



CIRCULATOR

A quarterly publication celebrating life through blood donation

Summer/Fall 2018

Newborn Requires Blood Due to Complications

Jessica Bower's face lights up when she talks about her son, Joshua. "He is so strong-willed. He's such a joy. He's an amazing human being," she says of the smiling boy who she and husband Jamie welcomed into the world August 6, 2017. "Can you believe it? We get to experience the rest of our lives with him. People saved our son's life and we're forever thankful for that."

The people she referenced were many individuals working together, including doctors and nurses at Cox Hospital in Springfield, and anonymous

volunteers who gave blood at Community Blood Center of the Ozarks. That blood was on the shelves, ready for doctors to use, when in an instant the calm birth the Bowers had hoped for turned into chaos due to a rare condition called velamentous cord insertion.

Two days past her due date, Jessica and Jamie were at home where she had been experiencing Braxton-Hicks contractions. "I had a very easy, lovely, exciting pregnancy," Jessica said, adding that no tests had come back with anything to indicate there might be a problem. She went to bed feeling the baby being quite active.

"I said out loud, 'Buddy, if you're going to move around that much, you might as well break my water.' Literally five minutes later, I felt my water break," she said. In the middle of the night, Jamie took his wife to the hospital where she was immediately admitted.

"Everything checked out. Fetal heart rate was good," Jessica said. Later, while sitting on a birthing ball, Jessica noticed the fetal heart rate had dropped. "That's when everything changed. I stood up from the birthing ball, looked down, and I knew that blood wasn't supposed to be there. I looked up at Jamie and we both thought, 'Oh, no.'"

The room instantly filled with people, some trying to explain to Jessica what was happening. She assumed the blood was her own. She remembers thinking that she was going to die and their baby wouldn't make it. In the midst of the confusion, she recalls feeling scared but calm. She was wheeled into the stark whiteness of an operating room where,

(Continued on page 4)



FAST FACTS:

What is velamentous cord insertion?

Normally, the blood vessels of the baby run from the middle of the placenta via the umbilical cord to the baby. Velamentous insertion means that the blood vessels, unprotected by Wharton's jelly, traverse the membranes before they come together into the umbilical cord.

The umbilical cord inserts on the placental mass in about 99% of cases. The insertion site may vary from the center of the fetal surface to the border of the placenta. The term velamentous insertion is used to describe the condition in which the umbilical cord inserts on the chorioamniotic membranes rather than on the placental mass.

Therefore, a variable segment of the umbilical vessels runs between the amnion and the chorion, losing the protection of the Wharton's jelly.

The incidence of this condition is about 1.1% in singleton pregnancies and 8.7% in twin gestations. In twin pregnancies it is higher in monochorionic placentation or when the placentas are fused than when the placentas are non-fused. The incidence of velamentous insertion is even higher in early pregnancy; in spontaneous abortions it has been estimated to be 33% between the 9th and 12th weeks and 26% between the 13th and 16th weeks.

SOURCE: International Vasa Previa Foundation
<http://www.vasaprevia.com>

Experience the Miracle of Giving This Holiday

Our 24th annual Miracle of Giving Blood Drive is scheduled for December 10, 2018, through January 6, 2019, at all four of CBCO's donor centers and mobile blood drives.*



Participants in our Miracle of Giving Blood Drive 2018 will receive this free long-sleeved T-shirt to let everyone know that you're proud to help patients at 40+ hospitals in southwest Missouri, northwest Arkansas, and southeast Kansas.

The need for blood doesn't take a holiday... neither does the need for blood donors. That's why CBCO is looking for dedicated blood donors to participate in Miracle of Giving. We know that life gets hectic over the holidays, but what better break from the holiday rush than to lie back and know you are helping save a life?

Because blood is perishable (it has a 42-day shelf life), it is important that we maintain adequate reserves at all times. The holidays present a special challenge, not only because of competing activities during the season, but also because schools are out of session. High school and college age donors give more than one-third of the blood supply used in our community. So you are needed even more during the long holiday season!

For links to schedule your appointment, visit <http://www.cbco.org/miracle2018>.

Make a miracle happen by donating during CBCO's Miracle of Giving Blood Drive 2018!

* High school, college, and university blood drives will receive the promotional T-shirt displayed on their blood drive posters.

Bleed Red and Bleed Blue Continue to Break Records

In July, we held our 14th annual Bleed Red Blood Drive! We hit an all-time record for both participants and donations at both our Springfield and Joplin donor centers. Bleed Blue was held June 5 in Bentonville and Springdale.

- 1,335 donors registered at Bleed Red, surpassing the previous record of 1,291 set in 2017
- 323 donors registered at Bleed Blue

We received:

- 1,085 donations at Bleed Red
- 265 donations at Bleed Blue



A great big "Thank you!" goes out to our amazing donors, volunteers, sponsors, and staff!

