

Circulator



**COMMUNITY
BLOOD
CENTER
OF THE OZARKS**
not-for-profit organization

A quarterly publication celebrating life through blood donation

Summer 2012

Born on the fourth of July

Bentonville triplets grow, benefit from blood donors

Jack and Erin Ford of Bentonville, Ark., were thrilled when they found out they were going to be parents. A couple of months into the pregnancy, that thrill was heightened when they discovered that they were going to have twins. “We were so excited,” Jack recalls. “We had always talked about wanting two kids and were talking about whether it would be a boy and a girl, or two girls, or two boys. It was wonderful. But God had other plans for us.”

At twenty-one weeks, Erin went in for a regularly scheduled sonogram. That’s when they discovered that they were actually about to be the parents of triplets. The reaction this time from the Fords was very different. “Kind of overwhelming,” Jack said. Doctors immediately became very concerned about the seriousness of the new development. Erin is just a touch over five feet tall, and has a slight build. “It became more about the safety of Erin, the safety of the kids and the likelihood of having them come prematurely.”

It turns out that the concerns were well founded. Twenty-four weeks into the pregnancy, Erin’s water broke. Hospitalized immediately, doctors were able to delay the births for another two

weeks. On July 4th, 2006, Jackson, Joe and Audrey entered the world, weighing around two pounds each.

Over the next several weeks, the three struggled for survival. From the second they were born, there were concerns about oxygen levels, lung development, blood levels. “There was just never a lot of joy,” Jack says. “You don’t have a screaming baby that you get to hold. You’re not supposed to touch them. You have to wear special suits just to be in the room with them. It was just a scary time.”

Each of the triplets received multiple blood transfusions. The blood came frequently at first, replacing blood that would have to be extracted for tests. Jack and Erin counted many dozens of transfusions that took place in the first few weeks of life. Jack sums it up succinctly. “The blood transfusions were absolutely crucial for my children’s survival.”

The challenges have continued for the Ford triplets. Audrey has Cerebral Palsy, but can light up the room with her smile. Jackson suffered some hearing loss, but cochlear implants have vastly improved his abilities and his outlook. “The kids are typical six-year-



The Ford triplets, Jackson, Joe and Audrey (front row l to r) received blood multiple when they were born prematurely in 2006. Parents Erin and Jack are thankful.

olds. For a situation that was pretty unique, the situation now is as normal as can be,” Jack says. “I love coming home to them. We are absolutely blessed.”

“I’m so thankful for blood donors,” Erin says. “Every day I appreciate that people took a short time out of their lives so that my children could be saved.” Jack is thankful as well. “Giving blood is such a selfless act. If I knew who gave it, I would want them to know that they’re not giving life to just my kids. They’re touching parents, grandparents, friends, hundreds of people. It has a much bigger impact than you realize. Thank you.”

Summer blood shortages continue

CBCO has been scrambling this summer to keep up with the needs of patients. For most of the summer, we have been on a Code Yellow Alert for many blood types, including O Positive, O Negative and B Negative. A Code Yellow Alert means that there is less than a two-day supply of blood for patient care.

You can help by stopping by a CBCO Donor Center or mobile blood drive to give your incredible gift. Every five minutes, someone uses blood provided by a CBCO donor. The best time to give is right now.

In this issue. . .

- Bolivar volunteer receives national honor
- Drive coordinator donates time and blood for her daughter
- New CBCO Board members added, officers selected for 2012-13

Volunteer spotlight

Springfield area drive coordinator volunteers to honor her daughter

There are so many great reasons to give blood and volunteer your time to Community Blood Center of the Ozarks. Every drop tells a story. Here's another from Christy Bates, a Blood Drive Coordinator at Stamina Products in Springfield.

"I was twenty-seven weeks pregnant when I developed an e-coli bacterial infection that was threatening the health of my baby. My daughter Bristol was born weighing just under three pounds. Her tiny body couldn't keep up with the blood production that was needed. She was using all of her energy just trying to breathe. The first of two blood transfusions took place one day after her birth.

I think that anytime someone receives blood it's a scary thought, because obviously there has been a crisis that has brought the person to that critical point. But I realized that such a small sacrifice on someone's part had made the difference in whether my child lived or died. I'm just so thankful that someone took the time to donate.

