A STUDY OF VOLUNTARY BLOOD DONOR MOTIVATION AMONG INDUSTRIAL WORKERS IN DELHI

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SUMMARY

From the reasons for non donation in the present study, there appears to be a subconscious fear lurking in the minds of people about the possible weakness as an aftermath of blood donation. This fear manifests itself outwardly as concern for health or worry by the relatives over the health of the bread winner. The low economic conditions of some of the families add to this fear complex.

Even if we could overcome the fear complex by education, the objective would be only partly achieved, unless the economic lot of the people are bettered. As an alternative, is it possible to get all our requirements of blood from middle and higher income groups? Could we possible motivate more of these people to donate? These are some of the vital questions; the organization has to face in formulating its policy to educate the people.
INCENTIVES TO DONORS

When the people are prepared mentally by suitable education, there should be some incentive to sustain their interest. In discussions with the donors and others during the course of this study, all people agreed that there should be some incentive to sustain interest in blood donation. There was difference of opinion in the form it should take.

Maslow’s hierarchy of needs were manifest in the types of incentives suggested in that, they ranged from satisfying physiological needs like provision of more substantial refreshments to satisfying the ego need in the form of a reception by the president of India. Throughout the discussion the investigator sensed a fine thread of ego need weaved into the suggestions by the people. It is, therefore, worthwhile considering fulfilling this need to attract more volunteers.

Some of the steps that could be taken in this connection are –

Informing the donor about the use to which his blood was put to and how the recovered patient thanked the donor;

Giving different types of medals or pins for varying number of donations and creating a healthy competition among donors to achieve the next target by publicizing the list periodically;

Giving the donor responsibility to get a specific number of donors and Arranging social functions where prominent public men appreciate the good cause served by these donors. In these meeting it is better that the donor’s employees be present so that he feels that his effort is appreciated by his employees which is his immediate concern.

“Counter motivating” factors as cited by mills (1942) and Phillips (1961) like badly kept place or rude behavior of donors and nurses or incompetency of blood taking team were not mentioned by any donor during the present study.

However this could be a deterrent when some donors are called to our hospitals, where at times the workers tend to be rude. Education of the blood bank staff in public relations is a must to counter this difficulty.

ORGANIZATION

There should be an effective organization to carry out the educational programme and to attract more volunteer donors. Gibson (1958) pointed out that gimmicks and stunts were only adjuncts to effective organization. A single organization should be responsible for propaganda and recruitment.
It is at the organizational level that there is weakness as far as the efforts of the IRCS to attract donors are concerned. They do not have resources, both in men and money, to organize donor recruitment on a large scale. The same is true of the other voluntary organization in Delhi, the DVBTS. In whole of Delhi there is only one van properly fitted for bleeding donors, and when this van breaks down, as it had happened during the course of the study there is upset in the programme resulting in confusion.

**CENTRAL BLOOD BANK**

Stewart (1966) suggested a central agency to be established and the efforts of IRCS and DVBTS be coordinated. This has been repeatedly pointed out by various committees including the committee on Delhi hospitals (1968). A central blood bank is needed to cater for the whole of Delhi. This central bank should have a service wing, a donor recruitment wing and a research wing.

**CONTROL**

The agency to control the central blood bank can either be the government or the IRCS or the Indian council of medical research. Each has its advantages and disadvantages. But it is suggested that the hands of the IRCS be strengthened by government grant to establish and run this central agency. The reason for this suggestion stems out of the fact that the league of international Red Cross societies, of which IRCS is a member, is vitally interested in the problem and doing immense work on this subject all over the world. In many countries of the world like Canada, Switzerland, Australia, and Philippines, the national Red Cross societies are solely in charge of total procurement and supply of blood throughout the country. In many other countries like U.S.A. and Japan, major proportion of their blood requirements is obtained through the efforts of Red Cross societies. Thus, through its fraternal associations, the IRCS is in a better position to establish a central blood bank in Delhi which could be a forerunner for similar effort throughout the country. This arrangement would also avoid complications that might arise in establishing central governmental agencies throughout the country. Health being a state subject, cooperation of various state governments cannot be taken for granted.

