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MOTIVATIONS AND BARRIERS TO VOLUNTARY BLOOD DONATION IN

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Appendix A

SANBS

Discussion Guide: Focus Groups



DISCUSSION GUIDE – FOCUS GROUPS
SANBS

1. INTRODUCTION

Welcome and thank you for making time to join us for this discussion.

My name is Nicolette van den Berg and I will be the moderator for this study regarding the knowledge, attitudes and perceptions of different groups of people with regard to blood donations and blood services in South Africa. During this discussion, we will be sharing our ideas and opinions about different issues, and I will also ask for your advice and suggestions and what you think about these issues.

We are here to talk freely and openly; there are no right or wrong answers. Different people have different opinions and experiences, so if you disagree with something I say or with something anybody else in the group says, please feel free to say what you think – this will make the discussion more valuable for everyone. Everybody's opinion is important, which is why we invited you all here. We are also conducting a number of other discussions with groups around the country with the objective of getting the perspectives of groups everywhere.

Everything that is said in this discussion will be treated as confidential by the researchers involved in this project. That means that nobody will be identified in person – we are not interested in WHO said WHAT. When we report on the findings, we will make sure that everybody remains anonymous and that no response could be linked to a specific person.

I will be recording our discussion with these tape recorders. This is only for research purposes – nobody but the researchers will listen to the tapes, and nobody will be able to identify you by name on the tape. The only reason I need to record the discussion is so that I can be reminded in detail of what was said in each discussion group afterwards.

The discussion will take about 2 hours.

Are there any questions before we begin?
Wait for their response before starting discussion.

Before we begin, let's get to know each other a little better. Let's go round the table and introduce ourselves, where we live, what we do and so on.

MODERATOR REMINDER:

During discussions, please ensure that you **allow discussions to flow** and **PROBE** as much as possible. You need to **capture everything** that respondents say including minority views. **Do not be judgemental**. Encourage all respondents to participate and remind them that there is no wrong and right response. Make sure that the tape recorder is recording properly.

2. DEMOGRAPHIC PROFILE OF FOCUS GROUP

(Moderator to use the recruitment questionnaire to identify respondents who share the same characteristics based on the criteria)

- City in which focus group is conducted
- Donor status of respondents (i.e. Current donors, lapsed donors, non-donors)
- Population group of respondents
- Language group of respondents
- Gender of respondents
- Age group of respondents
- Level of education of respondents
- Marital status – family composition (extended family etc.) of respondents

3. AWARENESS OF THE NEED FOR AND THE UTILISATION OF BLOOD

I would first like to ask you some questions with regard to the need for blood and blood services in South Africa.

3.1 Why do you think there is a need for blood and for people to donate blood on a regular basis?

3.2 When someone donates blood, what is this blood used for? What happens to the blood?

3.3 What would you say is the current relationship between the supply and demand for blood in the country? In other words do you think there is enough blood in terms of what is needed or is there more than what is needed?

Moderator to probe: perceptions (and reasons for perceptions) with regard to the amount of blood needed on an annual basis in the country, whether the demand is met, whether there is a shortage/over-supply of blood, why (if any) is there a difference between the amount of blood needed and the amount of blood donated,

3.4 How would you evaluate the cost of receiving blood in South Africa today?
Why do you think the costs are at this level?
How do you think these costs could be contained/controlled?

4. DONOR PROFILES AND ATTITUDES TOWARD DONATION

4.1 Why do you think people donate blood? In other words, what would you say are the reasons for blood donors to donate blood? Why do you say that?

4.2 What would you say are the reasons for non-donors not to donate blood? What are the things that discourage them from donating? Why do you say that?

4.3 What would you say are the reasons are for some people to start donating blood at some point in their lives and then to stop donating? In other words what would cause a person to become a lapsed donor?

For lapsed donor groups moderator to probe for reasons that cased THEM to stop donating.

4.4 Do you think there are any risks involved with donating/receiving blood? Or more specifically:

- Do you think that there are any risks involved in **donating blood?**
- Do you think there are any risks involved in **receiving blood?**

Moderator to probe: What are these risks? Why do you say that? How could these risks be minimized? Do you think this is currently happening, in other words do you think sufficient precautions are taken to secure the safety of blood in the country?

4.5 Who would you prefer to receive blood from? Why do you say that?

Moderator to facilitate discussion in such a way that perceptions on what is more important – knowledge about WHO you receive blood from or on how SAFE the blood is that you receive – becomes clear.

4.6 Do you know anyone who has received blood in the past three years? What can you tell me about that person's experience? Please highlight both the positive and the negative sides of their experiences.

5. MOTIVATION FACTORS

5.1 What would encourage/motivate people to donate blood?

Moderator to probe for differences with regard to what factors would motivate MEMBERS OF THE GROUP to donate blood vs. what the perceptions are about factors that would motivate PEOPLE IN GENERAL to donate. For donor-/lapsed

donor groups, moderators should probe for the factors that made THEM donate at first.

5.2 Do you think incentives should be introduced to encourage people to donate blood? Do you think it is appropriate to introduce incentives? Why do you say that?

Moderator to probe perceptions (and the reasons for these perceptions) of the group on whether or not donors should be remunerated - directly/indirectly – for donations? Is this the "right thing to do"? If yes, what kind of incentives could be used? What kind of incentives is more appropriate?

