

BELIEFS, ATTITUDES AND MOTIVATIONS FOR BLOOD DONORS AND NON DONORS

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ABSTRACT

This study aims the comprehension of the beliefs, attitudes and motivation from blood donors and non donors. We have used a structured survey with closed questions based on beliefs and attitudes of donors and non donors, and an open question type survey to evaluate donors' main motivations to blood donation. Data analysis showed that solidarity was the most important factor to promote blood donations and fear was the most significant aspect to justify non-donors reactions. Results presented can help futures blood donations campaigns and to may also be used to attract new blood donors.

Keywords: *blood donation, attitudes, beliefs, motivation.*

INTRODUCTION

Blood banks were created during World War II. In 1937 was created the first blood bank in US. At the same period many collection and transfusion services in Europe were organized (SANTOS, 1991). The first Brazilian blood bank was organized in Rio de Janeiro and, at the same time, the adoption of public ordinances regulations and the occurrence of a regular supervision by health surveillance was implemented (VICENTE, 2002) and (JUNQUEIRA, ROSENBLIT, HAMERSCHLAK, 2005).

The continued attraction of suitable donors to maintain the blood supply is critical to the preservation of this type of service. Simultaneously, the role played by blood centers as a catalyst of efforts has excelled in the Brazilian reality. The comprehension of the beliefs, attitudes and motivations that drive people to perform blood donations are presented and discussed and also what are the main reasons presented by non blood donors. To conduct this study authors replicated and adapted surveys conducted in other countries aiming at offering information for managers to act more effectively in the expansion and maintenance of groups of blood donors.

Hemotherapy Services

Discussing the main aspects of services management Lovelock (1996) affirms that there is a strong connection between operations, human resources and marketing all of the fields whose have one great focus on the customer's satisfaction. These elements emerge because there are some characteristics that distinguish management services from products. Grönroos (2004) highlighted three basic aspects related to services management. First, services

are made up of processes and activities, many of them intangibles. Second, services are generally produced and consumed simultaneously. Third, in the great majority services the client is one active part in the production process. Considering these elements we can observe that to perform well in services environment different aspects must be considered together. This can be considered important in almost all offered services including hemotherapy services, our object of analysis in this study.

Most services involves processes that are made up of a series of activities in which several different types of resources - people, as well as other types of resources (facilities, cleanliness, comfort, safety, accessibility, service, etc.) come together and are responsible for the perception of the service to the customer. In this sense, the aspects most cited and linked to the provision of services were incorporated into the survey on the donation service in blood banks.

Ludwig and Rodrigues (2005) mention the importance of economic aspects in managing hemotherapy services and highlight the importance of networks of public blood banks whose generally act in a complementary manner with other institutions from the private sector.

Due to the increasing population and the important technological advances in the health field, hemotherapy care is presented as one fertile area for the development of studies that help in understanding the reasons associated with the services and the satisfaction of internal and external customers.

Considering these elements one strategy to acquire a better quality in hemotherapy services must improve the interaction with donors. This action jointly with tangible aspects must improve services and create value to donors (Ludwig and Rodrigues, 2005). Same authors noticed the knowledge of donors needs to improve the relationship in blood banks.

The blood donation act and its meaning may be analyzed to discover elements that contribute to one strategy to capture maintain and expand blood donors.

Montoya et al (1996) studied attributes and beliefs associated to the blood donation and showed that blood donation campaigns prioritize this act as a love action towards the ones in need, and also as a solidarity move and social consciousness. The authors highlight these elements with some Christian virtues as citizenship and the rights and duties of the individual as a social entity. This aspect links individual approach to satisfaction involved in blood donation.

According to same authors, knowledge of beliefs, attitudes and motivations associated to donors and non donors may contribute with the improvement of satisfaction levels and to construct campaigns with more effectiveness to expand new blood donors. This study uses the approach of Montoya et al (1996) and adapt beliefs and attitudes to the Brazilian reality.

