

IMPACT OF EDUCATION AND PUBLIC POLICY TO BLOOD DONORS MOTIVATION

Rosane Suely May Rodrigues*
 Kenya Schmidt Reibnitz**
 Jussara Gue Martini***
 Luciana Martins da Rosa****

ABSTRACT

Documentary research that aims to present the scope of the legislation and Blood Policy and Blood Products and to analyze the repercussions of the School Project of Hematology and Hemotherapy Center of Santa Catarina, Florianópolis as a strategy to blood donors motivation. Eight official documents and thirteen technical documents were investigated for the period of July 2010 to January 2011. For information organization, a search protocol and registry were used. For data categorization, thematic analysis was used as a content analysis mode. The results were discussed, with reference to the philosophy and politics of Donors Motivation based on the National Blood Policy and Blood Products. The results identified the strengthening of motivation policy of blood donors and pointed the effectiveness and efficiency of the project as a strategy for motivating donors when compared to the percentage of donations recommended by the National Blood Policy and Blood Products and the philosophy permeating this policy.

Keywords: Blood donors. Health. Hemotherapy service.

INTRODUCTION

The hemocenters, hemotherapy services and blood banks are institutions of big importance for society, allowing support for different treatments such as organ transplants, chemotherapy and surgeries, attending patients who without blood replacement, they would not resist⁽¹⁾. For these hemotherapy services obtain this connection and meet the needs of patients in relation to blood transfusion safely, it is required the existence of blood donors aware, responsible and healthy⁽²⁾.

Blood donation is an act of solidarity and citizenship to which is practice only by a small portion of the world's population⁽³⁾. The Ministry of health (MH) recommends 3% of the Brazilian population to donate blood, however, regional differences contribute to this percentage of donations varying up and down⁽³⁾. However, not even 2% of the Brazilian population donates blood⁽⁴⁾. This fact points to the need for

developing a culture focused on donation and effective strategies to blood donors motivation.

With the difficulties found by the Ministry of Health and the need of the Brazilian population of blood and blood products, specific policies and laws were imposed to the hematology and the Hematology Center and hemotherapy of Santa Catarina (HEMOSC) of Florianópolis, to broaden the motivation of donors has implemented the project entitled School Project (SP), created to conquering and retain blood donors and/or multipliers of this idea/action, through lectures with students from elementary school, high school, vocational education and higher education, in addition to demystify blood donation, increasing donors quantity.

The SP is developed by professionals in the Blood Donors Motivation of the HEMOSC of Florianópolis since mid-1996. With the passage of time, the hemocenters regional professionals that comprise the state of SC hemo-area starting doing it as well.

¹Article original extracted the thesis School Project: educating for Raising Blood Donors, defended in Graduate Program of Nursing, Federal University of Santa Catarina, Brazil, in 2012.

*Social Worker at Center of Hematology Santa Catarina. PhD in Nursing. **Member of the Research Group on Education, Health and Nursing - EDEN and the Center for Research and Studies of Nursing, Lifestyle, Health and Family Imagination - NUPEQUISFAM-SC** Florianópolis - SC, Brazil. E-mail: rosane.suely@fns.hemosc.org.br

Nurse. PhD in Nursing. Professor at Department of Nursing and the Graduate Program of Nursing, Federal University of Santa Catarina - UFSC. **Member of the EDEN, Florianópolis - SC, Brazil. E-mail: kenya@ccs.ufsc.br

***Nurse. PhD in Nursing. Professor at Department of Nursing and the Graduate Program of Nursing UFSC, **Member of the EDEN** Florianópolis - SC, Brazil. E-mail: Jussara@ccs.ufsc.br

****Nurse. PhD in Nursing. Professor at Department of Nursing of UFSC, **Member of Research Group, Caring & Comforting** Florianópolis - SC, Brazil. Email: luciana.m.rosa@ufsc.br

In this context, it is asked: what is the scope of official documents and the repercussions of SP on the blood donors motivation?

This text originates from the PhD thesis *School Project: educating for blood donors motivation*⁽⁵⁾, presented in the Post graduation program in nursing of the Federal University of Santa Catarina, which aimed to analyze the results from the development of SP.

Therefore, this study aims to present the scope of the legislation and Blood Policy and Blood Products and analyze the repercussions of the project School of Hematology and hemotherapy Center of Santa Catarina, Florianópolis as a strategy to blood donors motivation.

