



DONOR PROCUREMENT AND BLOOD DONATION: HISTORICAL SPEECHES

CAPTAÇÃO DE DOADORES E DOAÇÃO DE SANGUE: DISCURSOS HISTÓRICOS

CAPACITACIÓN DE DONANTES Y DONACIÓN DE SANGRE: DISCURSOS HISTÓRICOS

Luciana Martins da Rosa¹, Rosane Suely May Rodrigues², Rosane Gonçalves Nitschke³, Rafaela Dutra Nunes da Silva⁴, Jussara Cargnin Ferreira⁵, Janete Lourdes Cattani Baldissera⁶

ABSTRACT

Objective: to reveal the discourse of the collective subject on the history of donor recruitment and blood donation. **Method:** this is a qualitative, exploratory and descriptive study, using semi-structured, transcribed and validated interviews, with 18 professionals working in the areas of hematology and hemotherapy. The communications were organized and analyzed by the technique of the Discourse of the Collective Subject. **Results:** two central ideas emerged from the discourses: "Funding of blood donors: from donated to spontaneous donation" and "Information and education transforming the culture of donation". **Conclusion:** the focus of donor recruitment has been on information and education in the time cut investigated, contributing to the transformation of blood donation culture. **Descriptors:** History; Hemotherapy Service; Health; Activities of Daily Living; Blood Donors; Addresses.

RESUMO

Objetivo: revelar o discurso do sujeito coletivo sobre a história da captação de doadores e da doação de sangue. **Método:** trata-se de estudo qualitativo, exploratório e descritivo, por meio de entrevistas semiestruturadas, transcritas e validadas, com 18 profissionais atuantes nas áreas de hematologia e hemoterapia. Organizaram-se as comunicações e as analisaram pela técnica do Discurso do Sujeito Coletivo. **Resultados:** emergiram-se a partir dos discursos duas ideias centrais "Captação de doadores de sangue: da doação remunerada à espontânea" e "Informação e educação transformando a cultura da doação". **Conclusão:** tornaram-se a tônica da captação de doadores a informação e a educação no recorte de tempo investigado, contribuindo para a transformação da cultura da doação de sangue. **Descritores:** História; Serviço de Hemoterapia; Saúde; Atividades Cotidianas; Doadores de Sangue; Discursos.

RESUMEN

Objetivo: revelar el discurso del sujeto colectivo sobre la historia de la captación de donantes y de la donación de sangre. **Método:** se trata de un estudio cualitativo, exploratorio y descriptivo, por medio de entrevistas semiestructuradas, transcritas y validadas, con 18 profesionales actuantes en las áreas de hematología y hemoterapia. Se organizaron las comunicaciones y las analizaron por la técnica del Discurso del Sujeto Colectivo. **Resultados:** surgieron a partir de los discursos dos ideas centrales "Captación de donantes de sangre: de la donación remunerada a la espontánea" e "Información y educación transformando la cultura de la donación". **Conclusión:** se convirtió en la tónica de la captación de donantes a la información y la educación en el recorte de tiempo investigado, contribuyendo a la transformación de la cultura de la donación de sangre. **Descriptor:** Historia; Servicio de Hemoterapia; Salud; Actividades Cotidianas; Donantes de Sangre; Discursos.

¹PhD, Federal University of Santa Catarina/UFSC/UFSC. Florianópolis (SC), Brazil, E-mail: luciana.m.rosa@ufsc.br ORCID iD: <http://orcid.org/0000-0002-1884-5330>; ²PhD, Hematology and Hemotherapy Center of Santa Catarina/UFSC. Florianópolis (SC), Brazil. E-mail: rosane.suely@fns.hemosc.org.br ORCID iD: <http://orcid.org/0000-0003-3210-8393>; ³PhD, Federal University of Santa Catarina/UFSC. Florianópolis (SC), Brazil, E-mail: rosanenitschke@gmail.com ORCID iD: <http://orcid.org/0000-0002-1963-907X>; ⁴Nurse, Assad Rayes Vision Institute. Florianópolis (SC), Brazil. E-mail: rafaeladnunes@hotmail.com ORCID iD: <http://orcid.org/0000-0003-1262-9562>; ⁵Master, Hematology and Hemotherapy Center of Santa Catarina/UFSC. Florianópolis (SC), Brazil. E-mail: jcf.fln@hemosc.org.br ORCID iD: <http://orcid.org/0000-0002-1450-5187>; ⁶Master, Center of Hematology and Haemotherapy of Santa Catarina/HEMOSC. Florianópolis (SC), Brazil. E-mail: janete@fns.hemosc.org.br ORCID iD: <http://orcid.org/0000-0002-2797-218X>

