

Assessment of Factors Hindering Community Members from Participating in Voluntary Blood Donation: a case study of Moshi Rural District

Rebecca Semagi Mahenge

Master degree of Arts in Development Studies

University of Dar es Salaam, institute of development studies, 2011.

This dissertation presents the design and finding of study that investigated the factors that hindering the community from participating in voluntary blood donation. The study employed both descriptive and exploratory research designs to obtain community's views, beliefs and attitudes concerning blood donation. Data were obtained from various written documents and through interviews and questionnaires. The study area was Moshi Rural District. Two wards and three villages from each ward were selected for study. Simple random selection was adopted in identifying the study wards and villages. A total of 132 respondent participated in the study. The study findings indicated 15 factors that hinder the public from participating in voluntary blood donation. The serious factor Identified were lack of knowledge and appropriate information as well as not being asked to donate. Existing myths and misconceptions towards blood donation are a result of lack of appropriate blood donor information. It was noted that, very few blood donations campaigns had so far been conducted targeting community members other than secondary students. The study found that there was a marked absence of blood donation education and awareness. This seems to result from lack of well-organized motivational campaigns on the importance of voluntary blood donation. Such campaign would have led to the public not remaining uniformed about blood and blood donation facts. It is recommended that strategies should be devised focusing on motivational education, awareness and information dissemination to attract more eligible blood donors to the blood donation pool.