METHODOLOGY

Documentary study conducted after being submitted and approved by the Committee of Ethics in Research with Human Beings of the Federal University of Santa Catarina (UFSC), under the Embodied Opinion number 564/10. Official documents reference to National Blood Policy and Blood Products (PNSH) and the blood donors motivation, issued by MH and by the National Health Surveillance Agency (ANVISA) and SP of HEMOSC.

The selection of official documents was due to the need for information, evidence and parameters for subsidies and analysis of technical documents.

The technical documents were researched in the database of Hemosc, in the computerised system – HEMOSIS, place of free access to the lead researcher of the study, who is part of the professionals team of the Sector to Blood Donors Motivation. The statistical reports have been researched in HEMOSIS, following files: Cycle Module of Blood; Reports; Donors Motivation; SP; and Statistics, in order to investigate quantitative data relating to SP, with date of inclusion between August 31, 1996 to December 1, 2010.

Documentary analysis of 21 documents was conducted, being 8 officers and 13 technician. For the information organization, a Protocol as a search script and data record were used, as shown in tables in the “results and discussion” of

this study. Data collection took place from July 2010 to January 2011.

For the data collected categorization, the thematic analysis was used, as content analysis mode, presented by Minayo⁽⁶⁾. The procedure objective was following rules and guidelines of the thematic analysis and systematic procedure, ordering and integrating the content into categories, according to the previously established objective. The discussion of the technical documents had as reference the philosophy and of Motivation of Donors Politics based on PNSH.

RESULTS AND DISCUSSION

After careful reading of the documents the steps proposed by the thematic analysis that gave rise to two categories was followed: unveiling the philosophy of the attraction policy of blood donors, category originated from official documents and developing partnership between health and education in favour of life, category originated from the technical documents.

Unveiling the philosophy of the motivation policy of blood donors

Information from official documents analyzed are systematized in table 1 presented below.

The critical analysis of the documents allowed the categorization from the comprehension cores, which pointed out the following subcategories:

Voluntary unpaid donation: it is the first subcategorization formulated, which was evidenced heavily in Law 1,075 of March 27, 1950⁽⁷⁾ and in the document Pro-Blood/1980⁽⁸⁾. This sub-category shows the importance of the voluntary and unpaid donation as a basis of philosophy that supports the PNSH, strengthening over the years, fundamentally, because it does not exist yet, an artificial substance to replace the blood. In this way, the PNSH preconize for the awakening of the altruism of blood donor and gives importance to the blood donation as a conscious act, solidarity and citizenship exercise, seeking to enhance the blood donor with the initiative of releasing a workday and consigning the donation with honors⁽⁷⁾.

Table 1 - Summary of the Official Documents about Blood Donation. Brazil, 2011.

Document title	What this material is about	Issue description: Thematic aspects related to donors motivation
Law 1.075, of March 27, 1950	Rules on the voluntary donation of blood.	Day off for the employee on the day of blood donation. Decree-Law 229, of 2/28/67 changes the Art. 473 of consolidation of labor laws, including the Sub-item IV: The employee could miss the service without prejudice to salary, for one day, in each 12 months of work, in case of proven blood donation.
National program of blood and Hemocomponents-Pró-Sangue 1980	Establishing the Pro-Blood to regularize the Brazilian hemotherapy situation, bringing an end to paid donations.	It proposes the practice of voluntary blood donation, unpaid. It has mechanisms to encourage blood donation as social humanitarian act, as well as the National Subsystem of Hematology and Hemotherapy and assembling the National Network of Hematology and Hemotherapy Centers. There are National Policy objectives of voluntary donation Blood; human resources creation; technological development; quality control and health surveillance. Inclusion of theme donation/transfusion in school curriculum; awareness for the social commitment of donating blood, through educational campaigns.
Law 7.649 of January 25, 1988	Imposing the obligation of registration of blood donors, conducting laboratory tests on blood collected, aiming at the prevention and spread of diseases.	It stimulates practice of blood donation, eliciting the participation of the community. It does not refer to Donors Motivation.
National Plan of Blood and Blood Products-PLANASHE 1988/91	Systematizing the sectorial policies of MH seeking to ensure the good quality of blood.	I- It encourages educational campaigns with the community, with guidance and support for health programs in the area of blood and blood products. II – It extends and supports the motivational research on groups of donors and hemocenters recipients; III – It disseminates information to which the company contributes to the Voluntary Policy of Blood Donation; IV- It stimulates awareness and recruitment of donors; V-It establishes mechanisms to promote regularity of donations of blood; VI – it establishes the need to enable Social Communication programs and training for professional development of donor Motivation.
National Programme of Voluntary Donation of Blood-PNDVS 2000	Proposing the importance of sensitizing the society for voluntary, spontaneous and regular blood donation, aiming at ensuring the demand of the country and the improvement of quality of blood components and blood products.	It proposes to involve the Brazilian society, making them to participate actively in the blood donation consciously and responsibly, through educational activities and social mobilization. It is part of the Mobilizing Health National Goal, being the PNDVS one of the 13 projects.
Law 10.205, of March, 2001	Regulating § 4 of art. 199 of the Federal Constitution, concerning the collection, processing, storage, distribution and application of blood. It establishes the institutional planning to proper implementation of these activities. It also proposes about the motivation.	It refers to the Motivation as the first hemotherapy activity. It emphasizes principles and guidelines of the National Policy of Blood Components and Blood Products: Voluntary Donation, it is up to the public authorities stimulate the donation as relevant act of human solidarity and social commitment. Protection of the health of the donor and the recipient, by information. Motivation educational campaigns encouraging regular blood donation and the recruitment of donors. Implementation of the discipline of Hematology in medical degree courses.

