

Abstract

Background: The demand for blood in Sri-Lanka is rising due to many public health related events. In Sri-Lanka blood collection is purely from voluntary, non-rewarded, no remunerated blood donors. As donor pool is on threat of declining, to cope up with the rising demand donor pool have to be safeguarded. To retain regular safe blood donors post blood donation satisfaction is important.

Objective: To determine the post-donation satisfaction, its associated factors and underlying motives for blood donation among blood donors attending donor clinics of National Blood Center, Colombo.

Methods: This was a cross-sectional descriptive study conducted among 423 blood donors attended outdoor donor clinics of National Blood Center, Colombo. Participants were selected by systematic sampling method. Data collection was done by a pre-tested interviewer administered questionnaire. The post-donation satisfaction was determined and the prevalence of “High” post-donation satisfaction was calculated. The post-donation satisfaction associated factors were determined using Chi square test at 0.05 significance level. Furthermore, Odds Ratios with 95% confidence interval was evaluated.

Results: The blood donors were more likely to be young, males with academic standards up to Advance Level, from religious and ethnic majorities, employed with an average low monthly income. The majority were repeated donors, more likely to be non-regular and non-loyal. The majority were unlikely to be retained. The donor clinic related particulars were adequate for majority of donors. The prevalence of “High” post-donation satisfaction was 33.3% (95% CI=29%-38%). The post-donation satisfaction was associated with donor loyalty (OR=3.4, 95% CI=2.1-5.3) at 95% significance level. Furthermore, post-donation satisfaction was also associated with adequacy of information, advertising modes and publicity for the donor clinic (OR=7.2, 95% CI=4.4-11.8), adequacy of proximity, accessibility and familiarity of locality to the public (OR=6.8, 95% CI=4.1-11.3), environment of the location and cleanliness of surrounding (OR=9.2, 95% CI=5.4-15.7), convenience of time and duration of donor clinic (OR=10.8, 95% CI=6.3-18.8), provision of refreshments following donation (OR=11.6, 95% CI=5.9-23.2) and provision of sanitary and other facilities (OR=12.2, 95%

CI=6.6-22.6) at 95% significance level. Altruism and previous donation experience were the commonest among intrinsic and extrinsic motivators respectively.

Conclusion: Blood donors with “High” post-donation satisfaction was low in proportion. A statistically significant association was found between donor loyalty and post-donation satisfaction ($p<0.001$). The associations between adequacy of each donor clinic related particular and post-donation satisfaction were also found as statistically significant ($p<0.001$).

Recommendation: Health education messages on benefits of blood donation through IEC materials to improve donor loyalty, increasing resources, conducting capacity building programmes and regularizing the available guidelines on outdoor donor clinics would be beneficial.

Keywords: Post-donation satisfaction, its associated factors, motives, blood donors