



# XXV Congresso de Iniciação Científica da Unicamp

October 18 to 20 Campinas | Brazil



## THE INFLUENCE OF INFORMATIVE MATERIAL OVER AWARENESS AND OPINION ABOUT ORGAN DONATION ON BRAZILIAN UNDERGRADUATE STUDENTS

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### Abstract

**Objective:** To assess the influence of exposure to informative material on the subject of organ donation and shifts in the trend of answers of undergraduate students to a standardized questionnaire, comparatively to the answers of a control group **Methods:** Both compared study groups received the same 20 multiple-choice questionnaire about one's technical knowledge and opinion about organ donation. Only the experimental group was also granted informative material on the subject. Students were randomly assigned to study groups. An Odds ratio was used to quantify the impact of the informative material on the subject's answers. **Results:** The questionnaire and attachments were e-mailed to 16,675 university students and answered by 895. Mean age was 23 years old. Respondents were mainly female (65% of total). There were differences on the answer pattern of the two groups on 6 out of 13 questions ( $p < 0,05$ ). The experimental group tended to answers that expressed a better technical knowledge of the process of organ donation, as well as a more positive opinion to consenting to organ donation upon death of oneself or family members. **Conclusion:** Differences in the response pattern between the two compared groups indicate that the access to informative material plays an important role in establishing a good knowledge base and favorable opinion on the subject of organ donation.

**Key words:** Organ Donation, Undergraduate Students, Awareness

### Introduction

Literature records on the effectiveness of informative campaigns at shifting opinion and technical knowledge of young adults on regards to organ donation are scarce. This project aimed to assess the influence of exposure to informative material on the subject of organ donation and shifts in the trend of answers of undergraduate students to a standardized questionnaire, comparatively to the answers of a control group to the same questionnaire.

### Results and Discussion

Both study groups were randomly assigned and received the same 20 multiple-choice questionnaire about one's technical knowledge and opinion about organ donation. Only the experimental group was also granted access to informative material on the subject. An Odds ratio was used to quantify the impact of the informative material on the subject's answers.

The questionnaire was e-mailed to 35.878 students, and answered by 895. Mean age of respondents was 23 years old. Respondents were mainly female (65% of total), had parentes that graduated in university (44%), catholic (30%), and never interacted with a family member involved in the process of receiving or donating organs (90%).

There were differences on the answer pattern of the two groups on 6 out of 13 questions ( $p < 0,05$ ). The experimental group tended to answers that expressed a better technical knowledge of the process of organ donation, and a more favorable opinion on the matter as seen on table 1.

**Table 1:** Changes in the answer pattern in one of the questions studied

Question	Odds Ratio	p
Você temeria que um ente querido doador, diagnosticado com Morte Encefálica, possa não estar morto?	0,71158	0,02993
Você se considera devidamente informado sobre o tema de doação de órgãos?	2,2794	1,729E-07
Você temeria que um ente querido doador, diagnosticado com Morte Encefálica, possa não estar morto?	0,566	0,0027347
Você recebe a notícia de que um de seus familiares faleceu no hospital. O mesmo não deixou claro o desejo de doar órgãos. Caso você fosse responsável pelo decido, autorizaria a doação?	0,69398	0,04683
Qual das seguintes fontes de comunicação melhor lhe informou sobre doação de órgãos?	1,6531	0,0016601
Um familiar lhe conta que deseja ser doador de órgãos após a morte, porém não sabe como alertar seu interesse. Como você o aconselharia?	2,1075	1,68E-08

### Conclusions

The differences found in the response patterns of respondents between the two compared groups indicate that the access to informative material plays an important role in establishing a good knowledge base and favourable opinion on the subject of organ donation.

### Acknowledgements

This study has received financial support from the Conselho Nacional de Desenvolvimento Científico e Tecnológico (CNPq)



**Figure 1:** Example of a change in response pattern between studied groups

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