

International Journal of Human Sciences Research

UNDERGRADUATE BLOOD DONATION AWARENESS CAMPAIGN

Gabriela Vilela França

Estudante do curso de Medicina
da Universidade de Uberaba

Ana Helena Lima Duranti

Estudante do curso Medicina da
Universidade de Uberaba

Maria Theresa Cerávolo Laguna Abreu

Orientadora da Universidade de Uberaba

Nilson Junior Ruposatti Terra

Estudante do curso de Medicina
da Universidade de Uberaba

Thainara Almeida Ferreira da Cunha

Estudante do curso de Medicina
da Universidade de Uberaba

All content in this magazine is licensed under a Creative Commons Attribution License. Attribution-Non-Commercial-Non-Derivatives 4.0 International (CC BY-NC-ND 4.0).



Abstract: INTRODUCTION: Blood is life support and it is essential to maintain blood stocks for the survival of people who need transfusion. According to the Ministry of Health, the Brazilian average of blood donors is almost 2%. The objective of this work was to carry out an awareness campaign about the importance of blood donation (SD) for students of the Psychology course at the institution: "Universidade de Uberaba". **METHODOLOGY:** In the second half of 2022, extensionists of the project "Compatible Friendship – a donation for life" made students aware of the importance of maintaining of blood stocks at the Uberaba Regional Blood Center and to clarify the criteria for SD. At the end, some questions were asked orally: (1) have you ever donated blood? (2) have you donated blood more than once? (3) have you ever tried to donate blood, but for some reason you couldn't? (4) do you know your blood type? (5) do you know someone who has needed a blood transfusion? (6) did you know the extension project "Compatible Friendship" before today's approach? Data on the critical situation of stocks of different blood types at the blood center were obtained from regular visits to the Hemominas page and the number of answers to the questions was performed manually from the student's manifestation when questioned. **RESULTS:** The blood types that were predominantly in critical condition were O and A positive, and O negative. In all, 405 students were present in the classrooms visited. 65 (16%) had already performed a DS and, of those who had performed a DS, 41 (63%) had already donated more than once. Of those who did not donate blood, 83 (24%) had already tried to donate, but failed; 217 (53.6%) knew their blood type; 144 (36%) knew someone who had needed SD; 30(7%) were aware of the actions of the extension project **DISCUSSION:** It is possible to notice that almost half of the students do

not know their blood type. Less than a sixth of students donated blood and a quarter of those who did not were involved in trying to donate. The actions of the extension project were not known in the course. **CONCLUSION:** The number of SDs carried out by psychology students involved in the campaign was low, however the percentage is above the Brazilian average. Awareness actions carried out directly for this course can make students recognize the importance of donating and even seek to know their blood type and, thus, motivate themselves to make the first donation and become loyal donors.

Keywords: Blood donation; awareness; psychology; College students.