5.3 I would like the group to discuss the following statements in terms of:

- Whether you think that the statement is true for some people?
- **Who/what type of person/groups of people** do you think the statement is true for?
- Why you say that?
- What approach do YOU think is the "right" approach?

"I have to donate blood because there might come a day that I/a member of my family/a friend of mine, might need blood"

"I have to donate blood because when you donate blood you are giving someone who needs it another chance to life"

"I have to donate blood because it is my duty and I am expected to do so"

6. INFORMATION NEEDS

6.1 Do you think you are adequately informed about blood services? Why do you say that?

6.2 What issues/aspects with regard to blood services would like to receive more information on? In other words, what questions do you have with regard to blood services?

6.3 Are there specific issues that you think is NOT necessary to address in terms of providing information? What are these? Why do you think these issues are not important?

6.4 What type of material / what media would you prefer to be used for providing you with information? What language would you prefer this to be in?

7. IMAGE OF SANBS

7.1 For donors/lapsed donor groups:

Can you describe any logos that you would associate with blood services? What or who do these logos represent?

After discussion moderator to show visuals to confirm or clarify and facilitate further discussion with regard to association as well as purpose/objectives of services provided by the organisation/club.

For non-donor groups:
Do you know any of these logos? Can you tell me who or what they represent?

Moderator to probe for recognition of logo, association with organisation/club as well as purpose/objectives of/services provided by the organisation/club.

Visuals:
- SANBS logo
- Club 25 logo
- Blue ribbon

7.2 In general, would you say that blood donation centres are easily accessible?

Moderator to probe using the following probing questions – taking into consideration that some questions might be less relevant when dealing with donor groups (such as knowledge about location/operation times of donation centres) and that these questions should be adapted accordingly:

- **For donor groups:** What is/was your experience in terms of finding donation centres and getting information about operating times?

  For non-donor groups: Do you know of any location close to your home/workplace where you could donate blood? Do you know what the operating days and times of these donation centres are?

- Are these locations of blood donation centres convenient for you? Can you get there easily – i.e. if you want to get there, can you walk there? Is public transport available to take you there at any time you would want to go there? Would the time and effort needed to get there inconvenience you?

- Are the operating days and times of the blood donation centres convenient? I.e. do these days and times suit you in general? Why do you say that?

7.3 Could you give me your opinion with regard to the way the South African blood services are run?

I would like to tell me more about:

- Availability of information

  Moderator to probe: Is information available? Is the information accessible – can they get hold of it, does it address language preferences, etc? Do they know how/where to get the information? Have they been exposed to information campaigns – where/when? The information that is available – does it satisfy their needs in terms of what they need to know/would like to know about blood services? What information is lacking? Is briefing of donors prior to donation at donation centres effective?

- Effectiveness/professionalism of the staff at blood donation centres

Moderator to probe: perceptions (as well as the reasons for these perceptions) of the group with regard to the general attitude/helpfulness of staff towards the public, the general knowledge/practices/communication/language and technical skills of staff at donation centres.

- Effectiveness of response time at donation centres

  Moderator to probe: perceptions (and the reasons for these perceptions) with regard to administrative process / forms to be completed / waiting times / queuing as well as the general fluency of the processes at donation centres.

- Quality of service at donation centres

  Moderator to probe: perceptions (and the reasons for these perceptions) with regard to the quality of service delivered at donation centres – is it at a level/standard that could be expected? How does South Africa compare with other countries?

- Transparency of blood services

  Moderator to probe: perceptions (as well as reasons for these perceptions) with regard to the agenda of the SANBS, their honesty/openness about their agenda, justification for their agenda.

- Recruitment of donors

  Moderator to probe: perceptions (and reasons for perceptions) with regard to fairness of criteria for targeting potential donors, effectiveness of donor recruiting efforts.

- Recognition for blood donations

  Moderator to probe: perceptions (and reasons for perceptions) with regard to the current ways of recognizing blood donations – is it recognized? How? Are these means acceptable/ adequate?

7.4 What do you think about the quality of blood supplied by blood services in South Africa in general?

Moderator to probe: perceptions and the reasons for these perceptions with regard to quality of blood supplied – is it at a level that could be expected or is the quality of blood suspect? Why do they say that? How does South Africa compare with other countries? Why do they say that?

7.5 On what basis do you think South African blood services classify blood as being safe/ unsafe?

Spontaneous response needed – moderator to probe very little.

7.6 What would you say are the reasons for a donor's blood not being accepted by the SANBS?

With regard to all of these questions moderators need to probe for main reasons for behaviour, and whether the perception of the group is that these are legitimate reasons for the behaviour.

8. FEARS AND CONCERNS

8.1 What are your greatest fears in terms of **donating** blood?
Why do you say that?

8.2 What are your greatest fears in terms of **receiving** blood?
Why do you say that?

8.3 What type of lifestyle would you describe as a lifestyle suitable/not suitable for a blood donor? Why do you say that?

Moderator to probe for different types of habits/ behaviours that would characterize the lifestyle described.

8.4 If something does go wrong when you receive blood – who do you think is to blame? How will you accept this? What actions will you take?

Moderator to probe in terms of the relevant fears of the group – if their greatest fear becomes a reality – who is to blame? How will they feel? How will they act? Why?

9. GENERAL

9.1 Would you encourage others to donate blood? What would you say/do to motivate them to donate blood?