blood centers in 168 countries report collecting a total of 83 million donations. Collections at blood centers vary according to income group [4]. e median annual donations per blood centre is 3100 in the low- and middle-income countries, as compared to 15,000 in the high-income countries [4].

e median blood donation rate in high-income countries is 39.2 donations per 1000 population. is compares with 12.6 donations in middle-income countries and 4.0 donations in low-income countries [4].

Quarter million maternal death in the world and 15% of child mortality in Africa was due to obstetric bleeding and anemia, respectively, in which blood transfusion is always required [5]. However, annually 81 million units of blood are collected all over the world. Despite of this fact, only 27 million are collected in low- and middle-income countries, whereby 82% of the world's population lives [6].

In Sub-Saharan Africa (SSA) out of the estimated need of 18 million units of safe blood per year, merely about 15% were collected [5]. Ethiopia is with high maternal mortality 676/100,000 [7] and high motor accident (among ten top countries in the world) and with a large non immune population for malaria. However, only 24,000 units were collected in 2004 (i.e. 0.3 units/1000 people) and of these 71% were collected from Addis Ababa [5]. is indicates the severe shortage of blood supplies for the vast majority of the population (about 96%) residing outside Addis Ababa [5].

Youngsters are the most potential blood donors in every society and students constitute a huge portion of them. is research focuses on the student's knowledge, attitude and practice towards blood donation among University students may vary by individual, social and demographic characteristics are not well understood. Moreover to our knowledge there have been no studies conducted on knowledge, attitude and practice towards blood donation among University students in Ethiopia.

Methods and Materials

Study setting

e study was conducted from April 5-15, 2014, in Ambo University main campus which found in Ambo Town, West Shoa Zone and Oromiya Regional State in western part of Ethiopia and 125 Kilo meters west of Addis Ababa. Ambo University is one of the pioneer Universities in Ethiopia o ering multidisciplinary elds of study in post graduate, under graduate and continuous education program. It's has 3 campuses including the main campus. e regular students who learn in Ambo University are 10338 in which the number of male students is 7482 and the number of female students was 2856. ere is 9 faculties and 38 departments under the university in academic year of 2013/14GC.

A well-structured validated and pretested questionnaire with 82% repeatability rate was used to assess the knowledge, attitude and practice about voluntary blood donation. Questionnaire consist of three sections; practice, knowledge and attitude. Blood donation practice was assessed through nine questions addressing the nature of donation, frequency of donation, reasons for not donating blood etc. Knowledge part contains 14 questions; knowledge on blood donation was assessed through questions covering bene ts, requirements and restrictions of blood donation. e attitude for blood donation was assessed through ten questions with 'agree' and 'disagree' options. A scoring mechanism was used to understand overall knowledge level; a score of one has given for each correct response and zero for wrong response.

According to this study respondents with all correct response get above the mean value, higher points indicate good knowledge and score less than the mean value indicated Poor knowledge. Based on total score, knowledge level on voluntary blood donation was categorized into good and poor knowledge based mean value.

Respondents with all correct response of agree get above the mean value, higher points indicate above the mean value were considered as had Positive attitude towards blood donation while those who scored below the mean value they were considered as had Negative attitude towards voluntary blood donation.

Practice of blood donation means that the condition in which the study subject was volunteer donated blood regardless of the time and the place of donation before/previously.

Study design

A facility based cross-sectional study design with quantitative data collection methods was employed. e study inclusion criteria were having attended for at least 1

blood donation. P-value of less than 0.05 will be considered to add the variables in the equations in the process of stepwise model at 95% C.I

"goodness of t" for the modelsEven though this study also had a few limitations: is study was facility-based among University students, so that the results were not generalizable to the general population in the community and cause and e ect relation was not assured because of cross-section study deign.

Conclusion

 is study revealed the student's level of knowledge about blood donation in Ambo University is very low; above half (59.6%) of the respondents have poor knowledge blood donation with signi cant predictors of level of knowledge were sources of information, sex, faculty and residence of the study respondents.

 e more than half (52.3%) of the study participants had unsupportive attitude/negative attitude towards voluntary blood donation and factors associated with attitude of study respondents were knowledge of the participants, their family's educational status and academic year respectively.

Final this identi ed that the voluntary blood donation practiced among Ambo University students were very low which was 23.6% with signi cant predictor of voluntary blood donation were: family educational status; types of blood donors, family member receive blood and knowledge of the participants about blood donation respectively. is re ects that KAP of students toward voluntary blood donation were a ected by di e (e)]Tnc6V voo(o)4 ghd-9 (d d1w T* 839n(l s)(P4 g(o)4 g((o)141 Tw 1.50 (u5 (lf (52.3%) o)12 (r)3 (s)5 (s)-en, s)-i1