INTRODUCTION

In official and technical documents of the time, it is possible to identify the sociopolitical and cultural contextualization of the history of Brazilian hemotherapy, specially covering the philosophy of donor recruitment and the National Blood and Hemoderivative Policy (NBHP). Published data indicate that, since the 1950s, there has been concern about voluntary and unpaid donation of blood.¹

It is known, however, that the official documents do not portray the daily life lived by the protagonists of this history, since the Brazilian history is the sum of the stories lived in all the States of the national territory. In this study, the story to be portrayed covers the State of Santa Catarina/UFSC.

It is revealed that the Hematology and Hemotherapy Center of Santa Catarina/UFSC (HEMOSC) began as the Blood Bank of the Maternity Carmela Dutra, in the city of Florianópolis / SC, in the early years of the 1960s. With Law 3,555, of 27 of November of 1964, began to be denominated of Catarinense Hemotherapy Center (CHC). In 1971, the CHC was transferred to the Avenue Othon Gama D'Eça, number 756, in the Center of Florianópolis, where it remains until the present day.²

It was renamed CHC as Hematology and Hemotherapy Center of Santa Catarina/UFSC, on July 20, 1987, with a physical structure and staff expanded by means of the State Law Decree nº 272.³

The State System of Hematology and Hemotherapy was established in 1989 with Decree Law No. 3,015, instituted on February 27, in order to internalize the actions related to hemotherapy, to control the therapeutic use of blood, voluntary blood donation, disciplinary the donor and recipient health protection measures, the storage and distribution of blood products, as well as to promote the development of scientific and technological knowledge in the area, thus launching the pioneering Hemorrede wires of Santa Catarina/UFSC.²

It is added that many projects in hemotherapy in Santa Catarina, developed in the present day, are the result of a construction of daily professional ideas and actions that have been delineated and put into practice, day by day, since the decade of 60, still in the last century.

It was identified, throughout this time, that the history of the implementation and implementation process until the consolidation of the State Hemorrhoid had not been properly registered. Thus, it was

understood to be fundamental the rescue of this construction, its democratization and socialization. A production that recorded daily and historical facts of the characters (health professionals) that contributed to make possible the development and strengthening of this conquest Santa Catarina translated into a hemotherapy of excellence.

The desire to rescue and reveal the history of Hemotherapy in Santa Catarina, showing the daily life, from the installation of the Blood Bank of the Carmela Dutra Maternity in 1960, until the implementation and consolidation of the State Public Hemorrhoid, emerged. This desire was fulfilled by the development of a macro-project of research, idealized by professionals working at HEMOSC and the Federal University of Santa Catarina/UFSC, entitled: "The history of Hemotherapy Santa Catarina: the everyday from the 50's to the present day".

The small histories, emerged from the daily life of each one of the participants of this study, allowing the construction of the history of hemotherapy in Santa Catarina. All civilization is a product of the past, and in order to understand the present, it is necessary to refer to the past and the lived experience.

Through this study, one of the aspects investigated in said macroproject of research is presented. It is emphasized that in order to ensure an adequate blood supply, projects and campaigns to attract active donors are created, which generally involves the encouragement of altruism and humanitarianism,⁴ but this has not always been the case. Hemotherapy in Brazil follows the course of a passionate story about the situations and the actors who have been involved in it since the pre-scientific phase.⁵ Thus, the argument of this study is contextualized.

OBJECTIVE

- To reveal the collective subject's discourse on the history of donor recruitment and blood donation.

METHOD

This is a qualitative, exploratory and descriptive study, which was based on the Hematology and Hemotherapy Center of Santa Catarina/UFSC - HEMOSC located in the city of Florianópolis, Santa Catarina, Brazil.