Ordinance 253 of February 11, 2009	Establishing the Committee of Technical Advisory to motivate Volunteer Donors of Blood, under the Coordination of the National Policy of Blood and Blood Products.	It refers to the National Committee duties: I- to conduct studies and research with different segments of the population. II-to establish guidelines and proposals for implementation of actions to motivate volunteer donors of blood. III- to provide technical support to the Coordination of National Policy of Blood and Blood Products. (Specific for donors motivation).
Technical Note number 2010	Nota do MS em repúdio aos Projetos de Lei do poder legislativo dos níveis municipais, estaduais e federal para concessão de benefícios a doadores de sangue e a favor da ampliação da captação de doadores de sangue. Note from MH in repudiation to the Law Projects of the legislative branch of the municipal, state and federal levels to granting benefits to blood donors and in favor of the expansion of the blood donors motivation.	It refers to efforts to broaden the donors motivation with workshops, trainings and campaigns in the area, in order to motivate the altruism of blood donor, developing the awareness of the population for social responsibility, devoided of any interest in return. The PNSH governs by the principles and guidelines: voluntary and unpaid donation of blood, where the public authorities stimulate it as a relevant act of human solidarity and social commitment; prohibition of remuneration to the donor by donating blood.

The Pro-Blood, in 1980, established objectives and goals for the practice of unpaid voluntary blood donation, encouraging the oriented participation of the community in order to make it co-responsible for this process and thus, to improve the quality of the blood to be transfused and to increase the quantity of donors. As one of the incentives there is the inclusion of the subject of donation in school curriculum⁽⁸⁾.

However, many people still do not donate blood for fear of becoming anemic and by not knowing the time interval and the maximum donations allowed. This reality shows the need for clarification and specific incentives to donor loyalty. Population based studies could better assess the reasons that lead the individual to donate blood and those who do not have this initiative⁽⁹⁾.

Concern about the quality of the blood: the second sub-categorização formulated became more evident in PLANASHE-1988/1991 documents, and in law 7,649, of January 25, 1988^(10, 11).

Even in different socio-historical contexts, the documents of this subcategory have objectives and important guidelines for the

strengthening of PNSH, as the obligation of serological exams, the inducement to educational campaigns with the community, as well as repudiation of Law Projects that benefit, somehow, the blood donor, such as the law 10,567 of November 7, 1997⁽¹²⁾.

Making the donation a usual behavior is one of the goals of health policies, as well as the repetition donation, because this donation represents less risk for transmission of infectious diseases and of refusal in clinical triage⁽³⁾. In Pelotas, 47% of participants who reported having donated blood last year, also reported to have donated more than once a year⁽⁹⁾.

Blood donation consciously, responsible and healthy: the third sub-categorização formulated is present more substantial, in the documents PNDVS-2000, in law 10,205, of March 21, 2001, and in the Ordinance 253, of February 11, 2009^(10, 11).

This sub-category represents the ideal for blood donation, because donors have good health, be responsible and aware of the importance of donating blood, even the blood collected serology analyzed, due to the risk of immunological window, which is the space of

time between contamination and the positivity of the test. This sub-category emerges from Government's concern to encourage solidarity and social commitment, through educational activities and social mobilization.