Today Bristol is a beautiful 11-year-old who will be going into the sixth grade. She participates in many school activities, sports and is in the gifted student program. She has a passion for animals and their health, and dreams of one day becoming a veterinarian. We are so very blessed to have this incredibly smart, beautiful and funny girl in our lives.

I've been a drive coordinator for around five years now. I tell my coworkers Bristol's story, and we've actually had several first time donors. I would like to thank everyone who takes the time and effort to donate blood. Even though you might not think donating blood is a big deal, for anyone who has received it, that gift means the world."



Bristol Bates, here with her dog Bernice, was given a 50-50 chance at survival upon her birth. Blood transfusions saved her (she's receiving one on the right, just one day after her birth), and inspired her mom to become an advocate.

Every
DROP
tells a
STORY



Get involved. Tell your story.

- ◆ Go to www.cbco.org
- ◆ Click on the "Every drop" icon near the top of the home page.
- ◆ Read stories. Comment on them. Leave your own story of why you support local patients.
- ◆ Come back often for updates or to comment.

Bolivar volunteer receives national award

Linda Marshall honored by ADRP for years of advocacy, service



2011-12 ADRP President David Graham (left) presents Bolivar's Linda Marshall, (right) with the ADRP Chairperson of the Year Award, Thursday, May 17th in St.

Linda Marshall, a volunteer blood drive organizer from Bolivar, Mo., received the Chairperson of the Year Award from the Association of Donor Recruitment Professionals (ADRP), a nationwide network of blood donation recruiters, during its 2012 annual conference in St. Louis, Mo. in May.

Linda Marshall began organizing blood drives at Southwest Baptist University in Bolivar more than twenty years ago. Her philosophy is simple: Engage the students with the message of making a difference for others. And the students at SBU have responded with more than 500 rolling up their sleeves to give blood each year.

Linda also organizes community blood drives among six local churches. Through the years, Linda has developed a strong team of volunteers to help make sure that every donor feels appreciated for sharing their good health with others. She actively recruits new blood donors and volunteers from the community and university to ensure that the program is sustained.

Linda is active at every single drive, working the canteen area, serving food, helping monitor for reactions, and personally thanking each donor. This personal touch has given donors a real connection with the SBU and Bolivar-area blood programs.

In 2008, Linda joined the CBCO board of directors and is currently serving her second three-year term. Since becoming a chairperson for the CBCO in 1995, more than 7,000 units of blood have been donated at drives in which Linda has been directly involved. Her tireless commitment to patient care in her service area has had a tremendous impact on countless lives. CBCO congratulates Linda on her award and thanks the hundreds of volunteer drive coordinators for their tireless efforts on behalf of local patients!



Area high schools honored for saving lives

Four \$1000.00 grants awarded for drive participation, growth

Four area high schools are receiving \$1,000.00 grants for outstanding accomplishments during the 2011-12 school year through CBCO's Students for Life program. The primary purpose of the program is to provide recognition and scholarships to high school blood donors and to nurture within young people a lifetime commitment to blood donation.

Throughout the school year, area schools challenge each other by competing in participation categories to qualify for the grants. 2011-12 winners include:

- ◆ Kickapoo High School, Springfield, MO – Most donors during school year (659)
- ◆ Green Forest High School, Green Forest, AR – Most improved participation rate (up 222%)
- ◆ Kingston, High School, Kingston, AR – Highest participation percentage of eligible donors (tie)
- ◆ Hermitage High School, Hermitage, MO – Highest participation percentage of eligible donors (tie)

One additional grant will be awarded at the end of the summer for "highest participation rate during summer blood drives."

The grants may be used in any way that the winning school chooses. Most often, the awards are used to purchase items not covered in a typical school budget. Some examples of past uses include video boards, playground equipment, yearbook purchases and even donations to area charities.

Area high schools play an important role in the health of the community. 149 area high schools hold blood drives with CBCO, resulting last year in nearly 23,000 blood donations.

One big blood drop

Hundreds of volunteers gathered at CBCO's Campbell headquarters in Springfield on June 14th to celebrate World Blood Donor Day. The day has been set aside by the World Health Organization since 2005 to recognize and thank volunteer blood donors, and to draw attention to parts of the world where an ample supply of blood is not a given.