The importance of services management associated to the attitudes, beliefs and motivations associated to the blood donation process.

Besides considerations related to services quality in this study were analyzed attitudes, beliefs and motivations of blood donors and non donors. In this sense, we can affirm that blood donors can be considered one individual with a planned behavior. As a consequence, the determinant immediate of behavior could be the intention to do some action according to Godin (2002) and Ajzen (1991). In this sense, intention is influenced by three main aspects: attitude, subjective norms (beliefs) and behavior perceived behavioral control.

Discussing attitude Godin (2002) affirms that it can be considered one individual's positive evaluation related to one specific behavior. This situation can be divided in two components one cognitive related to the advantages and disadvantages and other affective, emotional responses when some behavior was adopted.

Subjective norm (beliefs) can be defined as one subjective perception from others significant approvals related to some adopted behavior according to Ajzen theory of planned behavior (1991). This theory was one evolution of the reasoned behavior proposed by this author, therefore, consumers deciding their actions take in relevance the opinion of others, significant approval acting as one important social influence. Montoya et al (1996) refers to these beliefs as one internal information that one person has related to some object and although different concepts attitudes and beliefs can be considered deeply related.

Ajzen (2002) affirms that individual behavior would be conducted by behavioral beliefs, normative belief and control. Behavioral belief would be defined as a favorable or unfavorable attitude toward the behavior. The

normative belief stems from a social pressure and control belief facilitate or prevent the performance of a behavior. In this sense, according to Montoya et al (1996) beliefs affect attitudes and these reflect the way in which one donor respond when search or act considering blood donation.

This article was based on research carried out by Montoya et al (1996) who conducted one study in Spain discussing the beliefs and attitudes of donors. The study also included the study of the motivating factors of the donation, and the motivation can be understood as a reason or cause that would lead a person to donate blood, as referenced authors. These reasons could be favorable and accordingly generating "motivation" or inhibitors (unfavorable).

Finally, according to Montoya et al (1996) and Trespalacios (1985), the motivating factor most often cited related to blood donation in their studies was a selfless donation, which refers to the desire to help others.

Methodology

The data to be analyzed originated from answers to a structured questionnaire composed of closed-ended questions from affirmative sentences about beliefs and attitudes related to blood donation. A four points Likert scale has been used, with answers varying from "completely disagree" to "fully agree". Our aim with these answers was to comprehend the respondent viewpoint about the proposed themes. Additionally a second group of questions, open questions this time, was also applied to investigate eventual motivations associated with the first group of questions.

Sampling

During four months in 2012 we have collected 253 answered questionnaires from the blood donors at the Ribeirão Preto Hemocentro. In parallel we compiled 155 questionnaires responded by a group of students from the School of Economics, Business Administration and Accounting at Ribeirão Preto (FEARP), University of São Paulo (USP).

The blood donors' subjects were selected by accidental sampling as the questionnaires were handled to the donors in the last phase of the blood donation. One at every four donors in sequence had been asked to answer the questionnaire. We accomplished a total of 408 answered questionnaires: 253 from blood donors and 155 from non donors. Every participant has given informed consent to take part in the study and we have also explained that all information collected about the individual will be kept strictly confidential. We also described how confidentiality, privacy and anonymity will be ensured in the collection, storage and publication of research material. After the above explanations, every responded signed two copies the the consent form, one was kept by them.

Preliminar test

A preliminary test was conducted with 30 respondents from the Ribeirão Preto Hemocentro, the major remarks have been acknowledged and endorsed in a new questionnaire.

The inclusion criterion for blood donors was: being lucid, able to express by oneself brightly; to be literate; to understand and sign the consent document. The exclusion criterion for blood donors in the present research was not to understand the contents of the consent form. As stated before, we have used an accidental or convenience sampling, a non random sampling method that can restrict a further generalization of the answers.

