

ABSTRACT

This study analyses blood donor characteristics and perceptions at fixed and mobile blood collection sites conducted by the National Blood Transfusion Centre of Sri Lanka.

The sample consisted of 400 blood donors divided among the fixed and mobile sites at a ratio of 1:3.

Data collection was done using a self administered questionnaire distributed among the donors at the time of blood donation.

Overall, many of the donors were young (50.25% within 18 – 27 years), 78% of the donors were male, many were well educated. 75.75% have donated previously, but, of them, less than 50% were regular donors. Religious reasons and altruism were the commonest reasons for initiating blood donation. There was a statistically significant difference ($p < 0.05$) between the fixed and mobile sites in donor age, ethnicity and religion, level of education, occupation, income, previous donations and the reason for becoming a blood donor. There was a small but distinct population of relatively uneducated and unemployed donors at the Blood Centre. Most donors expressed a high level of satisfaction about the donation sites and the donation process. Some mobile donors were not satisfied with the privacy during confidential interview. Many donors (41.88%) preferred a reminder to donate again.

Increased efforts at donor retention, initiating a regular call-up system, propaganda targeting females and minority groups and phasing out the replacement donors were the major recommendations.