It is reported that the HEMOSC of Florianópolis is the Coordinating Hemocenter in the State of Santa Catarina/UFSC, having as auxiliary units the regional blood centers located in the municipalities of Lages,

Joaçaba, Chapecó, Criciúma, Joinville and Blumenau.

As participants in the study, the professionals who work or work at HEMOSC and other collaborators recognized in the context of Hematology and Hemotherapy in Santa Catarina for their actions and who experienced in their daily lives the process of constructing the history of Hemotherapy Public Santa Catarina. Initially, ten professionals were included in the study. With the choice of these ten participants, we sought to contemplate multi-professionality and inter-sectoriality. At the end of this first stage of data collection, the number of study participants was increased to 18 professionals. The new inclusions occurred due to the suggestions of the first interviewees, which indicated the need to include other professionals to compose the participants of this study.

It was agreed with the participants, considering the object of this study, through the Term of Free and Informed Consent, the disclosure of their names, because it was only through the reports of the participants, recognized as protagonists of the story, that it was possible to record the facts as a way of preserving and disseminating it. Thus, the participants of this study were: an administrator, a social worker, two laboratory technicians (of these, one also has the title of lawyer), a hematology technician, a pharmacist, a biochemical pharmacist, three nurses and eight physicians.

Following are the names of the participants and the positions held: Daniel Alonso Del Rio (physician, director of HEMOSC Florianópolis, manager of Hemotherapy, head of Clinical Staff and president of the Center for Studies); Denise Gerent (MD, HEMOSC director); Guilherme Genovez (physician, general director of HEMOSC and national coordinator of Blood Policy / MS); Jane Terezinha Martins (biochemistry, technical manager and coordinator of the Mário Roberto Kazniakowski Studies Center - CEMARK); José João Harger (physician, director of HEMOSC); José Maurício Xavier Carrenho (physician, director of the Hemotherapy Service of Blumenau); Leatrice Kowalski (social worker responsible for donor recruitment and currently works in the Coordination of Planning and Quality); Lídio Juvenal Ramos (administrator, administrative manager of HEMOSC of Florianópolis); Marco Antônio Silva Rotolo (doctor, general director of HEMOSC); Marilda Bitencourt (nurse responsible for the HEMOSC branch of Florianópolis); Mário Zunino (HEMOSC administrative director of Florianópolis and

coordinator of the HEMOSC Quality Program); Maristela Bedin (nurse, coordinator of interiorization of the Hemorrede of Santa Catarina/UFSC); Marta Rinaldi Muller (doctor, general director of HEMOSC); Miguel Saturnino da Silva (hematology technician); Rosane Gonçalves Nitschke (acted as nurse of HEMOSC); Teodoro Henrique Briggemann Corrêa (physician, general director of HEMOSC); Vilmera Spech of Birth (Pharmaceutical Biochemist of HEMOSC Coordinator); Waldo Luiz Bayestorff (served as laboratory assistant to HEMOSC).

A set of guiding questions was defined, which included research on the history of hemotherapy and hemorrhoid construction in the state, important facts that occurred in this construction, limits, fragilities, negative points, strengths and potencies identified in the day the day of construction of the history of hemotherapy and of the Public Hemorrhoid in Santa Catarina.

A telephone contact was made to carry out the interviews, firstly, checking the interest and availability for inclusion in the study. After confirming the interest, an interview was scheduled at the place, date and time suggested by the study participant.

Interviews were recorded, recorded and transcribed and then validated by participants. For the validation, a new date and time was set for the reading of the full text or the transcription was sent via e-mail, according to the participant's preference. All requests for inclusion or exclusion were inserted in the final text. The development of the interviews and their respective validations occurred between 2014 and 2015.

The interviews were validated through interviews, analyzing them according to the collective subject's discourse technique⁶ and the results were discussed by studies related to the subject matter investigated here.

The key expressions are understood by the collective subject discourse technique, seizing the central ideas and / or anchorages and constructing the discourse itself. The key expressions are literal transcriptions of part of the statements that allow the rescue of what is essential in the discursive content of the segments in which the testimony is divided. The central ideas are summarized and objective descriptions of the meanings of the key expressions. The anchorages correspond to the expressions that describe the ideologies, values and beliefs present in individual or grouped statements. The discourse of the collective subject is defined as a synthesis discourse, structured by the key expressions present in the statements, which

brings the central ideas or the anchorage with the same meaning or the complementary meaning.⁶

It was defined for the presentation in this article, from the results found, the thematic capture and donation of blood. For the selection of key expressions in the speeches of each participant, we chose to search for part of the testimonies from the words captation and donation. To do so, we used the Microsoft Word Program's search tool, version 2010, for the selection of the testimonial clippings. The findings were discussed based on scientific publications related to the subject matter.

