

EFFECTIVENESS OF AN ORGAN DONATION AWARENESS PROGRAM AMONG THE GENERAL POPULATION IN A TERTIARY CARE HOSPITAL: A PRE-POST INTERVENTIONAL STUDY

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ABSTRACT

Background

Awareness regarding organ donation remains inadequate among the general population despite increasing demand for transplantation services. Public awareness programs play a vital role in improving perceptions and attitudes toward donation ^(1,2).

Objectives

To evaluate the effectiveness of an organ donation awareness program among the general population attending a tertiary care hospital during Organ Donation Awareness Week.

Methods

A pre-experimental one-group pre-test and post-test design was adopted for the study. The awareness program was conducted from August 2 to August 8, 2025, during Organ Donation Awareness Week in a tertiary care hospital. A total of 1,198 participants from the general population were selected using a convenient sampling technique. Baseline attitudes toward organ donation were assessed using a structured questionnaire before the intervention. The awareness program included educational lectures, pamphlet distribution, audiovisual presentations, and counseling sessions. Post-test assessment was conducted after the intervention using the same tool. Data were analyzed using descriptive statistics and percentage distribution.

Results

Before the intervention, 52.86% of participants demonstrated negative attitudes toward organ donation, 40% had neutral attitudes, and only 7.14% showed positive attitudes. Following the awareness program, no participants exhibited negative attitudes, 21.13% remained neutral, and positive attitudes increased substantially to 78.69%.

Conclusion

The organ donation awareness program was effective in improving positive attitudes toward organ donation among the general population. Structured educational interventions conducted during awareness campaigns can significantly enhance public understanding and acceptance of organ donation ^(3,4).

Keywords: Organ donation, awareness program, attitude, tertiary care hospital, public health education, transplantation, pre-test and post-test study.

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INTRODUCTION

Organ donation is a lifesaving process that involves the voluntary donation of organs or tissues for transplantation into individuals suffering from end-stage organ failure (1). "Organ transplantation has become an effective treatment modality for patients with irreversible organ dysfunction and significantly improves quality of life and survival rates (2). Despite advances in transplantation medicine, the shortage of organ donors remains a major global healthcare challenge (1).

In India, the burden of chronic diseases leading to organ failure is steadily increasing. However, public awareness regarding organ donation continues to remain inadequate because of misconceptions, fear, religious concerns, cultural beliefs, and insufficient knowledge (5). Studies have reported that lack of awareness and poor understanding are major barriers preventing individuals from supporting organ donation initiatives (3,6).

Educational interventions and public awareness campaigns have been identified as effective strategies for improving knowledge and attitudes toward organ

donation (4,7). Organ Donation Awareness Week provides an opportunity for healthcare institutions to educate the community regarding the importance of organ donation and transplantation. Therefore, the present study was undertaken to evaluate the effectiveness of an organ donation awareness program among the general population attending a tertiary care hospital.

Need for the Study

The demand for organs for transplantation is increasing worldwide, while the availability of donors remains limited.1 many patients die while waiting for suitable donors because of inadequate organ donation rates. Previous studies have highlighted that insufficient public awareness and negative perceptions significantly contribute to low donation rates (3,5).

Healthcare professionals, especially nurses, play a vital role in promoting awareness and motivating the public regarding organ donation (7). Conducting structured awareness programs can help address misconceptions and improve acceptance of organ donation among the community". Hence, assessing the effectiveness of awareness interventions is essential for strengthening public health strategies related to transplantation services.

OBJECTIVES

1. "To assess the pre-test attitude regarding organ donation among the general population.
2. To evaluate the effectiveness of the organ donation awareness program through post-test assessment.
3. To compare pre-test and post-test attitudes regarding organ donation among participants".

HYPOTHESIS

H1: There will be a significant improvement in positive attitudes regarding organ donation among the general population after participation in the awareness program.

MATERIALS AND METHODS

Research Design: A pre-experimental one-group pre-test and post-test research design was adopted for the study.

