



Blood Drive Chairperson Spotlight

CBCO has thousands of volunteers just like you serving in various capacities throughout the Ozarks. There are so many things we can learn from you. This column is designed to provide that learning forum, while also thanking you for the hard work you do on behalf of area patients.

Sandra Robinson

Fair Grove High School, Fair Grove, MO

How long have you been the blood drive chairperson?

22 years. (Twenty of those years with CBCO.)

What inspired you to be a blood drive chair person?

I helped organize blood drives when I was in high school and I thought it was a very good way to show students how to make a difference in other people's lives.

What do you think your students learn by holding blood drives?

They learn so many things. They learn how to time-manage, they learn how to communicate to community businesses regarding food donation, they learn how to inspire others to give blood, they learn how to motivate others to give of their time, they learn how rewarding it can be to save lives. I think the students that learn the most, though, are the students that give blood. They learn they can save 3 lives by sitting in a chair for 30 minutes, and that it really feels good to do something for someone else instead of just yourself. I have students ask me all the time when the next blood drive is because they are excited to give again, to save lives, to make a difference. That makes this part of my job one of the most rewarding.

How do you promote blood drives?

We put up fliers, create videos that are usually pretty funny, require our organization's officers to recruit two new blood donors, work really hard to get amazing snacks so donors have something good to look forward to! We also have an anatomy and physiology teacher who offers bonus points for donating and if you have ever been in that class, you know you could use bonus points!

We really concentrate on funny videos that make the students laugh and want to be a part of the effort. We also lure students with the fact that they can donate and get some food that is not school lunch!

What, in your opinion, is the most effective way to recruit blood donors?

I really believe that their peers donating blood and letting others know that it isn't that hard and they feel so good about it is the best motivator. I have former students that still donate, and I have former officers that go on to college and help organize blood drives at the university they attend. That is a good feeling to know that they continue to give and participate in community service after high school.

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Coordinating blood drives as a student at Fair Grove High School led to Sandra Robinson becoming the blood drive chairperson once she became a teacher and FBLA sponsor at the school.

Newborn receives multiple transfusions

After losing one child to Rh Incompatibility, Ozark mom Tiffany LaRose is determined not to let it take a second child from her.

"Last year, I lost a baby girl. She was born at 23 weeks," said Tiffany, who was already mother to daughter Serenity and son Braxton when Rylee was stillborn and diagnosed with Hemolytic Disease of the Newborn.

This year, Tiffany welcomed a son, Mack, born 13 weeks prematurely. The baby received the same diagnosis as his sister, along with Newborn and Hypoproliferative Anemia.

Prior to his birth, Mack received 14 blood transfusions at Barnes-Jewish Hospital in St. Louis, due to the procedure being unavailable in Springfield. Since his birth June 10, 2015, at 2 lbs. and 12 oz., Mack has received 13 transfusions in Springfield, with blood from CBCO donors.

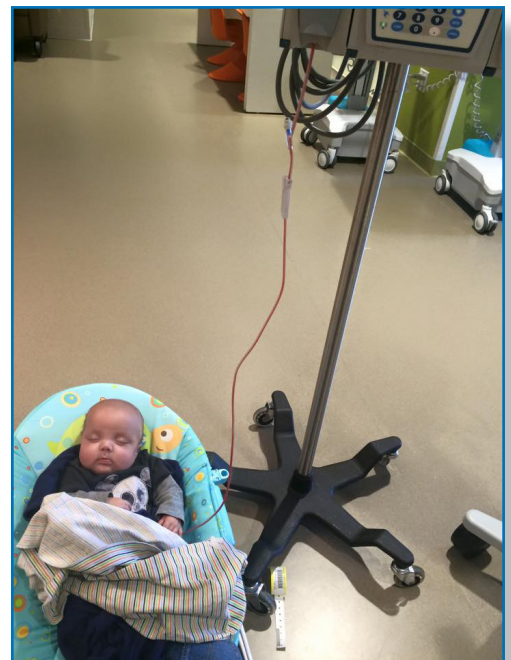
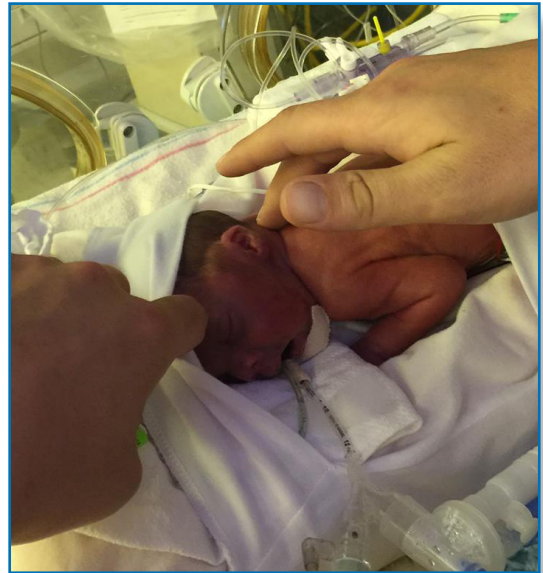
Some mothers with Rh-negative blood who are carrying babies with Rh-positive blood develop Rh Isoimmunization, which can cause the mother's antibodies to attack the baby's Rh-positive blood cells. This is what Tiffany experienced with both Rylee and Mack.

