

# HKU conducts a survey of public opinion on body donation in Hong Kong

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## **Speakers**

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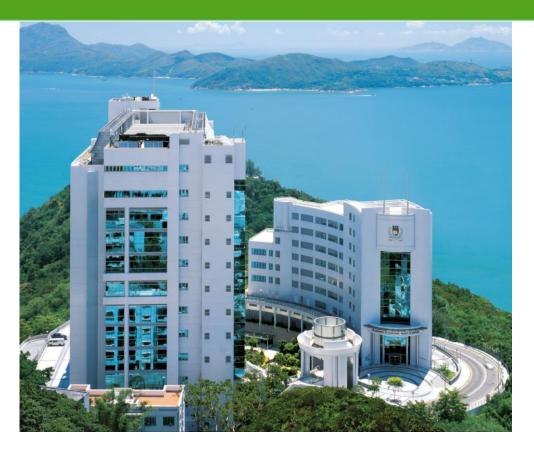
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## **About Body Donation: History**



History of the Medical Faculty: 128 years History of Body Donation: 40 years







For educational purpose: Dissection







For educational purpose: Reflection & Respect







For Medical Research







For Postgraduate training





## **About the Survey**

- Conducted in August 2014
- HKU Public Opinion Programme
- Random telephone survey
- Real interviewers
- Questionnaire developed at HKU

#### **Participants**

- HK residents
- aged 18 or above
- speak Cantonese, Putonghua or English





- 807 participants successfully reached
- 681 participants have heard of Body Donation (BD)
- 638 participants completed the survey
- 348 participants willing to donate





 84% (681/807) of HK residents have heard of BD

• 51% (348/681) of people who have heard of BD are willing to donate





Through what channel(s) have you heard of body donation?	Percentage of respondents
TV or radio	71.8%
Newspapers or magazines	38.2%
Family members or friends	17.9%
Websites	13.6%
Doctors / nurses / other healthcare professionals	7.7%





#### Top 5 motivating reasons:

What are the reasons that motivate you to consider body donation?	Percentage of respondents
I want to help others	81.6%
I want to help medical education and research	68.4%
I think that donated bodies are useful for medical education and research	65.3%
I want to contribute even after death	60.9%
I think that there are not enough donated bodies for medical education and research	46.1%





#### Top 3 hindering reasons:

What are the reasons that discourage you from considering body donation?	Percentage of respondents
I am not certain about how my body will be treated	49.8%
I worry that my body will not treated with respect and dignity	42.2%
My family members and friends disapprove of donating my body	40.3%





#### Found correlated with willingness:

- younger age
- single marital status
- not having dependents
- dissection experience
- willingness to donate organ





#### Found not related to willingness:

- religious beliefs
- gender
- education level
- employment status
- economic status
- history of hospitalisation
- chronic health conditions





## **Key Messages**

- body donation widely known
- Hong Kong people is altruistic
- HKU Body Donation Programme will continue to address the concerns of how donated bodies will be treated with respect
- donated bodies continue to be needed and are extremely important









## **Q&A Session**



# **Sharing session**