It is noted that the development of this study followed the recommendations of Resolution 466/12 and that the ethical approval issued by the Research Ethics Committee is registered under the CAAE n. 33827114.4.0000.0110.

RESULTS

It led to the definition of the central ideas, by the analysis of the data, constructed by complementary meanings found in the discourses of each participant. They are: "Capturing blood donors: from donated to spontaneous donation" and "Information and education transforming the culture of blood donation".

Central idea - Capture of blood donors: from donation paid to spontaneous - Discourse of the collective subject

Until then, the donation [of blood] was gratified [remunerated] (Daniel Alonso Del Rio), practically, who gave support to the donations were the Armed Forces and the prisoners (Miguel Saturnino da Silva). During this period, he had a service that did not perform any pre-transfusion serological tests, the transfusion tests were extremely flawed or poorly performed [...]. In 1977, [...] a lengthy restructuring began ... slowly ... since the blood bank was seen as one of the last stages of the hospital service, down the hall, in the room that was left over, with the money (Daniel Alonso Del Rio), in the darkest corner of the hospital, in the most horrible place, next to the morgue, and next to that, a line of people with no conditions to donate who ended up giving because people already had that money José Maurício Xavier Carrenho). Gradually, we began to work together, we managed to structure the service ... we brought new things, modified the pre-transfusion techniques, put new serological details, improved the equipment part and put the pre-donation screening [...] (Daniel Alonso Del Rio). The donation culture was still a paid or coerced donation; however, it was replaced after the recruitment workshops of

the Ministry of Health for activities to raise awareness of the importance of blood donation in a healthy, habitual and altruistic way, involving a range of segments of society such as: schools, companies, service clubs, press, churches, prefectures and secretariats, among others. At the end of the 1980s, coordinations were created in the Ministry of Health, one of them being blood and blood products, which began to standardize the area of hemotherapy by establishing criteria for donating blood and other processes involved such as donor recruitment, laboratory analysis and the transfusion procedure (Leatrice Kowalski). In 1988, the first donor recruitment workshop was held in Brazil, planned by the Ministry of Health and held in Brasilia. This workshop brought together representatives from all States in order to establish fundraising actions aimed at obtaining healthy donors and greater security of the transfusion process. The process made it possible to standardize donor recruitment in the state. With the emergence of AIDS and other blood-borne diseases, the Ministry of Health began to invest more resources to purchase equipment and supplies, conduct training of professionals in the area and investments to raise awareness of the population to conscious blood donation. The fact also contributed to compliance with legislation, which is periodically reviewed for greater transfusion safety, minimizing disease risks (Leatrice Kowalski). [...] The habit of giving is something that is very far from us because, what most sensitizes, is when some of our family needs blood ... (Maristela Bedin). So an important fact in the history of hemotherapy was the new spirit of unpaid giving [...] because there was no such vision (Maurício José Carrenho). The execution of new activities, starting with the organization of external collections, allowed the inversion of the profile of the donations to spontaneous. In response to the demand for applications, HEMOSC received, as a donation from the Banco do Brasil Foundation, in 1988, one of the first mobile blood donation units in the country. With it (mobile unit), it was sought the meeting of new donors, which allowed the participation of more people in the process of donation. External collections were planned and organized in advance, with the participation of local leaders, in order to mobilize the population to spontaneous and altruistic donation. In the same way, they were held in companies and schools. (Leatrice Kowalski). It was noticed that there were people who came just to take it. Since every place has well-meaning people and malicious people, the blood donation could not be different (Maristela Bedin). Depending on the political positioning, the political sensitivity of the

moment, there was no money for certain activities, even for the dissemination of funding (Rosane G. Nitschke). But there are projects to seek donors, we have ideas and they exist because they do not depend on resources, it depends on people, the resource comes to add (Mário Zunino). For the way to increase the funding is through education, culture, and continued work (Maurício José Carrenho). Another development was the evolution in all areas, always with a concern to meet the needs improving the comfort to the donors, producing materials for the acquisition, acquiring laboratory equipment for a more rigorous sorting. This history contributed to the HEMOSC being recognized as a catchment service that is a reference in Brazil (Leatrice Kowalski).

