



Public Knowledge of Organ Donation and Association with Blood Donation Status

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BACKGROUND

- The growth of the organ transplant waitlist outpaces transplantations performed
- To address this discrepancy, it is crucial to promote organ donation registration
- Blood donation and education are associated with organ donor registration

OBJECTIVES

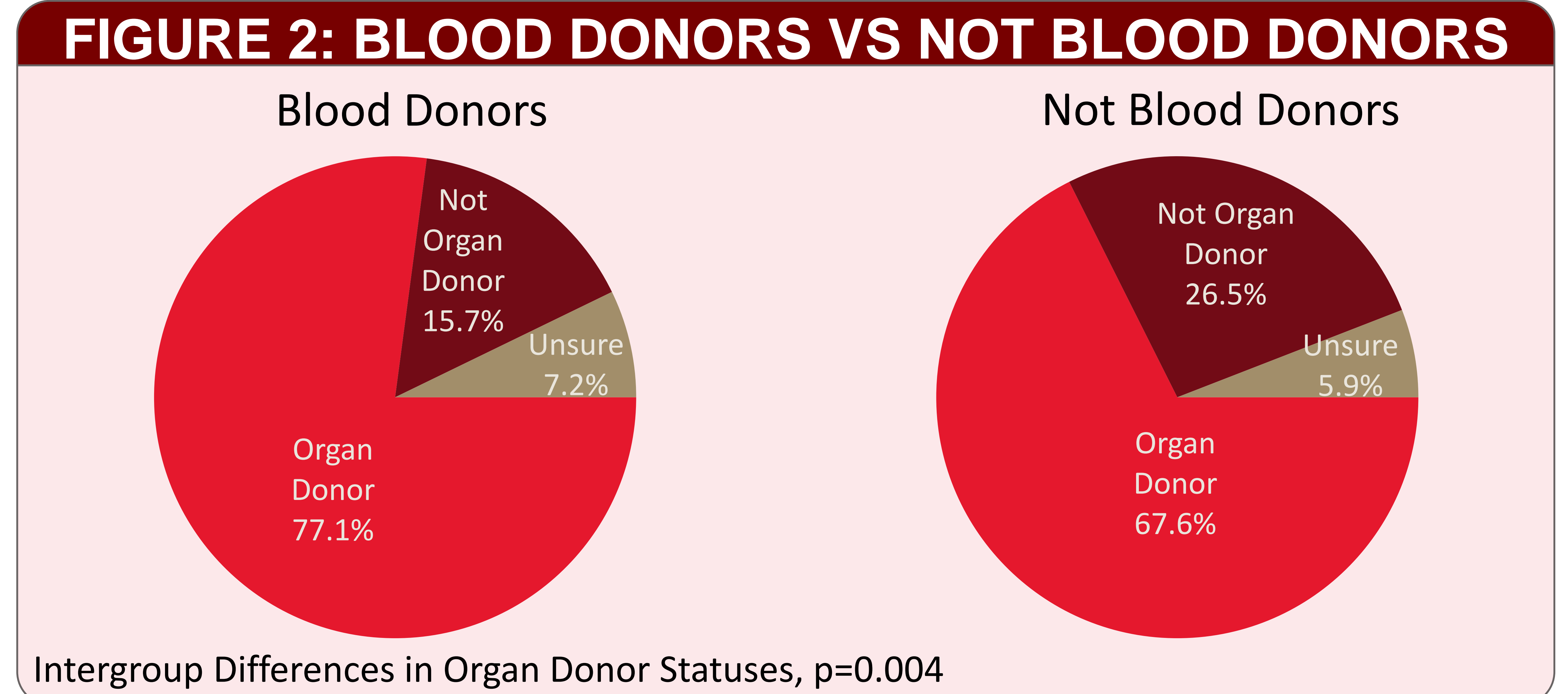
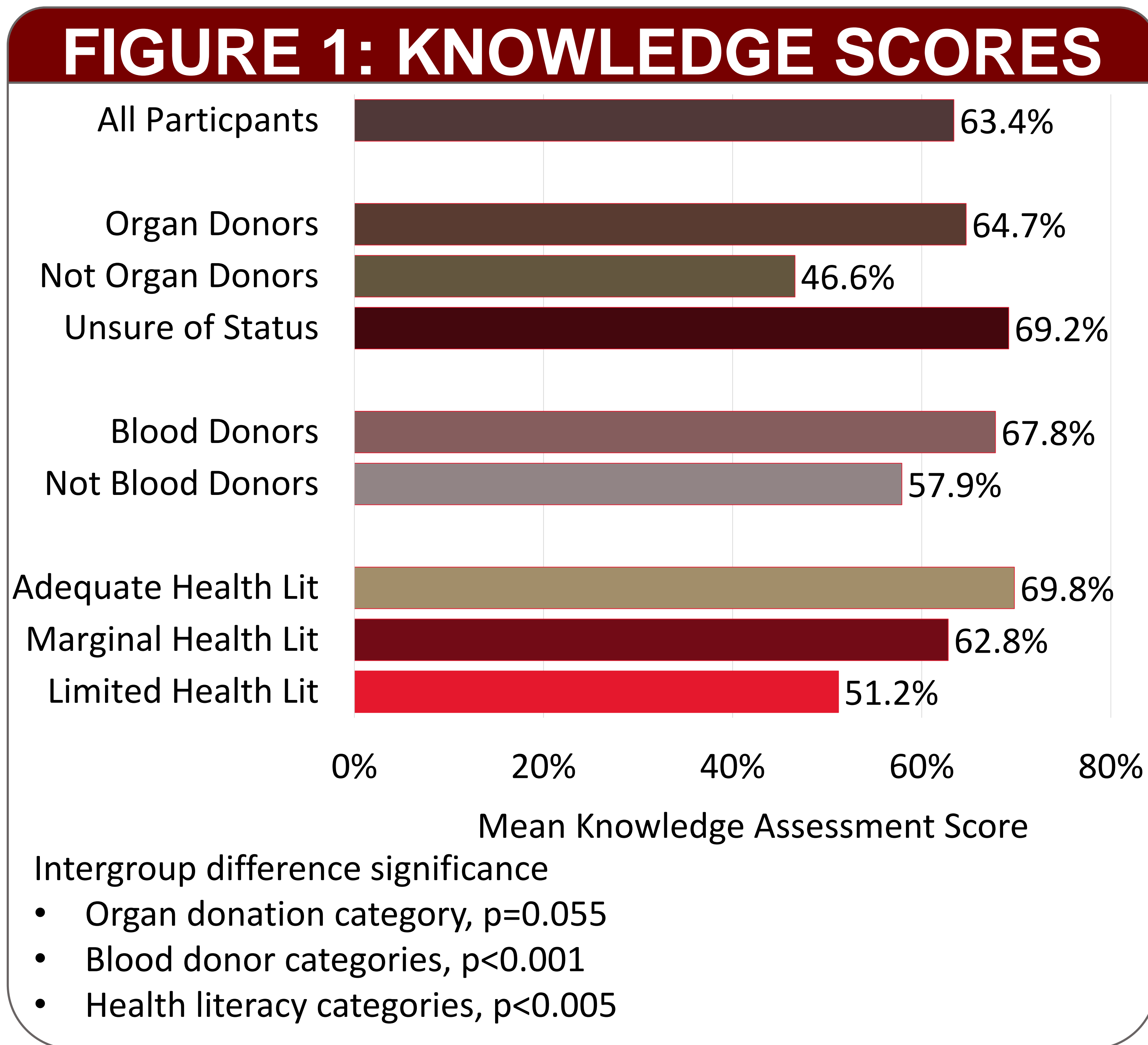
- Examine public knowledge of organ donation/transplantation and association with blood donation
- Investigate the association between blood donors and organ donor status

METHODS

- Surveyed attendees of American Red Cross blood drives and college/community events
- Survey Design
- Organ donation/transplantation knowledge assessment
- Validated 4-item BRIEF health literacy screening tool
- Blood donation history and organ donor registration
- Demographic information

TABLE 1: CHARACTERISTICS

	n (%)
Total	152 (100)
Organ Donors	110 (72.4)
Blood Donors	83 (54.6)
Race: White	132 (86.8)
Gender: Woman	118 (77.6)
Age: 18-24	90 (59.0)
Marital Status: Single	107 (70.3)
Education: High School/GED	77 (50.7)
Religion: Christian	118 (77.6)



CONCLUSIONS

- Blood Donors significantly more likely to be organ donors than those that aren't blood donors. This supports organ donation promotion campaigns involving blood drives
- Organ donors may have greater knowledge of organ donation/transplantation than non-donors
- Greater health literacy significantly associated with greater knowledge of organ donation/transplantation. Supports targeting education strategies towards those with low health literacy

LIMITATIONS

- Disproportionate representation of certain demographic groups limiting applicability to those not well represented
- General hazards of convenience sampling
- Sample size limiting power to detect differences in knowledge between organ donation categories

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