Setting of the Study: The study was conducted in a tertiary care hospital during Organ Donation Awareness Week from 27th July to August 2nd, 2025.

Population: The target population consisted of members of the general population visiting the tertiary care hospital during the study period.

Sample Size: A total of 1,198 participants were included in the study.

Sampling Technique: Convenient sampling technique was used for participant selection.

Inclusion Criteria

- Individuals willing to participate in the study
- Adults above 18 years of age
- Individuals able to understand the questionnaire

Exclusion Criteria

- Healthcare professionals directly involved in transplantation services
- Individuals unwilling to participate

Intervention: The awareness program included:

- Educational lectures
- Distribution of informational pamphlets
- Awareness posters
- Audiovisual presentations
- Counseling sessions regarding myths and facts of organ donation

Previous studies have demonstrated that educational interventions effectively improve awareness and attitudes regarding organ donation.4,7

Data Collection Tool: "A structured questionnaire was used to assess attitudes regarding organ donation. The questionnaire categorized participants into:

- Negative attitude
- Neutral attitude
- Positive attitude

Ethical Considerations: Institutional permission was obtained before conducting the study dated on 24th July 2025 (KLES/PKHOSP/MDS/CIR/25-26/4312). Informed consent was obtained from all participants, and confidentiality was maintained throughout the research process.

Statistical Analysis: Data were analyzed using descriptive statistics such as frequency and percentage distribution".

RESULTS

Table 1: Distribution of Participants According to Attitude toward Organ Donation

Attitude Category	Pre-test (%)	Post-test (%)
Negative	52.86	0.00
Neutral	40.00	21.13
Positive	7.14	78.69

"The pre-test findings revealed that more than half of the participants (52.86%) had negative attitudes toward organ donation, while 40% demonstrated neutral attitudes and only 7.14% showed positive attitudes.

Following the awareness intervention, no participants demonstrated negative attitudes. Positive attitudes increased markedly to 78.69%, whereas neutral attitudes reduced to 21.13%. The findings indicate that the awareness program significantly improved participants' perceptions and acceptance regarding organ donation".

DISCUSSION

The present study assessed the effectiveness of an organ donation awareness program among the general population attending a tertiary care hospital. "Prior to the intervention, the majority of participants demonstrated negative or neutral attitudes toward organ donation. Similar findings were reported in previous studies where inadequate awareness and misconceptions negatively influenced public attitudes toward donation (3,5).

Following implementation of the awareness program, positive attitudes increased substantially, while negative attitudes were completely eliminated. These findings are consistent with studies conducted by Wakefield et al. (3) and Gupta et al. (6), which reported that educational interventions significantly improve public perceptions and willingness toward organ donation.

Awareness campaigns conducted in healthcare institutions can therefore serve as effective public health strategies for promoting organ donation and enhancing community participation (4,7).

Implications for Nursing Practice

- Nurses can play an important role in educating the public regarding organ donation (7).
- Community awareness programs should be organized regularly in healthcare institutions.

- Educational materials regarding organ donation should be made accessible to the public.
- Nursing professionals can serve as counselors and advocates for organ donation awareness.

Limitations

- The study was limited to a single tertiary care hospital.
- Convenient sampling technique limits generalization of findings.
- The study assessed only short-term effectiveness of the intervention".

Recommendations

- Similar studies can be conducted in multiple healthcare settings with larger populations.
- Comparative studies may be undertaken between rural and urban populations.
- Long-term follow-up studies can assess sustained attitude changes toward organ donation.

CONCLUSION

The study concluded that the organ donation awareness program conducted during "Organ Donation Awareness Week was highly effective in improving positive attitudes toward organ donation among the general population. Educational interventions significantly reduced negative perceptions and enhanced awareness regarding the importance of organ donation. Healthcare institutions should continue organizing structured awareness programs to promote organ donation and support transplantation services (1,4)".

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