



CIRCULATOR

A quarterly publication celebrating life through blood donation

Spring 2017

Emergency C-section Leads to Blood Transfusions

Twenty hours into labor, Erin Fers (pronounced Fears), of Marshfield, learned her baby was large enough that a natural delivery was no longer an option. She would need to undergo an emergency Cesarean section. Along with feeling joy when she and Chance Lafferty welcomed Lillian into the world on October 5, 2010, Erin felt incredibly weak. But since this was her first baby, her initial thought was to assume this was normal.



The birth of her first child led to Erin Fers needing a blood transfusion.

She did realize she had lost blood during surgery. "I was all drugged up, but I remember there was a lot of blood on the delivery room floor. Once the baby was out, they pulled the cover down and I looked around. I remember blood being all over the doctor and everywhere. They said I lost more than half of the amount of blood in my body," Erin said.

After making the move from the delivery room to a hospital room, Erin was enjoying getting to know her baby. She sat in a chair, feeding her daughter, while continuing to grow weaker. She needed help taking care of the baby, and didn't have the energy to eat.

"A nurse said, 'You can't keep feeding her. It's making you weak.' I wasn't in my room for very long before they said I needed a blood transfusion." Erin responded by saying she didn't really want to get a transfusion. "I don't know why I said didn't want to. I think I was just scared."

Also scared at this point was Erin's mother, April Fers. "Erin had become so pale and so weak that she couldn't even lift her arm. She barely had the energy to talk," April said. "I was so worried that something was going to happen to her. She had just had this little baby who needed her."

Erin, whose iron had always been too low for her to donate at Marshfield High School blood drives, received two blood transfusions before leaving Mercy Hospital in Springfield. "With the second one, I started to get my color back and started feeling a little bit of difference," Erin said. It took about a week for her to begin feeling like her energy level was returning.

Lillian is now six years old, attends kindergarten, and is a talented artist. Erin and Chance's family grew three years ago with the addition of a son named Kairo. "I was terrified the second time because I had so many issues the first time," Erin said of facing another C-section. *(Continued on page 4)*

FAST FACTS:

A Cesarean birth (or C-section) is the delivery of a baby through incisions made in the mother's abdomen and uterus.

American Congress of Obstetrics and Gynecologists

1 to 6 women per 100 require a blood transfusion when delivering via C-section.

American Pregnancy Association

32% of all U.S. deliveries were by Cesarean in 2015 (the most recent data available).

Centers for Disease Control and Prevention's National Center for Health Statistics

Mothers within the age group of 18 to 24 had a C-section rate of 26.8% of all U.S. deliveries from 2010-2015.

Blue Cross Blue Shield

SAVE THE DATE

High School Leadership Workshops

If you're one of our high school chairpersons, you'll soon receive an email with details to register your students for a half-day Leadership Workshop coming up in September. Please be sure to register NOW, before the end of the school year, to make sure registration does not slip your mind over summer break. If you're a high school student, be sure to remind your sponsor to register your group so you'll be part of the fun!

Students will learn skills that they will use throughout their educations and even into their careers. Skills such as planning, goal-setting, recruiting, teamwork, philanthropy, communication, and marketing. The student groups who attend our workshops become the most successful in terms of meeting their donation goals, seeing first-time blood donors, and having a positive experience.

We look forward to seeing you at one of these CBCO High School Leadership Workshops:

Tuesday, Sept. 12, 2017 – Joplin, MO, at Freeman Business Center

Wednesday, Sept. 13, 2017 – Lebanon, MO, at Lebanon-Laclede County Library

Thursday, Sept. 14, 2017 – Bentonville, AR, at NWACC

Tuesday, Sept. 19, 2017 – Springfield, MO, at CBCO

Wednesday, Sept. 20, 2017 – Springfield, MO, at CBCO

Thursday, Sept. 21, 2017 – Mountain Grove, MO, at First Freewill Baptist Church

Social Media Tip:

Share Your Upcoming Blood Drive on Facebook

Looking for a way to help boost your blood drive's attendance? Share the details on Facebook!

If your organization has an official Facebook page, get in touch with the person in charge of maintaining that page a couple of weeks before your blood drive. Ask what he or she needs for you to provide (usually the text that you would like to share and a .jpg image of your blood drive poster).