Central Idea - Information and education transforming the culture of blood donation - Discourse of the collective subject

Throughout the years, demands for lectures have arisen in order to guide the population about the process of blood donation, its criteria and impediments, as well as the need to be carried out previously, in an altruistic and spontaneous way, to obtain a stock of blood components safe in quality and quantity for the attendance of emergencies [...]. Another important factor occurred in 1993 and 1994, when donor recruitment was supported by an advertising agency for the creation and execution of publicity campaigns and materials. That was when we were able to prove the need for a broader work with the population, with the participation of the media - TV's and radios and the press in general -, bringing credibility and security to the community. With the support of an advertising agency, we were able to reverse the profile of the donation. Spontaneous donations now account for over 50% of donations, once again setting a milestone in the history of hemotherapy in the state. Through communication, we began to provide more information to the population demonstrating the mission of HEMOSC in the community. Today, activities are run in parallel. While one professional is in external collection, another is present in a school (speaking of the School Project), while campaigns are broadcast in the media and all with the same goal of motivating people to blood donation (Leatrice Kowalski) [...]. Because fundraising work is geared towards giving to a larger number of donors and donating more often during the year. The current challenge is more and more loyalty. Indeed, more people in the population are expected to be donors and these donors feel the responsibility of being blood donors by not putting lives at risk or by donating simply by donating or wanting test results, but by being sure are donating

because they have conditions, because they want to help others (Jane Terezinha Martins). [...] The HEMOSC does not only live from the donation of blood, but without blood donation, it does not live. So the work of social service, awareness, making openings in schools, guiding children that blood is a necessity, that blood depends on our willingness to donate, was an increment that HEMOSC was putting, I think this is the basics [...]. Keeping blood donation is still a challenge and, more and more, it is necessary to stimulate donation, since, increasingly, the population grows, the number of accidents increases, the number of blood needs increases and, to date, no we have a substitute for blood, miracle synthetic blood does not yet exist (Teodoro Henrique Briggemann Corrêa).

DISCUSSION

It should be noted that, currently, the Brazilian public blood banks are responsible for the hemotherapy processes, including the process of capturing blood donors. For this collection, it is common to use information, communication and education to raise awareness and awareness of people / population about the relevance of the cause to public health and the importance of altruism.⁷⁻⁸

It is based on the work carried out today in the technical and scientific bases guaranteeing effectiveness and safety for donors and for those who receive the blood components. However, this was an achievement achieved by the efforts and dedication of many, because, as time goes by, the organizational and technological development of the last decades and the precariousness and disregard for health are evident before the 1980s.

It is portrayed by the discourse of the collective subject presented in the central idea "Capture of blood donors: from donated to spontaneous donation", the transformation of the practice of capturing blood donors, previously performed for remuneration, but changed to the spontaneous and altruistic. This transformation took place through the development of knowledge, technology, the institution of norms and new techniques, as well as the qualification, competence and commitment of the professionals who changed the social behavior before the understanding of the meaning of the blood donation.

The discourse refers to gaining benefits as a major influencer for blood donation until the 1980s. Thus, for the recruitment of donors, the professionals stimulated this desire or need. In the present times, information, altruism, empathy, citizenship,

solidarity and social responsibility are determining factors and stimulated in donor recruitment. This stimulus is positive, as this behavior is based on people's concern to contribute to the well-being of society. Moreover, it constitutes a good social conduct,⁹ because it is seen as good moral conduct in society.

The human being is considered to be a gregarious being by nature and, therefore, moved by culture. Thus, moral aspects are great guides in social culture and, in capturing blood donors, these characteristics are explored.

The concern with the safety of blood donation and blood donation is still evident from the speech, and that the advent of AIDS in the 1980s indicated that the development of public health actions needed to be better organized and planned in Brazil.