Ethical aspects

The present project was submitted to the Ribeirão Preto Hemocentro board of directors were part of the research was accomplished and after its approval it was submitted to the Hospital das Clínicas de Ribeirão Preto - FMRP/USP research ethics committee and also approved. All the respondents (blood donor and non donors) were fully informed about the research, their eventual contribution to science and also that confidentiality, privacy and anonymity will be guaranteed. They all have signed the consent form.

The questionnaires were promptly administered with any adversity to the blood donors. We shall stress that the paperwork related to the questionnaire administration (handling, answering and signing the consent form) did not disturb the institutional work routine. It was also explained to the respondents that they were not obliged to participate in the research even if they had signed the consent form.

Result analysis

Both, the blood donors and the non donor's answers to the questionnaires have been analyzed using descriptive and multivariate statistics.

Below the major research results are presented and discussed. At first the answers related to the blood donors are analyzed. Here we highlight two important aspects for the group, that are: the relevance of the act of blood donation and its humanitarian value (saving a life, helping the needed), and also the blood donor hygienical expectations to the health institution (cleaningness and comfort). There are also the fear side associations, to what we highlight the fear of needles and the uncertainty about improper blood commercialization. These both aspects cited previously justify the need of health related campaigns that target the fears associated to blood donation. The previous aspects are part of the frame below that describes the major relationships established to the blood donors.

Questions	Correlation Factor	Associated beliefs
Q14 e Q18	0,550	14.Blood donation is about helping the needed. 18.The greatest reward about blood donation is saving lives.
Q1 e Q2	0,471	1.The blood bank is clean. 2.The blood bank is a comfortable place.
Q4 e Q11	0,414	4. I'm afraid that blood bank service may sell my blood. 11.I fear contamination by some disease.
Q11 e Q15	0,366	11.I fear contamination by some disease. 15.Blood donation may be harmful to ones health.
Q4 e Q22	0,365	4.I'm afraid that blood bank service may sell my blood. 22. Blood banks don't reward the benefits made by the blood donors.

Frame 1: Blood donors

Positive Pearson correlations are displayed with (**) and have correlation factor above 0.35.

As one may see, two features emanate from the above mentioned correlations which are the altruistic motivations and the associated fears (contamination, cleaningness and blood commercialization).

Factorial analysis for blood donors

Recalling that in this research, the factors associated with beliefs and blood donors attitude have been evaluated through the closed questions. Aiming to understand which beliefs and attitudes compelled people to become blood donors, a factorial analysis of the answers was performed generating groups of donors according to these factors: associated fears, solidarity and personal reward, belief that the blood quantity available is enough, personal benefits and family, accessibility and comfort, excuses, solidarity and needle fear. Below each of previous factors is analyzed.

Questions-factor: associated fears	Points
15. Blood donation may be harmful to ones health.	0,654
22. Blood banks don't reward the benefits made by the blood donors.	0,589
5. Regular blood donations leaves you exhausted.	0,588
11. I fear contamination by some disease.	0,582
9. There is a shortage of blood donors due to the bad treatment they get.	0,577

Frame 2: Associated fears (1st factor)

The factor associated fear had the following aspects correlated: fear of donating blood to public, the non-reward politics of blood donation; the fatigue caused by the regular blood donation, the fear of being contaminated, and the last, the poor treatment offered to blood donors by the blood banks. One may notice that these factors are the ones most frequently used by public campaigns fostering blood donation when they explicitly show the clinical procedures akin to blood donation to discard any associated fear with the act of donation.

Questions-factor: solidarity and personal reward	Points
3. I would donate blood more often if I knew it would go to my townfolks.	0,549
8. If you are not a blood donor it is because you don't know what is blood donation.	0,497
18. The greatest reward in blood donation is saving lives.	0,496
24. People do not praise the benefits the blood donors achieve.	0,463
Blood donation is about helping the needed.	0,359

Frame 3: Solidarity and personal reward (2nd factor)

About the second factor, we believe the public campaigns targeting an increase in blood donation could count on the beliefs of the benefits brought to the community by the act of blood donation, to the allegation and appeal in saving lives and also on the recognition of the blood donor.