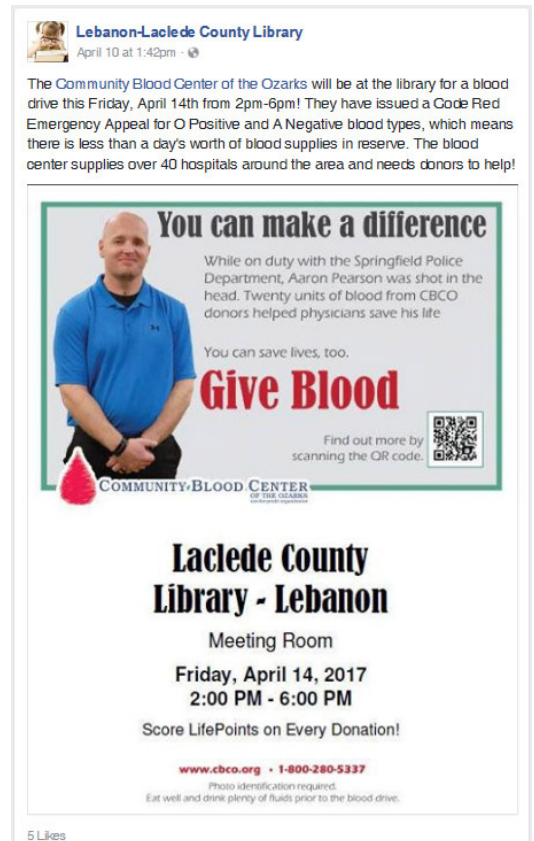
Share your blood drive information on Facebook a week before it is scheduled ("It's a week from today!"), the day before it happens ("We'll see you tomorrow!"), and the day of the event ("Today is blood drive day!").

Be sure to tag us so we'll see the post and share it. Tag us by typing **@OzarksBlood** when uploading the post to Facebook.

If your blood drive is open to the public, share that information on your post so that others will feel welcome to stop by and donate. Include a link to sign up so interested parties can make an appointment to give blood.


On the day of your event, share photos of donors, along with a reminder of the blood drive's location and hours. Even if your blood drive is not open to the public, this is a great way to let everyone know how much your organization cares about the community.

Need help writing a blurb to share? We'd be happy to help! Get in touch with Jill at slackj@cbco.org. See you on Facebook!



Lebanon-Laclede County Library
April 10 at 1:42pm · 🌐

The Community Blood Center of the Ozarks will be at the library for a blood drive this Friday, April 14th from 2pm-6pm! They have issued a Code Red Emergency Appeal for O Positive and A Negative blood types, which means there is less than a day's worth of blood supplies in reserve. The blood center supplies over 40 hospitals around the area and needs donors to help!



You can make a difference

While on duty with the Springfield Police Department, Aaron Pearson was shot in the head. Twenty units of blood from CBCO donors helped physicians save his life.

You can save lives, too.

Give Blood

Find out more by scanning the QR code.

COMMUNITY BLOOD CENTER OF THE OZARKS

Laclede County Library - Lebanon

Meeting Room

Friday, April 14, 2017
2:00 PM - 6:00 PM

Score LifePoints on Every Donation!

www.cbco.org · 1-800-280-5337

Photo identification required.
Eat well and drink plenty of fluids prior to the blood drive.

5 Likes

Promotions & Events

Saturday, May 20

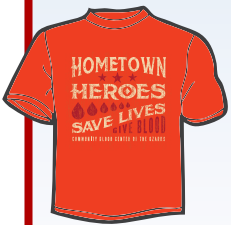
Stomp the Blues Out of Homelessness concert in Thomson Donor Center parking lot. Our donor center will be open from 7:00 a.m. to 12:00 p.m.

Friday, May 26

Holiday Hero Blood Drive – First of 2 sign-up opportunities. Donor centers only. Commit to 3 donations during specific dates. Complete all 3 and get 3,000 bonus LifePoints.

Monday, May 29

Memorial Day – All CBCO donor centers and mobile blood drives will be closed.



Thursday, June 1 – Monday, July 31

It's Summer T-shirt season! Participants at all CBCO donor centers and mobile blood drives receive CBCO's limited edition Summer T-shirt.

Tuesday, June 6

Bleed Blue – Our 10th annual Bleed Blue blood drive at our Bentonville and Springdale donor centers, with prizes, free baseball park food, and Arkansas Naturals T-shirts.



Monday, June 12 – Sunday, July 9

Salute a Veteran blood drive at all CBCO donor centers and mobile blood drives. Free summer T-shirt for all participants.

Thursday, June 29 & Friday, June 30

Holiday Hero Blood Drive – Second of 2 sign-up opportunities. Donor centers only. Commit to 3 donations during specific dates. Complete all 3 and get 3,000 bonus LifePoints.

Monday, July 3

Movie Mania Blood Drive – Participants receive 1 Fandango movie ticket. Donor centers only.