**THE SERVICE WING**

The service wing of the central blood bank should have enough mobile vans to cater for outdoor spot collections in addition to facilities for bleeding donors in the premises itself. It is possible that three to four mobile teams may be out in a day. Staff and other facilities for this should be provided.
THE DONOR RECRUITMENT WING

This wing should interest itself in educating the people and giving wide, varied and interesting publicity to attract more voluntary donors. The director of this wing should be carefully chosen for his proven dynamism and ability to do effective public relations work. He needs not to be a doctor but his teams should consist of doctors who could explain professional matters during donor sessions. Some of the important duties of this wing are to create a panel of donors, maintain it up-to-date, arrange to collect blood at stipulated intervals and keep the donors ‘interest alive at all times.

THE RESEARCH WING

Research in blood transfusion is not being adequately carried out at present. A central blood bank with its own research wing could devote its attention to this problem. The research should be carried out by Indian council of medical research as in U.K.

METHOD OF WORKING

It should be the Endeavour of the central blood bank to supply blood free of charge to all hospitals. The details regarding the quantity supplied regularly, method of collection and return of empties could be worked out mutually between the bank and the hospitals.

In addition, it is advisable for each hospital to have a nucleus blood bank to cater for extreme emergencies to bleed an occasional donor.

RECOMMENDATIONS

Pending creation of a central blood bank as suggested above, certain other recommendations born out of the present study are as under :-

Cooperation between the two agencies working in Delhi, the DVBTS and IRCS is desirable. They should meet and decide on the areas from where each should recruit donors.

The IRCS should have a regular programme of visits to the factories in Faridabad/ballabh garh area. This programme should be published well in advance so that effective publicity could be made.

The IRCS should establish a donor panel and keep alive their interest with frequent contact.
At present there is no contact between the workers union and the donor recruitment agencies. The IRCS, if necessary, should obtain the services of some public relations men and doctors and hold repeated meetings with the workers to convince them. The management also should be requested to afford facilities for such meetings.

Many of the factories have their own doctors. The IRCS should liaise with them and request them to check the donors of their factories couple of days after donation so that the workers feel that they are looked after.

It is worthwhile giving a medal or lapel pin as an incentive than the plastic valet given at present. The mementos should vary in shape or quality to show the number of donations given by the individual. These mementos, especially, to regular donors should be presented in an organized meeting of the workers.

Public functions where donors are honored by VIPs should be selective so that individuals who have donated a certain minimum number of times only are invited.

More effective publicity should be made through radio and television. In this publicity, it is important to apprise the public of the two voluntary agencies in Delhi and the division of areas of operations of each. The confusion in the minds of the public could, thus, be removed.

The IRCS has not enough resources at present. The government should provide grants for it to carry out effectively the donor recruitment programme.

All the hospital blood banks, except that of the safdarjang hospital, are short of space and are over lorded. It is not conducive for a voluntary donor to walk through a crowd of professional donors. Hospital authorities should be requested to overcome this shortage by allotting more space for the blood banks.

SUMMARY AND CONCLUSION

The present study attempted to find out the motivational factors for voluntary blood donation among factory workers in Faridabad/ Ballabghar area. This was done by personal interviews of the voluntary donors who had donated blood during 1969 and their reactions assessed.

There was a rising trend towards voluntary donation among the employees of the factories. It was found that people at higher income group tended to volunteer more readily than those belonging to lower income group. The reason for this were analyzed and discussed.
The need for educating the workers on the philosophy of voluntary blood donation was felt and ways and means of achieving this were discussed. Similarly certain incentives to attract more donors were suggested.

The present study can be considered as a preliminary survey of the existing conditions regarding donor recruitment in an industrial population. Given an effective organization with all the resources, it is not difficult to cater fully to the needs of the hospitals in Delhi by voluntary donation.

In the words of Gibson, the basic elements for successful recruitment of voluntary donors are efficient organization, competent recruitment officers in sufficient numbers, recruitment committees representing all sections of the community, constant follow up activities, establishment of definite time tables and public recognition of donors and volunteers.

The material is available; methods could be fashioned to suit the occasion; but what is lacking is a central direction and coordination to achieve the end results.