Question-factor: Belief that the blood quantity available is enough	Points
7. The hospitals have the blood supply they need.	0,445
21. More donors would be available if the blood banks were closer to home or closer to workplaces. (inverse correlation)	-0,550

Frame 4: Belief that the blood quantity available is enough (3rd factor)

About the third factor, one may consider there still a belief that the amount of blood carried by the blood banks is enough for the population and, as a consequence, it may serve as an excuse for non donors. Beyond that the distance from the the blood banks to where the donors live or work emerged as an inverse correlation suggesting that the respondents do not agree that the proximity to a blood bank would bring more donors.

Question-factor: Personal benefits and family	Points
19. I would only donate to a next of kin.	0,398
10. There would be more blood available if my family donate.	0,382

Frame 5: Personal benefits and family (4th factor)

About the fourth factor, personal benefits and family, it is clear the concern expressed about blood donation related to one's family and next of kin. By the answers and their correlation one can understand that a public awareness would be needed in showing that the amount of blood always reset and that the blood is not necessarily given to the ones in need. In other words, this factor suggest a public campaign showing the direct benefits to one's family if the blood donation become a regular action.

Question-factor: Accessibility and comfort	Points
1. The blood bank is clean.	0,410
2. The blood bank is a comfortable place.	0,359

Frame 6: Accessibility and comfort (5th factor)

Concerning the 5th factor, accessibility and comfort, it is clear that these factor are related to the cleanliness and accessibility of the blood banks. These two factors are directly related to the degree of confidence of the donor towards the hemotherapy services. It urges the blood banks to keep update with these two factors.

Question-factor: Excuses	Points
17. I had blood donation in mind, but did not do it due to lack of time.	0,549

Frame 7: Excuses (6th factor)

The 6th factor, excuses, is related to time factor. We believe this factor could be minimized if, for instance, the blood banks adopted new procedures as donation at scheduled time and advertised them.

Question-factor: Solidarity	Points
13. Blood donation for the ones in need is about social responsibility.	0,478

Frame 8: Solidarity (7th factor)

Relating to the 7th factor, solidarity/must make factor, it relates to blood donation as an individual action towards the people in need.

Question-factor: Fear	Points
20. I would donate more if I did not fear the needle.	0,495

Frame 9: Needle fear (8th factor)

At least, the 8th factor is related to the needle fear. About it we believe that the disclosure and announcement of the adopted donation procedures could contribute to a relief in many donor's fears. Thus, according to the factorial analysis of the answers, one may observe that the associated fear and the solidarity are predominant factors in blood donation. We then recognize the importance of the proper announcements about blood donation procedures, the reasons that let people donate or not to, and to clear up the fear related to blood donation. We also emphasize the importance of propagating the solidarity aspects to attract new donors.

Finally, to complement this research we questioned the donors about the motivations using an open question format questionnaire. They were asked to mention what influenced them to their first blood donation and to suggest three factors that could be used to convince others to become a donor. After analyzing the answers, two main factors emerged: 1) help the ones in need and saving lives represented 80% of the answers, and less 20% of them were related the possibility of one's need of a blood donation.

Better evaluated questions: blood donors

One may recognize the main factors are related to an altruistic feeling (saving lives, to help the needed), cleanliness and security as the sense of must make it.

ObtainedAverage	Associated beliefs
3,79	18. The greatest reward about blood donation is saving lives.
3,76	14. Blood donation is about helping the needed.
3,75	1. Blood bank is clean.
3,60	2. The blood bank is a comfortable place.
3,50	16. Almost all must donate blood.

Frame 10: Best evaluated questions by the blood donors.

Finally, we discuss in detail the worst evaluated aspects by the blood donors as we believe that they can suggest the aspects that might be enhanced.

Worst aspects evaluated for donors

Donors have expressed disagreement with the issues that express attitude of selfishness, danger to your health, bad service donor, afraid to bite and commercialization of blood.

