



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.

Ashlee Rightnowar, Community and Corporate Wellbeing Coordinator, Bass Pro Shops



Ashlee Rightnowar
Bass Pro Shops

What inspired you to be a blood drive chair person?

I am the Community and Corporate Wellbeing Coordinator for Bass Pro Shops. It is part of my job to help the community out, on behalf of Bass Pro Shops, in any way that I can. One of the many ways we give back to the community is by holding three to four blood drives a year for our associates.

How do you promote your blood drives?

Our Blood Drive Consultant provides us with flyers that contain all the information on how to sign up to donate. We post them around the office, as well as email all our associates three times before the actual blood drive to ensure that they remember to give blood. We also like to use some sort of incentive to draw people in. I also use HemaConnect to drive people to sign up online.

What has been the most effective way for you to recruit blood donors?

Our associates here at Bass Pro Shops are important to us. We want to benefit them in any way we can. The most effective way to recruit them is by handing out incentives.

Has there been a moment that made you feel proud of the fact that you hold blood drives?

A lot of the associates here at Bass Pro Shops will participate in all four of the blood drives, no questions asked. I think what makes it worthwhile for me is meeting all of these selfless people and thanking them for all the good that they are doing for our community.

Does Bass Pro encourage employees to get involved in the community?

Bass Pro Shops does encourage our associates to get involved in our community. We have a Manager of Community Affairs who coordinates a lot of volunteer efforts around the Springfield area. Holding a blood drive is always a positive thing to do. It takes a little bit of time to coordinate and recruit properly, but the rewards are well worth it.



Students Set Goals to Donate 1 Gallon

With a new school year just getting into full swing, it's time to let students know about CBCO's Gallon Grad program and remind them to sign up. If you work with high school students, encourage them to visit our website to learn all about the program, which requires 8 donations before graduation.

This is the perfect time to let first-time donors know about the program. They have a lot of information to read and to remember as first-time donors, so a reminder or two would be helpful.

Registering for the program is easy. Students may complete a card at the blood drive and return it to CBCO staff. Or fill out the form on our website, which is available by clicking [HERE](#) or by going to cbco.org, clicking **FACTS**, scrolling down, and clicking the red **GALLON GRAD** within the bullet points.