The systematized information in table 1, show concern for the Brazilian health, showing transfusion safety improvements, evidenced effectively after the human immunodeficiency virus (HIV) and with the spread at the time of other viruses transmitted by blood. They still show that, in the decade of 1950, there was already concern about the voluntary and unpaid donation. Given this panorama and the Health Reform movement, public authorities were pressed by the Brazilian society to take action, such as promulgating laws for the control of hemotherapies actions, in order to assure the quality of blood to be transfused.

With time, the PNSH was getting stronger, too, through guidelines and goals aiming at awareness and education of the population to

blood donation. Some initiatives such as the implementation of contents of Haemotherapy in the courses of the health area are intended to contribute to minimize possible misunderstandings in transfusion procedures, in addition to mobilizing students to the importance of the donation.

It is also to highlight services provided with quality that give satisfaction to blood donors, relates to the intention of the donor to return a future donation and is part of a process in the progress of improvement, management and maintenance of the blood stock and blood products indispensable nowadays⁽¹³⁾.

Developing partnership between health and education in favor of life

The analysis of technical documents, held in the same way as official documents, resulted in the elaboration of the Table 2. It is highlighted that the SP, object of this research is included in technical documents.

Table 2 - Technical documents. HEMOSIS. Florianópolis. Santa Catarina. Brazil. 2011.

Documents title	What the material is about	Thematic Aspects and observation about the material
School Project SP (1996)	Project implemented initially in 1996 in the Hemo-center of Florianópolis and then by other regional Hemo-centers fund-raising strategy with the students of SE, in, also developed with students of technical and higher teachings.	Education for blood donation, by lectures discussed together with students from schools of public and private educational networks, enabling information and exchange of experiences, in addition to other activities. Its philosophy is based on the fundamentals of Paulo Freire aiming to contribute to the "training" of future donors and/or multipliers. It aims to demystify prejudices and taboos about blood donation and contribute to a culture focused on donation.
Pattern Operational Procedure – POP FLN. 03.01.04 SP	Directing the donor motivation professional in carrying out the activities pertaining to the SP.	Document that guides the professional for the activity but in not enough to be not trained, skilled and qualified for the development of their activities.
Assesment Report of SP (anually)	Comprising a compilation of 10% of the assessment forms of SP activities annually to raise the degree of satisfaction of the people involved in relation to the work carried out and providing suggestions, improvements or failures.	Record of evaluations of SP activities accomplished through a form, as established in the POP. It contributes to a feedback of work performed. The didactic material used, the approach and attitude of the speaker and the methodology applied were evaluated, showing the average, in recent years, above 9.5 and the interest in its continuation.
Joy for those who donate life (2003)	Project elaborated and implemented with the purpose of integrating HEMOSC and schools, as SP complementation.	Project developed with the participation of the students involved in the first semester of 2003, allowing greater integration between HEMOSC and schools participating in the SP. Motivation for participation of students in drawings and phrases about blood donation.
Donation Art	Incrementing the SP, adding the	Project developed with puppet theater with the goal of

