

THE PRODUCTIVITY OF META-NEEDS AND THE FEELING OF PRESTIGE AT THE BLOOD DONOR

A. Bugner, V. Irimia

Blood National Institute of Hematology and Transfusion, Bucharest

One may win a competition, one may win an argument, but one cannot hold his position without certain background and conditions.

In our case, one can determine a person to come and give blood, but one cannot sustain that person as an active donor if one cannot assure the necessary setting and climate.

In the pyramid of needs, Maslow establishes that the human dignity is created by the meta-needs

(meaning ethical needs), which do not find themselves among the primary needs (or deficit needs: the need for water, food, sleep, etc).

Meta-needs appear in time, and they find themselves in an "upper-floor" proportion with the primary needs. Maslow says that the meta-needs are productive though. This means that once you have created the meta-need, you have determined the update of the conditions that nourished it.

In another way of speaking: in order to live the feeling of being proud to be a donor, one has to give blood from time to time.

But in order to do that, one has to have the necessary climate and setting, meaning the place the blood donor is registered into, but especially the way and means he is being registered: the things that are being told to him, the tone of voice these things are being enounced, the general atmosphere and even the subliminal messages.

All the work and all the funds that are being spent are lost if the donor does not leave with the feeling of being proud that he has given blood. This is the main idea for this years WHO slogan for the Donor's day: "Every donor is a hero".