The first aspect worse evaluated by donors "only donate blood to a loved one" can state their selfless attitude, because they donate to anyone who needed blood.

The second issue worse evaluated by donors "Donating blood can be dangerous to health," it can be said that donors believe that the donation does not cause harm to health, so express awareness, that is, knowledge of the blood donation procedure.

The third worst evaluated issue by donors "There aren't more donors because blood banks barely meet donors" shows that they disagree with this statement showing that the blood bank services provides to them a good care. The fourth question worse evaluated by donors "Just do not do more blood donations for fear of the bite," can be considered positively because not present significant importance for the donor.

The fifth worst evaluated issue by donors "I'm afraid that hemotherapy services could sell blood donations ". This means that donors are informed about the non-marketing of blood and belief in this fact. In this regard, donors become future donors mediators, by transmitting this information to other people who believed that can exist some irregular marketing of blood donations.

ObtainedAverage	Associated meanings
1,32	19. I would only donate to a next of kin.
1,42	15. Blood donation may be harmful to ones health.
1,56	9. There is a shortage of blood donors due to the bad treatment they get.
1,52	20. I would donate more if I did not fear the needle.
1,54	4. I'm afraid that blood bank service may sell my blood.

Frame 11: Worst evaluated aspects for donors

Search with no blood donors

The following were analyzed survey responses conducted with non-blood donors. The issues with better evaluation with blood donors were similar to the research with non donors. It is worth highlight in this regard the humanitarian grounds expressing solidarity (helping others and saving lives), the reasons associated with the image of the hemotherapy services (cleanliness and comfort) and the moral duty to be a major incentive factor for blood donation.

Regarding the fears associated to not donating blood persons the blood donation outlined some reasons: tiredness, contracting disease and danger to health. Among these fears not the donor were afraid of the bite and also consider that there is commercialization of blood.

Frame 10 presents the major correlation reasons presented by non donors.

Questions	Correlation coefficient	Associated Meanings
Q14 and Q18	,583(**)	14.Blood donation is about helping the needed. 18. The greatest reward about blood donation is saving lives.
Q16 and Q18	,490(**)	16. Almost all must donate blood. 18. The greatest reward about blood donation is saving lives.
Q1 and Q2	,456(**)	1. Blood bank is clean. 2. The blood bank is a comfortable place.
Q13 and Q16	,408(**)	13. Blood donation for the ones in need is about social responsibility. 16.Almost all must donate blood.
Q5 and Q11	,390(**)	5. Regular blood donations leaves you exhausted. 11.I fear contamination by some disease.
Q11 and Q15	,383(**)	11.I fear contamination by some disease. 15. Blood donation may be harmful to ones health.
Q6 e Q11	,381(**)	6. Can donate blood only those without any health problem. 11.I fear contamination by some disease.
Q4 and Q11	,362(**)	4.I'm afraid that blood bank service may sell my blood. 11.I have fear to be contaminated with some disease
Q19 and Q20	,350(**)	19.I would only donate to a next of kin. 20. I would donate more if I did not fear the needle.

Frame 12: Non Blood Donnors - Pearson correlation positive with (**) above 0,35.

Considering presented correlations in frame 12 we can affirm that blood donation campaigns plays an important role to sensibilize individuals to blood donations with the “save life” motive.

Main aspects best evaluated to non blood donors

Analyzing the issues best evaluated we can notice that two fundamental aspects emerged and can be related to beliefs related to altruism and comfort/safe with the blood donation space. In future donation campaigns of blood donations this appeal must be more used.

Obtained average	Meaning Associated
3,55	18.The greatest reward about blood donation is saving lives.
3,55	14.Blood donation is about helping the needed.
3,48	1. Blood bank is clean.
3,09	2. The blood bank is a comfortable place.
3,04	16. Almost all must donate blood.