Activities at the Campbell Center included the formation of a human blood drop (pictured), a BBQ lunch, open house tours and, of course, a blood drive.



Blood Briefs

CBCO Board of Directors adds new members for 2012-13

For the new fiscal year that began July 1st, CBCO congratulates new officers and welcomes two new members to the organization's Board of Directors.

Nicholas Mebruer of Lebanon, MO was selected as the Board's Chairman, while Margaret Janssen, M.D. of Joplin, MO will serve a term as Vice-Chair. Michele Stewart of Rogers, AR will serve as Secretary, with Dave Puckett of Springfield, MO assuming the role of Treasurer.

New board members include Nick Burlison and Randall Ganz, both of Springfield. They replace Sterling Huff and Todd Sherman, whose terms expired June 30th.

The CBCO Board of Directors oversees all aspects of the organization. They are all volunteers, selected for their extensive knowledge of the region and the area's blood needs.

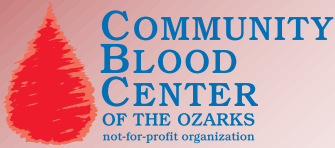
Double Red Cell donations now available on selected mobile blood drives

The next time you visit a CBCO blood drive, you may be asked to "Double Up for Life." That's the name of a process by which blood donors may give two useable donations of red cells during one blood drive visit.

A double red cell donation is taken through a special instrument that separates the components of whole blood, retaining the red cells while returning the platelets and plasma to the donor's body. There are many advantages to double red cell donation. You retain most of your fluids, feeling better after your donation. The needle is smaller. And although the donation takes around fifteen minutes longer than a whole blood donation, a donor will not need to give again for sixteen weeks, instead of the usual eight.

Double red cell donations will help CBCO collect needed specific blood types more often, helping us to maintain a balance of inventory levels. The new technology represents yet another way that CBCO is responding to the needs of patients better than ever before!





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Upcoming Events . . .

Bleed Blue Thursday Blood Drive, July 19th

Fans of the Northwest Arkansas Naturals baseball team will love this event. Participants at either CBCO Arkansas Donor Center in Springdale or Bentonville will receive a custom t-shirt, two tickets to a Naturals game and free ballpark food at the drive! Register to win other great prizes as well, including autographed Naturals gear or even the chance to throw out the first pitch at the game!

Red Tuesday Blood Drive, July 24th

Join us at Springfield's Campbell Donor Center for the largest one day drive of the year! Participants in this eighth annual event receive two tickets to a Springfield Cardinals game, a custom t-shirt with Redbirds logo, along with free food from Hardee's. You'll also have the chance to win other great prizes, including autographed Cardinals gear!

Chiefs vs. Rams Challenge of the Fans XIII Blood Drive August 21 thru 24

Gear up for the NFL season by bleeding for your favorite team during this great event at all Springfield and Joplin CBCO Donor Centers. Participants receive a team logo t-shirt and can win autographed NFL gear!

Our mission is to provide a quality blood supply, in a timely manner, at the lowest reasonable fee, while remaining accountable to the local community, blood donors and health care providers.

Five convenient CBCO Donor Centers near you!

Springfield
Reser Center - 2230 S. Glenstone
Campbell Center - 220 W. Plainview

(417) 227-5000 or 800-280-5337

Monday - 8 am to 3 pm

Tues., Wed. & Thur. - 11 am to 6 pm

Friday - 8 a.m. to 3 p.m.

Saturday - 7 am to 2 pm (Campbell only)

Joplin - Northpark Mall
101 N. Range Line Rd.

(417) 626-8323 or 866-401-5143

Hours: Mon. thru Fri. - 11 am to 6 pm

Springdale - 3503 S. Thompson

(479) 927-1200 or 866-401-5144

Hours: Mon. thru Thurs. - 11 am to 6 pm

Friday - 8 am to 2 pm

Bentonville - 1400 SE Walton Blvd.

(479) 464-2506

Hours: Mon. thru Thurs. - 11 am to 6 pm

Friday - 8 am to 2 pm

