjects didn’t knew their blood group. 52 (48.1%) said women cannot donate blood while they are pregnant or lactating. After the awareness talk, 78 (72.2%) were motivated for voluntary blood donation. There should be more awareness activities to promote voluntary blood donation in public.

**KEYWORDS**

Voluntary Blood Donation; Barriers to Blood Donation; Effect of Health Education

**INTRODUCTION**

Blood and blood products are a unique and precious resource.(1) It can give someone a second chance to live. Voluntary blood donors are the one who donate their blood purely for altruistic reasons.(2) Intensive awareness programs are important for donor knowledge, motivation and recruitment. Thus, raising awareness and creating an enthusiasm in people for such a noble cause. Many people in India are faced with ignorance, misperceptions and fears about the blood donation process.(3)

Therefore, this study was conducted to assess the level of knowledge and attitude regarding voluntary blood donation among rural people and to assess the effect of awareness talk regarding voluntary blood donation.

A cross-sectional study was conducted on Telemedicine Centre of village Bhairpura of District Bareilly, Uttar Pradesh on patient’s attendants visiting Telemedicine Centre of more than 18 years of age giving consent from 20th August 2022 to 30th August 2022. Sample Size was calculated using prevalence of 79.5 %
based on the study of Agrawal et al(4) which came out to be 108. Non probabilistic Universal Sampling method was employed because of limitation of time. Interviewer was sensitized and trained. Information from each participant was collected maintaining full confidentiality using the Predesigned Pretested Semi open ended in person Interview Schedule before and 2 hours after a brief awareness talk about Voluntary Blood Donation in the waiting area. The research was approved Ethically from the Institute Ethical Committee. To enter and analyze the data, MS-Excel 2007 was used. Percentages were calculated and Wilcoxon Signed Ranks Test was applied for statistical analysis.

In the study conducted, total number of study subjects were 108 out of which 64 (59.2%) were males and 44 (40.7%) were females. Maximum study subjects belonged to the age group of 31-40 years. 67(62.0%) of study participants were Muslim and 91 (84.2%) were married. Majority of respondents belonged to socioeconomic class IV i.e. 55 (50.9%). 83 (76.8%) respondents didn’t knew their blood group.

Before conducting a awareness talk, while assessing the knowledge, it was observed that only 6.4% of the total study participants knew about the time after which a person can donate blood again and 30.5% knew about the age at which people can start donating blood. Only 6.4% people knew regarding the minimum required Haemoglobin levels and 14.8% knew minimum required weight. 62% of respondents said women can donate blood and 48.1% said pregnant or lactating women cannot donate blood. 29.6% said diabetics can donate blood and 45.3% did not knew whether person suffering from Malaria can or cannot donate blood. After giving a awareness talk knowledge of the respondents improved to a great extent. The effect of Awareness talk on knowledge about Blood Donation is came out to be statistically Significant (P=0.000) (Table 1). After the awareness talk, 63.8% respondents strongly agreed that voluntary blood donation is important which was 35.0% before the awareness talk.

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<th>Table 1: Effect of Awareness talk on knowledge about Blood Donation (Wilcoxon Signed Rank Test)</th>
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<td>Ranks</td>
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<td>Post - Pre Negative Ranks</td>
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<td>Positive Ranks</td>
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<td>Asymp. Sig. (2-tailed)</td>
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<td>Wilcoxon Signed Ranks Test</td>
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Most of the people were not practicing blood donations when asked before starting awareness talk. Their practices in aspects of voluntary blood donation is assessed and it was observed that, before the awareness talk, 47 (43.5%) respondents said they would like to donate blood and out of them, only 17(36.1%) said they would donate blood to family members or relatives only. After the awareness talk 78 (72.2%) people said they would like to donate blood and out of them, 51(65.3%) said that they would donate blood to family member, relatives as well as strangers. Respondents who would not like to donate blood gave various reasons. These respondents were counseled and the effect of counseling and health was seen in results as shown in Figure 1.

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As per my current study, it was observed that, before the awareness talk, 47 (43.5%) respondents said they would like to donate blood which is in contrast to the study done by Samreen S et al.(S) and Mirza H et al.(6) After the awareness talk 78 (72.2%) people in my study said they would like to donate blood. However a study conducted by Chauhan R et al(7) before and after organizing an interactive awareness session concluded the increase in overall willingness from 9.15 to 97.5%. Most of their subjects cited the reason of feeling weakness if they donate blood. 24.5% said they have fear of needles which stops them from donating blood. A Study done by Aslami AN et al,(8) non availability of any opportunity came out to be the most common cause for not donating blood.

Blood donation is considered as selfless act of pure charity to mankind. For patients whose lives or wellness depend on blood transfusion, blood transfusion services must simultaneously provide an adequate supply of blood and blood products. Our study concludes that awareness activities are an important tool to improve the perception about voluntary blood donation. To improve the perception about voluntary blood donation, awareness activities can be an effective tool. Consider organizing awareness talks or workshops in rural areas, where the fear surrounding blood donation is often prevalent. These activities can provide an opportunity for common people to ask questions and address any concerns they may have about voluntary blood donation. By fostering an environment of open dialogue and education, awareness activities can greatly contribute to increasing the number of voluntary blood donors. The limitation of this study was the small sample size which was due to scarcity of resources including time but the results showed a significant increase in the number of participants willing to donate blood after the talk. This highlights the importance of educating the public about the benefits of voluntary blood donation and dispelling common myths and misconceptions associated with it. Overall, this study reinforces the importance of promoting voluntary blood donation and emphasizes the need for informative talks and education to increase public awareness and participation.

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