

EXPERIENCE AS FACTORS ASSOCIATED WITH REPEAT BLOOD DONATION AMONG UNIVERSITY STUDENTS IN MALAYSIA

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Abstract: Experience can either motivate or hinder someone from repeating blood donation. However, having Repeat Blood Donors (RBDs) is important to ensure a sustainable blood supply over time. Therefore it is important to understand the experiences of RBDs that lead them to donate blood on regular basis. A total of 8 RBDs were interviewed (4 males, 4 females). The subject ages ranged from 20 to 26 years. All the subjects were university students. Each subject had donated 3 to 6 times during the previous two years. Data from the interview revealed two major themes in the experiences that faced by the subjects, which were positive and negative. Positive experiences that acted as motivational factors to RBDs' were: perceived support from peers and competent phlebotomists. These positive experiences encouraged donors to continue donating. Negative experiences that were related to adverse effects on donating blood were incompetence phlebotomist and feeling unappreciated by the blood collection staff. Those who continued to donate blood in spite of having a negative effect or experiences while donating used coping skills to change their negative feelings into a positive experience. In this study, having social support to encourage blood donation, knowledgeable phlebotomists and good coping skills were factors associated with RBDs. Further studies are needed to determine the best way of applying this knowledge to improve RBDs and to define the coping skills used to overcome negative experiences among RBSs in the student population.

Keywords: students, young people, blood donation, experience, intention

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