It is recalled that the drama of viral hepatitis and HIV contamination in the 1980s, largely reflecting the lack of control of hemotherapy activities, led the government to invest in the formation of a public blood rigorous federal legislation, covering the collection of donors, collection, processing and distribution of blood and eliminating the practice of paid donation. Thus, public blood banks were created as government units designed to ensure the quality of services in the area. The introduction of the National Blood Policy in the 1980s prohibited the paid donation and marketing of blood, which was reaffirmed in the 1988 Constitution.⁷

It is noticed that, despite all the development achieved in hemotherapy, the capture is still a stage of the process that requires financial investments and the competent performance of the professionals of the area, because the demand for blood needs is oscillating, blood conservation is limited and there is no artificial blood. Faced with these points and even with the development of medicine and technology, the need for blood is increasing.

It is noticed in this study⁷ that, In 2003, the increase in the number of cases of transplants, surgeries and emergency care also increased the number of transfusions of blood components, increasing the need for donations of blood and blood donors. In this context, the search for donors is hard work, which requires experience and skills, since the donation can not be done by anyone, but by conscious, responsible and healthy donors. Therefore, there is a need for educational strategies that allow the reflection on the importance of blood donation in a conscious and responsible way, where health is a

fundamental requirement for the donation of blood.

Successful blood donors are captured by actions, strategies, projects and educational programs that do not exempt, besides evaluation, the diagnosis of the context in which they are inserted, the planning and monitoring of actions in accordance with the conditions and possibilities of the society involved. However, the myths and taboos that cover the blood donation still persist in the daily life of the population. It is also necessary to demystify the fear of the needle, the pain, the unknown, having to donate always, to thin or thicken the blood, etc.¹⁰ Thus, health education is essential for sensitizing individuals to make them loyal blood donors, ie regularly and repeatedly donating safe blood to those who need blood / blood products.¹¹⁻² Regular donations are of fundamental importance because they are the source of a constant flow of blood.¹³

Several strategies have been developed to demystify these myths and taboos by donor recruitment professionals through actions, projects and programs. The educational work has been carried out in universities, companies, health fairs, science fairs, churches, shopping malls, schools, among other places, through individual or small group approach, clarifies the importance of donating blood and donor loyalty.¹⁰

Information and education are the main points of the central idea "Information and education transforming the culture of giving". The discourse of the collective subject reveals the importance of education and information by transforming the culture of blood donation, people's awareness of the importance of voluntary donation and the quality of blood, which involves security for those who need to receive blood components.

It is worth noting that informing and educating, in the process of capturing blood donors, involves health education, a complex and continuous process that must be started as early as possible. For this reason, the education of schoolchildren in blood collection has been strongly stimulated.

Institutional, personal and political changes of the actions carried out contributing to a society with more autonomy in its social and cultural dimensions.¹⁴

Some recommended strategies for donor recruitment are registered in the Guidance Manual for the Promotion of Voluntary Blood Donation of the Ministry of Health (Brazil), and citizenship and solidarity are the pillars for the work of professionals in this segment.

The following are the recommended strategies.¹⁰

The dissemination program includes the preparation of specific publicity material according to the needs of each region: folders, banners, posters, stickers, flyers, magazines / newspapers, manuals, direct mail, birthday cards (printed and by or by E-mail).¹⁰

It is described, for study, that, for better results in donor recruitment, the influence of predisposition to donation linked to the social group of the donor or potential donor is recommended. Social marketing contributes to the construction of a communication focused on encouraging friends and family to donate as a strategy to increase the number of donors and donations.⁹

The Solidary Enterprise Project is developed through a partnership with the business community. In this project, the objective is the incentive of the employees to take care of their body, with solidarity and with personal and social responsibility.¹⁰

The School / Donor of the Future Project for the education of young people about blood donation is returned, aiming to contribute to the formation of the donor of the future. It is intended to encourage, encourage, and educate students to become donors and / or multipliers of blood donation.¹⁰ Projects with schoolchildren bring information about the importance of early blood donation to this group, which enables awareness of the importance of the donation, causing them to become future donors.¹⁵

It allows, through information and education with schoolchildren, gradual approach with concepts focused on altruism, solidarity, social responsibility, the understanding that donating blood "does not hurt" and donating blood involves social concern, because who needs of blood today may be a stranger, but, tomorrow, it may be you. Having blood available can mean living the other.