LifePoints Lift Update

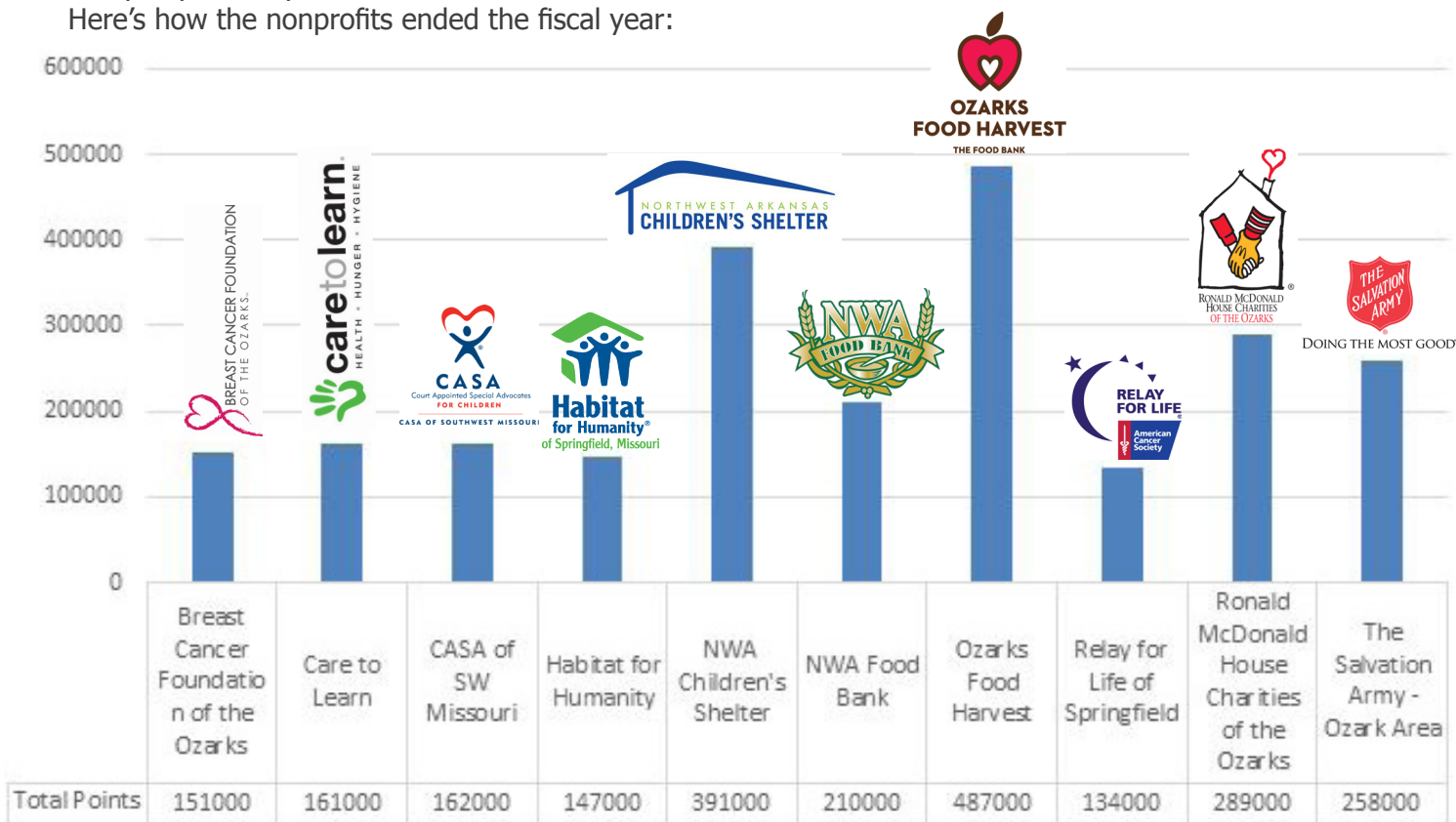
Our LifePoints Lift program just concluded its second fiscal year of operation. We partner with 10 local nonprofit organizations who need assistance from the community in order to continue doing good things. LifePoints Lift gives blood donors an easy way to help more people, without costing them a dime. Donors come in to give blood and, if they are a member of our LifePoints rewards program, they'll see LifePoints deposited into their accounts within seven business days. Rather than redeeming those LifePoints for a treat for themselves, donors may choose one of the 10 nonprofits from the LifePoints redemption area of our donor portal online.

It's as easy as that! We convert the LifePoints to cash and send it to the local nonprofits.

For the 2015-2016 fiscal year, our blood donors "lifted" (donated) more than 2 million LifePoints to our 10 partner agencies.

While we do host special days at our donor centers for our partner agencies to sponsor, there are no special days for donating and giving your LifePoints to one of the LifePoints Lift partner agencies. It may be done any day of the year.

Here's how the nonprofits ended the fiscal year:



Zika Update

With the mosquito-born Zika virus in the news, your donors may be concerned. Here are some of the top questions we have heard, and their answers.

Is CBCO testing blood for the Zika virus?

CBCO is working to implement laboratory testing for Zika on all blood donations by the November 18, 2016, deadline recently set by the FDA.

Has anyone been infected with Zika by receiving a blood transfusion?

As of September 14, 2016, the Centers for Disease Control (CDC) states that there have not been any confirmed blood transfusion transmissions in the United States.

Are we at high risk for Zika in CBCO's coverage area?

As of the FDA's August 26, 2016, statement regarding testing for Zika, we are not at high risk in Missouri, Arkansas, or Kansas. But this situation could change at any time.

Is CBCO turning away any donors due to the Zika virus?