(2005)	playful to the socialization of the blood donation, through theater with puppets, about the need for blood donation. Project sponsored initially by MH.	awakening the altruism un the young people and the importance of blood donation as an act of solidarity and citizenship. Initially, has the support of the MH, developing 40 presentations.
Art in the Donation: Partnership between HEMOSC and UNIMED/GF (2006/2007)	Partnership between HEMOSC and UNIMED/GF, motivated by the company's social responsibility, developed in schools through puppet theater.	It enabled the presentation of theater in schools of São José, Florianópolis, Palhoça, in addition to partner schools of regional Hemocenters of Lages, Joaçaba, Chapecó, Criciúma and Joinville, in order to sensitize the young for blood donation. Participation of UNIMED/Grande Florianópolis as sponsor.
Four Seasons: Partnership by Education and Health through the Donation Art/ 2008 HEMOSC/SE SC	Project developed in partnership with SESC, aimed to raise awareness among the population of Santa Catarina, (students and professionals of SESC), through playful activities, theater with puppets, Art in the Donation.	Participation of SESC/Florianópolis as sponsor, on social responsibility. There were 32 performances at SC State in schools and companies.
Project training of teachers of Municipal Schools of São José (2008)	Partnership between HEMOSC and Municipal Education (SME) SJ, motivated by the law 4,624 of 3/11/2008 establishing lectures to raise awareness of blood donation in the municipal schools of SJ and by law 4658 of 6/18/2008 establishing the program "Donor of the Future" in SJ.	Partnership between HEMOSC and SME of SJ to municipal laws that delegate to municipal schools the responsibility of working on blood donation and their need. It aimed to the training of teachers in order to instrumentalize them to develop an awareness for blood donation among the students of municipal public schools. It was noticed the lack of monitoring activities, due to the absence of additional records to project activities.
RCDS* 5241 – SP Statistic	Statistical report which considers candidates registered at the time of screening and also participants of lectures by attendance list. It presents a list of schools with data as number of donors registered for attendance and for screening.	Report contributed to identify schools with the highest number of donors, for the choice of the subjects for the EC interviews. Report which allowed an overview of data from schools, for presenting information of specific donations.
RCDS 5242 SP donors – Per school	Statistical report which considers candidates registered at the time of screening and lecture by attendance list of presence. It presents total of general effect donations temporarily refused and definitely, disinterest, of screenings, of registered students, schools and donors.	It presents data that enable the view of the relationship between the numbers of registered and donors, for list of presence and by sorting by each participating school of SP, as well as presents the general total.
RCDS5243 SP Donors Profile	Report presenting, per school, the number of donors by gender, age group, education and race.	Data shows little difference in the number of male and female donors. Age group of 18 to 25 years old with approximate percentage to 71% of the total number of registered students. About 15% are aged 26 to 35 years old (9% of 36 to 45 years old and 5% from 46 to 64 years old). As for education, 70% were in high school and 18% ES (12% Elementary school).

RCDS 5204 I Donors SP profile	This report presents data from the profile of donors in general of HEMOSC, depending on the type of internal/external collection and screening period. It presents number of donors by gender, age, education and race.	Report with data from the profile of donors in general, according to the municipality of donor's residence. The cities that more donors have as data collected are: Florianópolis, São José and Palhoça. The highest percentage of donors are between the ages of 18 to 25 years old (34%), and slightly over 26% of 35 years old (32%). Donors of high school are approximately 50% of the donors.
RCDS 5228 SO Donors – By data of Data Lecture	Lista de presença dos doadores, exibe o número de alunos cadastrados, número e percentual de alunos candidatos à doação, e número de triagens. Donor presence list displays the number of students registered, number and percentage of students applying for donation, and number of screenings.	It presents the total number of 23,462 registered students and 1,874 candidates for donation, meaning 7.98%. The total number of screenings is 4,776, that is 20.35%.

*RCDS: Report from the blood donors motivation. Source: Hemosis, inclusion period of 8/1/1996 the 12/31/2010. Florianópolis/SC. 2011.

The reports presented data enabling inferences and interpretations presented in two subcategories: *Profile of SP and education donors for blood donation*.

SP Donor profile: As the reports analysed, 18,210 students were registered in the hemosis and, among them, 958 (5.26%) became blood donors. Among SP donors, 680 (71%) were between 18 and 25 years old and 144 (15%) among donors of 26 to 35 years old. Thus, 86% (824 donors) is the percentage of 18 to 35 yearsold donors, which means that only 14% (134 donors) of donors belong the other age groups. As for education, about 671 (70%) were attending high school and 115 (12%), the higher education. This result is according to what is expressed in the official documents of the federal government, which aims to increase the number of young donors, enabling increased donation for these donors, confirming the importance of developing funding strategies with the young people. MH says that donors with more than 29 years old are the most frequent donors in the five regions of Brazil⁽¹⁴⁾.

As for the gender of the donors, 498 (52%) are male and 460 (48%) female, showing a balanced distribution.

Comparing the data between the SP and the donors in general, it was found that donors from SP intervention show higher education than others. There is balance between the genders and most were between the ages of 18 to 25 years old, meaning higher probability of the

homocentric rely on donations of these donors because of low age and increased donation until they reach, currently, 69 years old.

Other studies that investigated the donor profile showed that the highest level of education and age group favors blood donation^(9,15). So, comparing the general results, already presented and of this study, it appears that the SP contributes to the increased motivation of younger blood donors.

According to an interview by the General Coordinator of Blood and Blood Products, there is interest of the government to develop strategies to motivate young people, especially, due to the new resolution of the Collegiate Board (RDC) 57, of December 16, 2010, approved by Ordinance of the MH 1,353, of June 13, 2011, which allows the donation with 16 and 17 years old when they are accompanied by their legal guardian. The Coordinator referred to SP as educational strategy which aims to motivate the donor of the "future" and the multipliers of the idea of donation^(16,17).