Frame 13: Non blood donors aspects with better evaluation

Moral obligation was the most relevant element to improve the blood donation. This appeal appeared in almost all evaluated aspects and can be conceived as “almost all must donate blood”

Worst evaluated aspects to non blood donnors

The issue related to fear to the bite is present only among the poorly evaluated by donors. And the reason expressed in the affirmative on hospitals have the blood they need be considered much more one apology, there is one disagreement of non blood donors.

Jointly evaluating matters worse evaluated questions for non-donors we can notice that the same value the donation. However, they consider the associated rewards face the perceived risks/fears associated as high (this fact mean that the rewarding for the efforts and risks are considered low).

Non blood donors - worst evaluated aspects

One interesting aspect to be observed is the fact that blood donors and non donors showed discordance to the theme of health prejudices caused by blood donation. This fact may be considered bad information related to the blood donation service and must be considered in future campaigns to expand blood donations.

Obtained average	Associated meaning
1,07	22. Blood banks don't reward the benefits made by the blood donors.
1,61	15. Blood donation may be harmful to ones health.
1,48	19. I would only donate to a next of kin.
1,46	7. The hospitals have the blood supply they need.
1,33	4. I have fear that my blood can be sold in the blood bank.

Frame 14: Non blood donors aspects worst evaluated.

Using a social network to confirm and validate the importance of this research and the solidarity argument in blood donation

We have also applied software robot using a Twitter API to capture tweets using the term "blood donation". During a period in March 2015, 360 tweets had been captures. Among these tweets, the majority, 348 posts, were about an Adventist Church campaign promoting blood donation. The remaining tweets were about Hemotherapy centers asking for donors to enhance their blood supply (4 tweets), one request for help from a youngster, an ANVISA (National Sanitary Surveillance Agency) about new donation rules and a personal comment about a person that would like to be a donor. These tweets were collected in a random way and we believe they validate the major portion research described here and realized during 2013. As we see the solidarity factor is a constant theme here. This research also portrait the importance of the hemotherapy centers as responsible for establishing a communication channel with its community.

Final considerations

Research showed that factors associated to human solidarity have great importance for blood donors and non donors. Additionally operational aspects indirectly associated to service performance appear too in this study. Basically aspects related to cleanness and comfort that received a good evaluation only for blood donors.

Research showed that fear aspects just today plays an important role in the decision to be a non blood donor. In this sense, future publicity campaigns must use and present informations related to this aspect, mainly focused to non blood donors. External campaigns collecting blood donations may help to reduce some fears and stimulate changes in behaviors of non blood donors.

Study limitations and suggestions for future research.

The main restriction of this study in his first part (traditional survey) must be the way to collect data (convenience sample in one big city of São Paulo State), this can restrict some most comprehensive generalization of the obtained results.

One suggestion to future researches may be one extension of this research to other regions expanding the perception of the aspect of hemotherapy services, comparing other States and Brazilian regions.

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APPENDIX

Questions used in this research

1. The blood bank is clean.
2. The blood bank is a comfortable place.
3. I would donate blood more often if I knew it would go to my townfolks.
4. I'm afraid that blood bank service may sell my blood.
5. Regular blood donations leaves you exhausted.
6. Can donate blood only those without any health problem.
7. The hospitals have the blood supply they need.
8. If you are not a blood donor it is because you don't know what is blood donation.
9. There is a shortage of blood donors due to the bad treatment they get.
10. There would be more blood available if my family donate.
11. I fear contamination by some disease.
12. I would prefer an individual attendance during blood donation.
13. Blood donation for the ones in need is about social responsibility.
14. Blood donation is about helping the needed.
15. Blood donation may be harmful to one's health.
16. Almost all must donate blood.
17. I had blood donation in mind, but did not do it due to lack of time.
18. The greatest reward about blood donation is saving lives.
19. I would only donate to a next of kin.
20. I would donate more if I did not fear the needle.
21. More donors would be available if the blood banks were closer to home or closer to work places.
22. Blood banks don't reward the benefits made by the blood donors.
23. Blood donors should be attended by other health services
24. People do not praise the benefits the blood donors achieve.