The Art of Donation project has the theme of donating blood to schools through scenic art and catharsis, thus facilitating an understanding of the need for blood donation and what is involved in this process, as well as its meaning and benefits.¹⁰

Other proposals that involve the "qualification of teachers of the municipal education network, of multiplier agents for the donation of blood and community health agents" are also recommended. In this suggestion, blood donation professionals bring the knowledge to these people in a critical

and reflexive dialogue so that they become facilitators, multipliers and co-responsible for the process of education for the donation of blood in the community in which they act.¹⁰

It is reiterated that the discourses of the collective subject presented here depart from the portrait of hemotherapy in the State of Santa Catarina/UFSC. In this scenario, the study shows that the highest prevalence is in the 20-29 age group (10.74%), and that the older the age, the lower the prevalence. Between 40-49 years, it is equivalent to 4.34% and between 50-59 years, it is equivalent to 2.01%.¹⁶ These results point out that adult education needs to be expanded, as this age group did not have the opportunity to participate of education at the beginning of schooling. But at the present time of blood need, it is still an age group that needs education and social marketing investments.

It should be emphasized that, even in the face of the progress made, there is still a need for health and education institutions to contribute to the process of "training" citizens by awakening them, through information and education, to the exercise of citizenship and the encouragement of human solidarity.¹

Finally, it is shown by the discourses of the collective subject presented in this article, that the way of living of human beings, blood donors or professionals working in hemotherapy is expressed day by day through their interactions, beliefs, values, images and symbols, which are built in the process of living, and this course has a certain cadence influenced by the duty to be, as by the daily needs and desires that are called the rhythm of life and living. Thus, the daily life of this life, which allowed the construction of the speeches, was not only shown as a scenario, but, above all, showed that it integrates the scenes of living and living together.¹⁷

CONCLUSION

Through the discourse of the collective subject on the history of blood donation and blood donation in the State of Santa Catarina/UFSC, from the 1960s to the implementation and consolidation of the State Public Hemorrhoid, two central ideas were identified in the collection of blood donors : from donated to spontaneous donation and information and education transforming the culture of donation.

Blood donation was mostly reimbursed before the 1980s. With the advent of AIDS and the increase in cases of blood transfusion contamination, Brazilian society felt the need to standardize hemotherapy, and it was forbidden to donate money with the Federal

Constitution of 1988. The specific laws of the area define and redefine the technical regulations of hemotherapy procedures.

Public hemotherapy services were organized under the coordination of the Public Ministry, also with the objective of discussing and implementing donor recruitment strategies in order to win and retain blood donors. In this way, spontaneous, voluntary donation was institutionalized.

It is concluded, in this context, that information and education have become the keynote of donor recruitment, contributing to the transformation of the blood donation culture. Blood donation begins to be discussed with the various segments of society in order to educate and raise awareness of the importance of blood donation in a conscious, responsible and healthy way.