Blood donation education: awareness of the importance of Voluntary Blood Donation is present in all technical documents studied. This subcategory corresponds to one of the essential objectives of the blood donors motivation, presented in all the strategies developed by its professionals, among them the SP. This educational process is more explicit in the SP and in the creation of training of teachers of Municipal Schools of São José and is in

accordance with the policy of motivation of blood donors, guided by PNSH, which presents as a mobilization of the population guidelines for blood donation through the government's incentive to educational campaigns to stimulate the donation⁽¹⁸⁾.

The Blood Donation Education also translates into raising awareness among young people through playful, evidencing the subprojects Joy to Who Donates Life, Art in the Donation, Partnership between HEMOSC and UNIMED – Four Seasons: a Partnership for Education and Health. It emphasizes the initiatives in pursuit of the achievement of one of the goals of the PNSH: have altruistic blood donors⁽¹⁹⁾. Thus, through playful activities, it is sought to awaken the interest and sensitivity of young people, drawing attention in a relaxed and interactive on the importance and need for blood donation.

It is also good to highlight the standardization of SP, via standard operating procedure so that its activities are developed with the same line of behavior by all interested collaborators/HEMOSC motivation. It is important to note that this subcategory identifies the areas of education and health as partners to the socialization and discussion of knowledge on health, more specifically about blood donation.

It is emphasized the importance of donors motivation to increase life expectancy, since this is a factor that affirms the need for the development of educational strategies along to younger people; in order to sensitize them to the need for blood donation and thus contributing to guarantee transfusion safety⁽²⁰⁾.

In addition of SP and other educational strategies, it is recommended to use personal media, through marketing, through emails and phone calls; the good attendance to the donor; the provision of better conditions to the donor, such as the extension of the opening hours, greater availability of external collections and staff, are part of a good welcome to the blood donor and promoting the attraction of donors⁽²⁰⁾.

FINAL CONSIDERATIONS

The analysis of official documents has provided subsidies for the analysis of technical documents, besides enabling the uncover of the sociopolitical and cultural contextualization in the history of Brazilian hemotherapy, especially about the philosophy of motivating donors and PNSH. The data indicate that since the 1950 there is a concern with the voluntary and unpaid donation of blood, however, only with the advent of acquired immunodeficiency syndrome (Aids) is that came into existence an effective control of the State in relation to actions concerning the hemotherapy.

There was the need for structuring the motivation of blood donors, developing a philosophy that guides motivation strategies of donors in search of altruism of the donor. Only in recent years is that the government has effectively been concerned with the creation of a national policy for motivate donors linked institutionally to PNSH, as analysis of Ordinance 253 of 2009.

It was evidenced in the results, the various actions that have emerged from the implementation of SP, demonstrating the interest of the community to be part of this project, adhering to it as their target people or as a partner for its implementation. The participation of partner companies who contributed through the social responsibility is highlighted, enabling the community of Santa Catarina reflection about the importance of blood donation, through the development of recreational activities as Art in the Donation. This research points to the need for health and education institutions to contribute to the process of "training" of citizens, awakening them, through information and education, to the exercise of citizenship and the promotion of human solidarity.

REPERCUSSÃO DA POLÍTICA PÚBLICA E DA EDUCAÇÃO NA CAPTAÇÃO DE DOADORES DE SANGUE

RESUMO

Pesquisa documental que objetiva apresentar a abrangência da legislação e da Política de Sangue e Hemoderivados e analisar a repercussão do Projeto Escola do Centro de Hematologia e Hemoterapia de Santa Catarina, Florianópolis/SC, como estratégia de captação de doadores de sangue. Foram investigados oito documentos oficiais e treze documentos técnicos no período de julho de 2010 a janeiro de 2011. Para a

organização das informações, utilizou-se um protocolo de busca e registro. Para a categorização dos dados, utilizou-se a análise temática como modalidade da análise de conteúdo. Os resultados foram discutidos, tendo como referência a filosofia e a Política da Captação de Doadores baseada na Política Nacional de Sangue e Hemoderivados. Os resultados identificaram o fortalecimento da política de captação de doadores de sangue e apontaram a eficácia e eficiência do projeto como estratégia de captação de doadores quando comparado ao percentual de doações preconizado pela Política Nacional de Sangue e Hemoderivados e à filosofia que permeia essa política.

