



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

Press Conference

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Speakers

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About Body Donation : History



History of the Medical Faculty: 128 years

History of Body Donation: 40 years





About Body Donation: Value



For educational purpose : Dissection





About Body Donation: Value



For educational purpose :
Reflection & Respect





About Body Donation: Value



For Medical Research





About Body Donation: Value



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





Results

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





Results

- **84%** (681/807) of HK residents have heard of BD
- **51%** (348/681) of people who have heard of BD are willing to donate





Results

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%





Results

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%





Results

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 be treated with respect and dignity	42.2%
My family members and friends disapprove of donating my body	40.3%





Results

Found **correlated** with willingness:

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





Results

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