Tuesday, July 4

All donor centers and mobile blood drives are closed to observe Independence Day.

Monday, July 10 – Tuesday, July 11

13th annual Bleed Red blood drive at Springfield and Joplin donor centers. Prizes, free baseball park food, and free Springfield Cardinals T-shirt for all participants.



Take a Stand Against Fraud

Got confidential documents? We've got a way to help you safely get rid of them.

The parking lot of CBCO's Thomson Donor Center, 220 W. Plainview Road, in Springfield, will be the setting for the AARP Shred Fest. AARP, CBCO, and CU Community Credit Union have partnered to offer this free service from 9:00 a.m. to 12:00 p.m. Saturday, April 29.

Gather your sensitive documents that need to be shredded (up to two bags or boxes per vehicle), and each attendee will receive a coupon for a free "Wake Up and Be Awesome" travel tumbler. To redeem your coupon, donate blood that same day. Our donor center will be open 7:00 a.m. to 1:00 p.m. The shredding truck will safely and quickly shred your sensitive documents when you drop them off. Commonly targeted documents include government documents with personal information, credit card or banking statements, and medical bills.

For more information about this event, email aarpmo@aarp.org.



You don't follow us on social media?
Click an icon and start following
us today!



Two ALL Survivors Receive Blood, Platelets from CBCO Donors

Patients who need blood and platelets from CBCO donors come in all shapes, sizes, and ages. They have many types of illnesses and injuries, as well. Two very different patients recently needed blood and platelets to combat the same disease.

Our Fall 2016 issue of Circulator (click [HERE](#)) featured the story of Laura Winstead, a Springfield, MO, mother of two who survived Acute Lymphoblastic Leukemia. This disease, which usually affects children, took Laura down a 32-month course of treatment before she was declared to be in remission. Part of that treatment involved receiving blood and platelets from CBCO donors. "Not only do you recognize the need, but you take the time out of your busy schedule to do something about it," Laura said as she expressed appreciation for CBCO donors.

We recently met another ALL survivor, Mia Dalton. Mia was diagnosed prior to her third birthday. The Dalton family, of Kirbyville, MO, celebrated Mia going into remission after just 30 days of treatment, but learned she faced two years of chemotherapy to prevent the cancer from returning.

Like Laura Winstead, Mia needed blood and platelet transfusions, many of which came from CBCO donors. As of March 2017, Mia had received 19 blood transfusions and 25 platelet transfusions.

Mia turned four in March and, after a rough patch that required hospitalization, she is now in maintenance, continuing oral chemotherapy, taking on physical therapy, and preparing for preschool. Her family anticipates treatment ending around July 2018. "People don't realize that she depends on those donations to survive," said Jessica Dalton, Mia's mother. "She would have died without them."

Thank you, CBCO donors, for making a difference in the lives of Laura, Mia, and countless other patients in the 40 hospitals we serve in southwest Missouri, northwest Arkansas, and southeast Kansas. Your donations mean the world to these patients and their families.

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.



Blood Transfusion Helps First-Time Mother

(Continued from page 1) However, there were no complications. "Kai's birth was super easy," she said.

Although Erin had been unable to donate blood in the past, the blood was there when she needed it thanks to generous CBCO donors. "Not everyone can give blood. Like me, for example. But there are people, like me, who need it. When you're in that situation, you're thankful that somebody did give blood," she said.

Erin, now 24, is working on general education requirements at Ozarks Technical Community College with a goal of a nursing degree, and is an assistant manager at Starbucks on OTC's Springfield campus. She is looking forward to a career in the healthcare field so that she can help others.

One of the happiest days of her life came way too close to being the last day of her life. "I could have died that day," Erin said. "If I wouldn't have received blood, who knows? I'm super thankful to the donors, because it saved my life."



Four convenient CBCO Donor Centers near you!

**Springfield
Thomson Center - 220 W. Plainview**
(417) 227-5000 or 800-280-5337
Monday through Friday - 7 am to 7 pm
Saturday - 7 am to 1 pm
Sunday - 9 am - 3 pm

**Joplin - Northpark Mall
101 N. Range Line Rd.**
(417) 626-8323 or 866-401-5143
Monday through Friday - 11 am to 6 pm

Springdale - 3503 S. Thompson
(479) 927-1200 or 866-401-5144
Monday through Thursday - 11 am to 6 pm
Friday - 8 am to 2 pm

Bentonville - 1400 SE Walton Blvd.
(479) 464-2506
Monday through Thursday - 11 am to 6 pm
Friday - 8 am to 2 pm