Palavras-chave: Doadores de Sangue. Saúde. Serviço de Hemoterapia.

IMPACTO DE LAS POLÍTICAS PÚBLICAS Y DE LA EDUCACIÓN EN LOS DONANTES DE SANGRE

RESUMEN

Investigación documental que objetiva presentar el alcance de la legislación y de la Política de Sangre y Hemo-derivados y analizar la repercusión del Proyecto Escuela del Centro de Hematología y Hemoterapia de Santa Catarina de Florianópolis como estrategia de captación de donadores de sangre. Fueron investigados ocho documentos oficiales y trece documentos técnicos en el período de julio de 2010 a enero de 2011. Para la organización de las informaciones, se utilizó un protocolo de búsqueda y registro. Para la categorización de los datos, se utilizó el análisis temático como modalidad del análisis de contenido. Los resultados fueron discutidos, teniendo como referencia la filosofía y la Política de Captación de Donadores basada en la Política Nacional de Sangre y Hemo-derivados. Los resultados identificaron el fortalecimiento de la política de captación de donadores de sangre y apuntaron la eficacia y eficiencia del proyecto como estrategia de captación de donadores cuando comparado al porcentaje de donaciones preconizado por la Política Nacional de Sangre y Hemo-derivados y a la filosofía que permea esa política.

Palabras clave: Donantes de sangre. Salud. Servicio de Hemoterapia.

REFERENCES

1. Schöninger N. Duro CLM. Atuação do enfermeiro em serviço de hemoterapia. *Cien cuid saude*. 2010; 9(2):317-24.
2. Pereima RSMR; Arruda MW; Reibnitz KS, Gelbecke FL. Projeto Escola do Centro de Hematologia e Hemoterapia de Santa Catarina: uma estratégia de política pública. *Texto & contexto enferm*. 2007; 16(3):546-52.
3. Mariano GSR, Kupek E, Peres KG. Prevalência de doação de sangue e fatores associados em Florianópolis, Sul do Brasil: estudo de base populacional. *Cad saúde pública*. 2013. [citado 23 fev 2014]; 29(10):2008-16. Disponível em: http://www.scielo.org/scielo.php?script=sci_arttext&pid=S0102-311X2013001400017&lng=en
4. Brasil. Doar Sangue, ato de cidadania. *Diário Oficial Poder Executivo*, quarta-feira, 20 de novembro de 2013 [on-line]. 2013 [citado 4 fev 2014]; 123(219) Seção I, p 190. São Paulo: Imprensa Oficial – Conteúdo Editorial-Assessoria de Imprensa da Fundação Pró-Sangue; 2013. Disponível em: <http://congresso2013.cbtsms.org.br/portal/arquivos/tecnologiaasaudecomunicacao.pdf>.
5. Rodrigues RSM. Projeto Escola: educando para a captação de doadores de sangue. 2012 [tese]. Florianópolis (SC): Universidade Federal de Santa Catarina, Programa de Pós-Graduação em Enfermagem; 2012.
6. Minayo MC. O desafio do conhecimento: pesquisa qualitativa em saúde. 10a. ed. São Paulo: HUCITEC; 2007.
7. Brasil. Presidência da República. Lei n. 1.075, de 27 de março de 1950. Dispõe sobre a doação voluntária de sangue. Rio de Janeiro: JusBrasil, 1950.
8. Brasil. Portaria interministerial n. 7, de 30 de abril de 1980. Dispõe sobre a criação do programa de sangue e hemoderivados – Pró-sangue. Ministério da Saúde. Secretaria de Assistência à saúde. Departamento de assistência e promoção à saúde Coordenação de Sangue e Hemoderivados. Coletânea das legislações pertinentes às atividades hemoterápicas e hematológicas. *Diário Oficial da República Federativa do Brasil*, n. 049, 18 jun 1997.
9. Zago Alethea, Silveira MF, Dumith SC. Prevalência de doação de sangue e fatores associados, Pelotas, RS. *Rev Saúde Pública*. [on-line]. 2010. [citado 2014 fev 23]; 44(1):112-20. Disponível em: http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0034-89102010000100012&lng=en.
10. Ministério da Saúde (BR). Divisão Nacional de Sangue e Hemoderivados. PLANASHE: Plano Nacional de Sangue e Hemoderivados – 1988/1991. Brasília (DF); 1988.
11. Brasil. Senado Federal. Lei n. 7.649, de 25 de Janeiro de 1988. Estabelece a obrigatoriedade do cadastramento dos doadores de sangue bem como a realização de exames laboratoriais no sangue coletado, visando a prevenir a propagação de doenças, e dá outras providências. Brasília (DF): *Diário Oficial da União*. Seção 1. 27 jan. 1988.
12. Santa Catarina (SC). Governo do Estado. Lei n. 10.567, de 07 de novembro de 1997. Dispõe sobre a isenção ao doador de sangue do pagamento de taxas de inscrição a Concursos Públicos e adota outras providências [on-line]. *Diário Oficial do Estado* 07 nov. 1997 [citado 01 dez 2011]. Disponível em: http://www.udesc.br/arquivos/id_submenu/1005/lei_estadual_10.567_1997_isencao_ao_doador_de_sangue.pdf
13. Almeida RGS, Mazzo A, Mendes IAC, Trevizan MA, Godoy S. Caracterização do atendimento de uma unidade de hemoterapia. *Rev bras enferm*. [on-line]. 2011. [citado 23 fev 2014]; 64(6):1082-6. Disponível em: http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0034-71672011000600014&lng=en.