Rh Incompatibility is often prevented with an immunization -- Rho(D) Immune Globulin, also known as Rhogan -- which blocks the mother's body from developing the antibodies that may attack the baby's Rh-positive blood cells. However, the immunization is usually given around the 28th week of pregnancy, and both Rylee and Mack were delivered before that landmark.

Educating others about Rh disease is now Tiffany's passion. "I want to tell the story of, 'Here is this baby and he's sick, so here is how you can help this child. Even if (your blood donation) doesn't go directly to Mack, it will go to someone,'" she said.

Through her Facebook page, "Blood For Mack," Tiffany brings awareness to the disease and to her family's struggle. Her efforts have also brought donors to CBCO, and also encouraged blood donation at centers in other states, in honor of Mack, so that other patients may be helped.

Mack's transfusions have been necessary due to his bone marrow not producing red blood cells. How long Mack will need these transfusions is unknown, Tiffany said. "It could be 6 months or for life."



Top: Born 13 weeks early, Mack weighed just 2 lbs. and 12 oz. Photo courtesy of Tiffany LaRose.

Above: Mack will receive transfusions with blood from CBCO donors until his body is able to produce red blood cells. Photo courtesy of Tiffany LaRose.

Left: Tiffany LaRose with her children Mack, Braxton, and Serenity. Photo: Michelle L. Cramer, On Angels Wings.

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How do you overcome donor objections?

I never push. If they are apprehensive, I explain the donor process, and let them know all the yummy snacks that are available after the donation period, as well as talking to them about the feeling of doing something good for someone else. Most first-time donors come up to me afterwards and tell me how easy it was, and I tell them to make sure they tell someone else who hasn't donated before how easy it is to donate. That motivates others more than anything I could do.

Fair Grove FBLA students attend CBCO's High School Leadership Workshop last September.



Be a part of the Miracle of Giving

It's time for our annual Miracle of Giving blood drive! Participants at all mobile blood drives and donor centers receive 50% bonus LifePoints Monday, December 14, 2015, through Monday, January 4, 2016.

More information available [HERE](#).

Gallon Grad **Get with the program**

Last year's Gallon Grad program was a big success, with 125 students being recognized for their commitment to saving lives. To reach Gallon Grad status, students must donate eight times prior to graduation, which equals one gallon.

As the chairperson of a high school's blood drives, it is vital to share details about the Gallon Grad program with your student committee members and encourage them to spread the word with their classmates.

Students may sign in to CBCO's donor portal to review their account and see how many donations they have made, and plan a strategy to reach eight donations by the time they complete their high school careers.

At the end of the school year, we'll run a report to capture all students who reach Gallon Grad status and then mail those students a certificate, a one-



gallon pin, and an honor cord. Depending on school policy, students may be recognized during your school's end-of-the-year ceremonies.

In the past, students have been disappointed when their schools have not allowed them to wear the honor cords. Why not get a head start on this year's plans by speaking to the appropriate school official to pave the way for approval for students to wear the honor cords? Along with being recognized for academic achievement, what could be worthy of recognition other than saving lives?

Students do need to sign up for the Gallon Grad program in order to be recognized by CBCO. Cards are provided at high school drives, or students may sign up online by visiting www.cbco.org/gallon-grad-program.

Relive the fun of our 2015 Volunteer Appreciation Banquet

If you couldn't make it, we missed you! Peek at photos and video from the Dec. 10, 2015, event on our blog by clicking [HERE](#).

Oh, (if) the weather outside is frightful...

Ice and snow could be in our forecast any day now. Let's be prepared to work together quickly in case your blood drive needs to be rescheduled.

When blood drives must be postponed due to weather, our first priority is to reschedule as soon as it fits into both your schedule and ours, because local patients still need those units of blood.

Please make sure your CBCO blood drive consultant has contact information to reach you outside of the office.

When closed schools, churches, and businesses are reported on local news stations and online, we will be paying attention to see if your location is mentioned.

If your school, church, or business has announced that it is closed, your blood drive will automatically be closed, as well.

Some organizations where we hold blood drives do not list their closings on the news. That makes it even more important for your blood drive coordinator to be able to reach you after hours to find out if a decision has been made about closing. Our crews are often on the road toward your location a few hours before your start time, so if you are closed we'll need to change their plans as soon as possible.

If you are open, we will be there as scheduled. Exceptions to this might be made if rural roads are difficult to maneuver or more bad weather is expected, which might be treacherous for our staff or equipment.

Remember... The need for blood does not take a snow day. Thanks for making our life-saving mission a priority year-round.



By The Numbers

843,661

= Number of miles CBCO vehicles were driven in fiscal 2014-2015

\$3,000

= Grants CBCO awarded to high schools, funded jointly by hospitals, for the 2014-2015 school year

433

= Pounds of used shoes CBCO staff members collected for Sole Food Project

337

= Meals for Ebola patients in Liberia and for malnourished people in the Ozarks, Haiti, and Mexico, provided by the donation of 433 shoes

Get Social! Help spread the word!

Look for "ozarksblood" on