REFERENCES

- Rodrigues RSM, Reibnitz KS, Martini JG, Rosa LM. Impact of education and public policy to blood donors motivation. *Ciênc Cuid Saúde*. 2014; 13(4):739-48. Doi: <http://dx.doi.org/10.4025/ciencucuidsaude.v13i4.21857>
- Santa Catarina (Estado). Decreto n. 272, de 21 de julho de 1987. Dispõe sobre alteração introduzida no estatuto da Fundação Hospitalar de Santa Catarina - FHSC. Florianópolis: Estado de Santa Catarina; 1987.
- Centro de Hematologia e Hemoterapia do Estado de Santa Catarina. Manual da Qualidade da Hemorrede do Estado de Santa Catarina [Internet]. Florianópolis: HEMOSC; 2015 [cited 2017 July 19]. Available from: http://intranet.hemosc.org.br/intranet/hemodoc/arqv_libr/1595.pdf
- Wang JC. A call to arms: wartime blood donor recruitment. *Transfus Med Rev*. 2018 Jan; 32(1):52-7. Doi: <https://doi.org/10.1016/j.tmr.2017.06.004>
- Saraiva JCP. Brazilian Hemotherapy History. *Rev Bras Hematol Hemoter*. 2005 July/Sept; 27(3):156-8. Doi: <http://dx.doi.org/10.1590/S1516-84842005000300004>
- Lefevre F, Lefevre AMC. Discourse of the collective subject: social representations and communication interventions. *Texto contexto-enferm*. 2014 Apr/June; 23(2):502-7. Doi: <http://dx.doi.org/10.1590/0104-07072014000000014>
- Silva AEFA, Pereira JR, Lopes Filho BB. Blood donation: local news coverage and its role in the formation of public opinion. *RECIIS* [Internet]. 2015 Oct/Dec [cited 2017 July 18]; 9(4):1-16. Available from: <https://www.reciis.icict.fiocruz.br/index.php/reciis/article/view/1001>
- Ferguson E. Mechanism of altruism approach to blood donor recruitment and retention: a review and future directions. *Transfus Med*. 2015 Aug; 25(4):211-26. Doi: [10.1111/tme.12233](https://doi.org/10.1111/tme.12233)
- Barboza SIS, Costa FJ. Social marketing of blood donation: an analysis of new donors' predisposition. *Cad Saúde Pública*. 2014; 30(7):1463-74. Doi: <http://dx.doi.org/10.1590/0102-311X001>
- Ministério da Saúde (BR), Secretaria de Atenção a Saúde, Departamento de Atenção Especializada e Temática. Manual de orientações para promoção da doação voluntária de sangue [Internet]. Brasília: Ministério da Saúde; 2015 [cited 2018 June 25]. Available from: http://bvsms.saude.gov.br/bvs/publicacoes/manual_orientacoes_promocao_doacao_voluntaria_sangue.pdf
- Oliveira CA, Oliveira DM, Macedo RP, Santos TS, Rodrigues US. Contributions from the extensionist practice on attracting blood donors for nursing graduates. *J Nurs UFPE on line* [Internet]. 2015 Sept [cited 2018 Feb 01];9(Suppl 8):9413-8. Available from: <https://periodicos.ufpe.br/revistas/revistaenfermagem/article/view/10748/11862>
- Siromani U, Isaac TTR, Daniel D, KG S, Mammen JJ, Nair SC. Recruitment and Retention of Voluntary Blood Donors Through Electronic Communication. *Acta Inform Med*. 2013; 21(2):142. Doi: [10.5455/aim.2013.21.142-142](https://doi.org/10.5455/aim.2013.21.142-142)
- Klug E, Gebka M, Hellig F, Alison M, Townsend B, Naidoo V. Importance of shielding blood donors from harm. *SAMJ S Afr Med J* [Internet]. 2014 June [cited 2018 Feb 01]; 104(6): 389-9. Available from: <http://www.scielo.org.za/pdf/samj/v104n6/03.pdf>
- Rodrigues RSM, Reibnitz KS. Strategies for attracting blood donors: an integrative literature review. *Texto contexto-enferm*. 2011 Apr/June; 20(2):384-91. Doi: <http://dx.doi.org/10.1590/S0104-07072011000200022>
- Vieira GNT, Sousa FES, Barbosa DOL, Almeida PC, Dodt RCM, Teles NS. Clinical triage in the blood donation process: analysis on the refusal of donors. *J Nurs UFPE on line* [Internet]. 2014 Jan [cited 2017 July 18]; 9(Suppl 1):424-30. Available from: <https://periodicos.ufpe.br/revistas/revistaenfermagem/article/view/10355/0>

Rosa LM da, Rodrigues RSM, Nitschke RG et al.

Donor procurement and blood donation...

16. Silva RMG, Kupek E, Peres KG. Prevalence of blood donation and associated factors in Florianópolis, Southern Brazil: a population-based study. *Cad Saúde Pública*. 2013; 29(10):2008-16. Doi:

<http://dx.doi.org/10.1590/0102-311X00174312>

17. Nitschke RG, Tholl AD, Potrich T, Silva KM, Michelin SR, Laureano DD. Contributions of Michel Maffesoli's thinking to research in Nursing and health. *Texto contexto-enferm*. 2017; 26(4): e3230017. Doi:

<http://dx.doi.org/10.1590/0104-07072017003230017>

Submission: 2018/02/20

Accepted: 2018/08/24

Publishing: 2018/10/01

Corresponding Address

Luciana Martins da Rosa
Campus Reitor João David Ferreira Lima, s/n
Bairro Trindade
CEP: 88040-900 - Florianópolis (SC) Brazil