

The Efficiency Analysis of Blood Donor Acquisition Training Programs - Results of Balcalı Hospital Blood Bank

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Purpose: Regular voluntary blood donors can be supplied by increasing the awareness of blood donation in community. In this study, at the end of the training seminars by Donation Unit, the participants was informed about blood donation, donation status, and levels of satisfaction were evaluated.

Methods: A survey was prepared in order to measure satisfaction levels and assessment of training offered for participants, in 2010. In this survey;

1. How did you affect from this training?
2. Would you consider to donate blood or advise to your relatives blood donating after this informing?
3. How many times have you been donating?
4. Would you consider to be a regular voluntary blood donors?
5. If you need to give a score between 10 and 100 to this training, what is your score?

Scoring; Very good: 20 points, good: 15, Medium: 10 and bad: 0 points, for 2. and 4. questions, yes: 20 points, No: 0 points; 3. Question, never: 20 points, once : 15, 2-3 times: 10, 4 or more: 0 points; for 5. question; 100: 20 points, 90: 18 and others were to be two points short.

Results: Total of 2000 university students participated to training during December 2011 - June 2012. After the training, 242 of participant filled out this survey on voluntary basis. The results of analysis: Average age of the participants was 18.9 (Table 1). Overall satisfaction rate was measured 87.7% and 66.5% of them found the training was “very good” (Table 2).

Conclusion: In our study, a high satisfaction was provided but; for reaching wider audience with this training is need to support with written and visual media; 2. and 4. Questions need to be more clear in future studies. Considering the difficulties of finding blood donors, the measurement of donor acquisition activities is important.

Table 1. Demographic Information of Participants in Present Study			
Demographic Information of Participants		Number (n)	Value (%)
Gender	Male	137	56.6
	Female	97	40.0
	Unspecified	8	3.4
Contact Info	GSM / home phone info	207	85.5
	E-mail address	121	50
	GSM + e-mail address	115	47.5
Advisory note	(Thanks, education is beneficial, this training needs to be done several times... etc .)	38	15.7

Table 2. Analysis of The Survey					
1. Question	Very good 161(66.5)*	Good 71(29.3)	Medium 10(4.2)	Bad 0	Unspecified 0
2. Question	Yes 236(97.5)		No 6(2.5)	Unspecified 0	
3. Question	None 115(47.5)	Once 52(21.4)	2-3 times 45(18.5)	4 times or more 30(12.6)	Unspecified 0
4. Question	Yes 209(86.4)		No 32(13.2)	Unspecified 1(0,4)	
5. Question	100 point 95(39.3)	90 point 95(39.3)	80 point 35(14.5)	70 point 13(5.3)	60 points or less 4(1.6)

*: Values in parenthesis indicate percentage

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