

# Montreal's minority donors and their accessibility to blood donation sites

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## Some Facts About Quebec Blood Supply and Minority Donors



- 1000 blood donation are needed per day (Héma-Québec, 2009)
- 3% of the eligible population actually donates blood (Héma-Québec, 2009; Godin et al. 2005)
- Demographic change (aging population) (Héma-Québec, 2009; Schreiber et al. 2006)



- Blood supply is primarily composed of white donors (Héma-Québec, 2009)
- Whereas, minority communities represent a growing proportion of the province's population



- A few studies on geography of blood donation have looked at the distance (km) between place of residence and blood donation sites (Cloutier, Apparicio et Charbonneau à paraître; Apparicio, Charbonneau et Dussault 2009; Saberton et al. 2009)

This study aims at examining perceived geographical and cultural accessibility of blood donation sites for minority communities

## Outline

### Introduction and Research objective

- Quebec Blood Supply: Héma-Québec organisational model
- Research question

### Data and Methodology

### Results

- Geographical Accessibility to Blood Donation
- Cultural Accessibility to blood donation

### Conclusion and recommendations

## Héma-Québec organisational model

- Héma-Québec is the province's unique blood supplier.
- All donations are unpaid, anonymous and volunteered by population.
- 86% of the blood supply is obtained through 2000 annual mobile blood drives across the province (Héma-Québec 2009)
- Blood drives are held by 1500 community groups - **1% of these are minority associations** (Charbonneau et al. 2010)
- Mobile blood drives are organized on a volunteer basis and conducted in various settings (Héma-Québec 2010)
  - community
  - corporate
  - academic

## Research question

Do minority donors choose their blood drive venue by virtue of its geographic or cultural accessibility, or both?

## Data and Methodology

### Geographical study area

Montreal census metropolitan area (CMA)

### Interview guides

Interview guides are carefully elaborated for each group of informants

### 75 one to two hour long semi-structured qualitative interviews

- 29 minority donors (From an array of background such as Chinese, Vietnamese, Caribbean, African, Latin-American and Middle Eastern as well as from various religious settings, including Christian, Muslim and Buddhist )
- 46 leaders from minority communities (associations/churches):
- 9 are currently holding blood drives (Héma-Québec partners), 37 are not

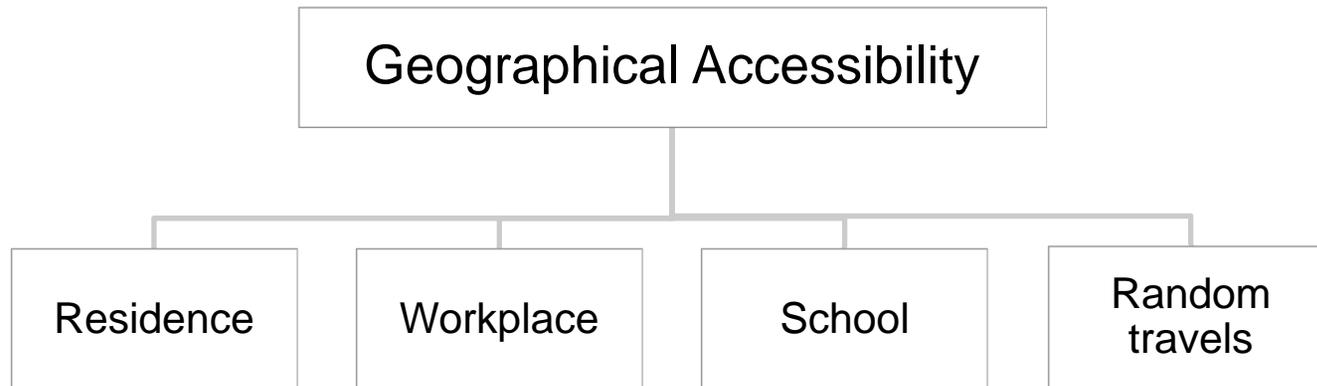
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# Results

## Geographical Accessibility to Blood Donation Sites

- ➔ Geographical accessibility, a decisive factor in choosing where to donate.
- ➔ Four spatial references from which donors considered the accessibility of a donation site have been identified :



# Geographical Accessibility to Blood Donation Sites

## 1) Place of residence

- **Convenient** in terms of time and distance

## 2) Workplace

- Requires even **less travel** than blood drives near the residential area
- Blood drive is usually very **visible** and held consistently every year
- Donors are often **encouraged by their peers and superiors**

## 3) School

- Similar characteristics to those found at the workplace
- School is a good place for **introducing young donors** to the practice

## 4) Random Travels

- Does not necessarily target a specific clientele
- **Strategically located** in public areas, to increase chances of capturing a larger number of potential donors, for example, shopping malls

## Cultural Accessibility to Blood Donation Sites

- ➔ Despite various mobile blood collection sites available, donors do not always choose the most convenient location
- ➔ We found that cultural factors also influence their behaviour



# Cultural Accessibility to Blood Donation Sites

## 1) Participation to a cause and respect of customs

- Why?

To show one's support for a cause defended by the association (political, medical)

- How?

By participating in a blood drive that respects one's cultural practices

## 2) Ability to communicate

- Through the greeting, language and the food during blood drive

## 3) Presence of family and community ties

- A gathering with family members and friends
- A space for socialization

## Conclusion and recommendations

- A great majority of minority donors choose their blood donation site like the rest of donors: based on geographical proximity.
- Regular donors give more spontaneously to a blood drive located conveniently geographically close.

### Recommendations :

- There is a need to improve cultural accessibility to attract minority non-donors for whom the culture of blood donation, as the one found in Quebec, is uncommon.
- There is a need to improve cultural accessibility by having more volunteers from an array of minority backgrounds during blood drives, making information available in different languages and considering making the drive a meaningful and friendly event.
- Minority groups are not all the same and need to be specifically targeted.

Thank you!  
Questions?

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