

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

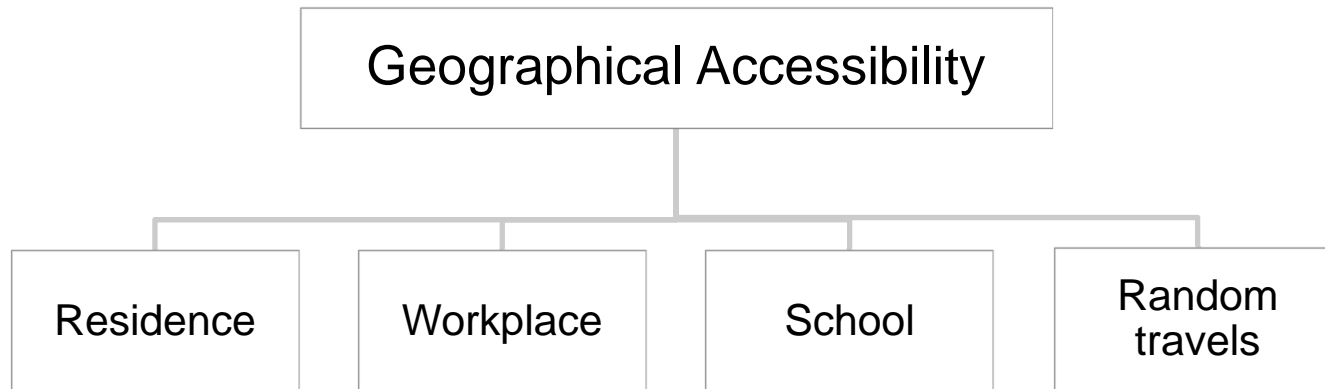
Centre - Urbanisation Culture Société

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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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