



MINISTRY OF HEALTH MALAYSIA

TECHNICAL REPORT

IDENTIFYING BLOOD DONOR BEHAVIOURAL INTENTION FACTORS AS PREDICTORS OF BECOMING REGULAR BLOOD DONORS AT THE NATIONAL BLOOD CENTER

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EXECUTIVE SUMMARY

The National Blood Donation Center (NBC) aims to achieve a blood donation rate of 3% to 4% of the Malaysian population. Right now, the achievement of blood donation rates only 2% of the population. This situation affects the blood supply in Malaysia (Noor' ain MY et al., 2019). World Health Organization (WHO) recommends that donors donate three to four times a year for a sustainable and sufficient blood supply. Repeat blood donors are a reliable source of blood because they have a lower risk of transfusion-transmitted viral infections than new donors. As a result, the (NBC) needs strategies and increased efforts to double the number of donors through new donor retention programs, which must be prioritized.

This study aims to investigate the factors influencing the behavioural intentions of individuals to become regular blood donors, drawing upon the Theory of Planned Behaviour, which comprises three main domains: Attitude, subjective norm, and perceived behavioural control. Also, the study seeks to identify barriers faced by donors and their knowledge regarding blood donation. Participants (N=1426) were recruited from blood donors at the NBC and three blood donation static sites in the Klang Valley, managed by the NBC. Participants completed a questionnaire encompassing demographic information, knowledge, attitudes toward blood donation, subjective norms, perceived behavioural control, intentions, barriers, and incentives. Data were analyzed by conducting descriptive data analysis and chi-square tests using the Statistical Package for Social Sciences (SPSS) software.

Generally, all the independent variables show a significant association with the intention to donate blood ($p < 0.001$). Most of the participants exhibit positive Attitude toward blood donation, with half of the participants displaying positive subjective norms regarding blood donation and 80% of the participants demonstrating positive perceived behavioural control toward it. This study found that only 5.6% of the participants possess good blood donation knowledge, while the majority, nearly 70% of the participants, have poor knowledge. The remaining 25.2% of the participants have moderate knowledge. 50% of the participants strongly agree to donate blood within three to six months after their last donation. The main barrier among donors is the lack of awareness that blood is needed, followed by the absence of campaigns and their busy schedules. Regarding incentives, 70.0% of the participants find healthcare privileges attractive, 58.3% appreciate refreshments after blood donation, and 51.3% value the time off.



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