



# **2<sup>nd</sup> Annual Students' Research Session - 2020**

**"Enhancing Healthcare Through Innovative Research"**

## **BOOK OF ABSTRACT**

**ASRS  
2020**

**10<sup>th</sup> December 2020**

# **Knowledge, Attitude, Motivational Factors and Barriers for Donating Blood Voluntarily Among People Aged Between 18-55 Years Living in Manmunaipattu, Batticaloa**

Kajenthini K<sup>1</sup>, Madhuwanthi L.D.M<sup>1</sup>, Chandrika J.P.M<sup>1</sup>, Jayarathna A.P.G.S.M.<sup>1</sup>, Shanmukanathan S<sup>1</sup>, Sujendran S<sup>1</sup>

*<sup>1</sup>Department of Supplementary Health Sciences, Faculty of Health-Care Sciences, Eastern University Sri Lanka*

## **Abstract**

**Background:** Over a million blood units are collected from every donor every year, millions still need to be collected to meet the global demand of blood.

**Methodology:** A cross-sectional descriptive study was carried out for a period of one year to assess the public knowledge, attitude, motivational factors and barriers for donating blood voluntarily in administrative divisions of eastern, Sri Lanka., After obtaining informed consent, data were collected through pilot tested Interviewer Administered Questionnaire. Frequencies, percentages and associations were assessed.

**Results:** A total of 405 respondents were interviewed, of which (47.9%)194 were male and 211(52.1%) were female. The majority (51.36%) of the respondents had adequate knowledge regarding blood donation and majority of the respondents (92.3%) answered positively as blood donation is a healthy habit. Only 33.6% of the individuals had previous experience on blood donations. There were significant associations with socio-demographic characteristics gender, age, education, occupation and blood group with a p-value <0.05. Half of the participants (49%) had inadequate knowledge on blood donation and motivational factors such as altruism, peer pressure, media awareness had influence among half of them. This study revealed fear of seeing blood or feeling faint and needle pain as a barrier for voluntary blood donation among more than 55% of the participants. Attitudes related to blood

donation were not significantly associated with socio-demographic characteristics but they may have contributed to the barriers of donating blood.

**Conclusion:** This study identified factors influencing knowledge, attitude and motivation towards voluntary blood donation and they can be eliminated from the society through conducting series of well-planned awareness programmes.

**Key words:** Motivational factors, Voluntary blood donation, Humanity