If a donor has traveled outside of the U.S. within the last 28 days, they must wait 28 days after leaving their destination to return to the U.S. to donate blood. Or if a donor has been to one of three counties in Florida – Palm Beach, Broward, or Miami-Dade – they will be deferred for 28 days after leaving that county.

Are people no longer allowed to donate blood if they get Zika?

If someone has been diagnosed with Zika, they will be deferred for 120 days.

For more information from the CDC, click [HERE](#).



We're always looking for great stories to tell, especially from those who have received blood or blood products, and from donors who have powerful stories behind the reasons they give.

You may have heard a donor mention, "I give blood because my (loved one) needed it, so this is my way of making sure it's there for others."

If so, please let us know. We'd love to contact that donor to see if they (or their loved one) would be willing to share their story. It's a great way to inspire others to donate, and save even more lives at the 39 hospitals we serve.

Just send an email to donate@cbco.org. Thanks!

Don't Forget to Follow CBCO

You already tell your friends about the great movie you saw, what's for dinner, or all about your weekend plans via social media, right? Then tell your friends that you're proud to be a Lifesaver, as well.

Click on these icons to go straight to our pages and follow us. You'll stay up-to-date on what's going on at CBCO, learn about our promotions, and see our newsletters as soon as they are published.

Plus you'll be the first to know when we have special needs, to help us avoid reaching critical levels. We'd love to see you share our posts to help spread the word.

It's also a great way to remind everyone about your upcoming blood drives. When you see CBCO post about your blood drive, be sure to share on Facebook, retweet on Twitter, and heart on Instagram. Ask your donors to do the same, and spread the word even more.

See you online!





Laura Winstead

Acute Lymphoblastic Leukemia Mom receives blood and platelets

In 2010, life was running according to plan for the Winstead family of Springfield. Laura was a 28-year-old mom who enjoyed staying home with their 19-month-old son, Ryan, and John was considering enrolling in a Ph.D. program.

Back pain led to Laura seeing several doctors in a row, followed by her general practitioner calling to let her know that her platelet count was very low. Of more concern, though, was an elevated white blood cell count. Her doctor said she needed to check into the hospital for a couple of nights for tests.

"I was admitted to the hospital and immediately put on the oncology floor," Laura said. "Every door we passed had a sign on the outside that read, 'Chemo in progress.' My husband and I just looked at each other as I had a slow realization that, 'We're on the cancer floor.'" A diagnosis came the next day: Acute Lymphoblastic Leukemia (ALL). Treatment began immediately, and lasted for 32 months.

"In the first month of treatment alone, I had approximately 12 platelet transfusions and five blood transfusions," Laura said. "After receiving a blood or a platelet transfusion, I could usually tell a difference by the next day. I would have more energy or bruises would begin to clear up."

Now in remission, Laura and John recently welcomed another son to their family, she is back to work with the American Diabetes Association, and she must visit her oncologist annually for the rest of her life.

Laura appreciates the people who donated the blood and platelets that she received during treatment, and encourages others to give.

"When people asked, 'What can we do to help?' I'd tell them to go give blood. Give platelets. You really are helping."

Bonus LifePoints rewards are coming up!

If your blood drive falls within these dates, donors will receive a 50% bonus on LifePoints. Don't forget to redeem your LifePoints through the donor portal on our website, by clicking [HERE](#).

November 21 - 28, 2016 December 12 - 31, 2016



MYTH BUSTERS

While you're busy asking others to save lives, you're bound to encounter some questions, objections, and downright myths. This regular feature of The Volunteer Beat will arm you with the perfect responses to turn those fence-sitters into donors.

Myth: I can't donate blood because I got a flu shot.

There is no deferral for the flu vaccination. In fact, you may donate blood the same day.

Myth: Enough people already donate blood, so it won't matter if I don't.

Only 5% of the eligible population donates blood. This means 100% of the need is placed on the shoulders — or veins — of those people.

Myth: I fainted last time I donated blood, so I should not try again.

Fainting is rare, and usually caused by a donor not having enough to eat or drink that day. Be sure to eat, and drink a lot of water, and you should be fine.