14. Ministério da Saúde (BR). Secretaria de Atenção à Saúde. Coordenação-geral de sangue e hemoderivados. Caderno de informação: sangue e hemoderivados: produção hemoterápica: Sistema Único de Saúde – SUS (serviços públicos e privados contratados): serviços privados não contratados pelo SUS/Ministério da Saúde, Secretaria de Atenção à Saúde, Coordenação-Geral de Sangue e Hemoderivados. 6a ed. Brasília (DF): Ministério da Saúde; 2013.
15. Liberato SMD, Costa IKF, Pessoa CM, Nogueira MAC, Araújo MDMN, Torres GV. Perfil dos doadores de sangue do hemocentro público de natal/RN. R pesq: cuid. fundam. [on-line]. 2013 [citado em 23 fev 2014]; 5(1):3523-30. Disponível em: http://www.seer.unirio.br/index.php/cuidadofundamental/article/view/2072/pdf_712.
16. Agência Brasil. Congresso discute formas de captação de doadores de sangue. [on-line]. Jornal O Presente Digital. 2011 nov 14. [citado 2011 dez 01]. Disponível em: <http://www.opresente.com.br/geral/congresso-discute-formas-de-captacao-de-doadores-de-sangue-18947>.
17. Ministério da Saúde (BR). Portaria 1353, de 13 de junho de 2011. Aprova o Regulamento Técnico de Procedimentos Hemoterápicos. Brasília (DF): Diário Oficial da União; 2011.
18. Brasil. Presidência da República. Casa Civil. Subchefia para Assuntos Jurídicos. Lei n. 10.205, de 21 de março de 2001. Regulamenta o § 4º do art. 199 da Constituição Federal, relativo à coleta, processamento, estocagem, distribuição e aplicação do sangue, seus componentes e derivados, estabelece o ordenamento institucional indispensável à execução adequada dessas atividades, e dá outras providências [on-line]. Brasília (DF). 2001 mar 21. [citado 25 maio 2009]. Disponível em: http://www.planalto.gov.br/ccivil_03/LEIS/LEIS_2001/L10205.htm
19. Brasil. Diretoria Colegiada da Agência Nacional de Vigilância Sanitária. Resolução RDC n. 153, de 14 de julho de 2004. Determina o Regulamento Técnico para os procedimentos hemoterápicos, incluindo a coleta, o processamento, a testagem, o armazenamento, o transporte, o controle de qualidade e o uso humano de sangue, e seus componentes, obtidos do sangue venoso, do cordão umbilical, da placenta e da medula óssea. Brasília (DF): ANVISA; 2004.
20. Rodrigues RSM, Reibnitz KS. Estratégias de captação de doadores de sangue: uma revisão integrativa da literatura. Texto & contexto enferm. [on-line]. 2011. [citado 2014 fev 23]; 20(2): 384-91. Disponível em: http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0104-07072011000200022&lng=en.

Corresponding author: Rosane Suely May Rodrigues. Rua Esteves Júnior, 605, Bl A, Ap. 513, CEP: 88.015-130, Centro, Florianópolis, Santa Catarina, Brasil. E-mail: rosane.suely@fns.hemosc.org.br.

Submitted: 09/09/2013

Accepted: 14/07/2014