Meanwhile, if Bleed Red or Bleed Blue are the only times you donate each year, please consider coming back more often. Each day at the 40+ hospitals we serve in southwest Missouri, northwest Arkansas, and southeast Kansas, there are patients in need of YOUR blood type. CBCO must receive approximately 230 units of blood from volunteer donors each day to continue to meet the needs of those patients.



Bleed Blue – Bentonville & Springdale
Tuesday, June 4, 2019

Bleed Red - Springfield
Monday, July 8, 2019
Tuesday, July 9, 2019

Bleed Red - Joplin
Monday, July 15, 2019
Tuesday, July 16, 2019

Annual Banquet Recognizes Universal Donors

Bass Pro Shops' White River Room in Springfield was the scene of our third annual U-Donor Banquet, held Friday, October 5, 2018. While we would love to be able to invite all of our donors to dinner, space and finances prevent us from doing so. In order to be invited to this event, you must have been:

- An O Negative donor who made four or more donations between July 1, 2017 – June 30, 2018.
- An AB Plasma donor who made at least six apheresis plasma donations between July 1, 2017 – June 30, 2018.

This was the second year that AB Plasma donors were included.

There is plenty of time to make sure you receive an invitation for yourself and a guest next year. You must be:

- An O Negative donor who makes four or more donations between July 1, 2018 – June 30, 2019.
- An AB Plasma donor who makes at least six apheresis plasma donations between July 1, 2018 – June 30, 2019.

Our Universal Donors aren't the only CBCO donors who receive special recognition throughout the year. Donors who reach the 20-gallon level are inducted into CBCO's Hall of Fame each spring and all Hall of Fame members are invited to our annual Celebration of Life Banquet. Other recognition for CBCO donors includes pins to mark gallon milestones, LifePoints rewards, and various promotional items including T-shirts. CBCO volunteers are recognized at a banquet held each December, as well.



Why Do You Donate? 89-Year-Old Gives 700 Units at CBCO

Years ago when Jessie Dishman contemplated how he might spend his retirement, his wife Irene already had a plan. She wanted to make regular blood donation with her husband a habit. How did she ask him to donate blood with her? "She ordered me to. You know how you women are," Jessie said with a mischievous grin.

The pair donated blood side by side at CBCO for about seven years until Irene stopped due to health reasons. Jessie continued donating, but switched from whole blood donations to apheresis.

When Irene passed away in 1989, Jessie continued the habit that had meant so much to her. He donated until his own health issues prevented him. At

the age of 89, Jessie still lives on his own, drives his own truck to town, and he has donated more than 700 units making him a member of CBCO's Hall of Fame.

"I was raised that you help people when you can," Jessie said. "This is my way of helping. I ain't got no money, but this makes you feel good."

Several people in Jessie's life have needed blood over the years. While there isn't one that stands out as the single reason he continued to donate, there was a "What if?" that helped motivate him.

"My wife said, 'If one of our kids was lying up there in the ER and needed blood, what would you think?'"



Save time when you donate blood!

Answer your questions before you arrive to the blood drive or donor center using a smartphone, tablet, or computer on the same day you donate.

Go to www.cbco.org/quickpass for more info.

(Continued from page 1) instead of the unmedicated birth she and Jamie had planned to experience together, she was knocked out for an emergency cesarean section.

Joshua was born in the middle of the night, and received infant resuscitation in the delivery room. He

also received a blood transfusion. It was Joshua's blood that had been lost in the labor and delivery room, not Jessica's.

"He was basically lifeless, white. He had a heartbeat, but it was light. He was on the brink," she said.

Joshua spent his first 10 days of life in the Neonatal Intensive Care Unit. For a while, the Bowers were unsure of whether Joshua had endured any damage to his brain or might face any long-term challenges. "Even when I was brought out of anesthesia, I didn't really understand the weight of the issue. I didn't understand that he was still clinging to life. That he almost died. I thought at first they were just monitoring him," Jessica said.

Months later, you would never guess that this happy, active boy had been through so much. "Joshua is amazing," Jessica said. "His neurologist has said it's as if nothing happened to him. He's met all of his milestones."

"He was basically lifeless, white. He had a heartbeat, but it was light. He was on the brink,"

—Jessica Bower

When she reflects on the night her son was born, Jessica is thankful for many things. Thankful for the fact that she and her husband lived close to the hospital so no time was wasted. Thankful for a nurse who sprang into action when the blood appeared. Thankful for Cox Hospital's level 3 NICU. And thankful for CBCO's blood donors.

"We will never forget the role they played in my son's life and in our lives. That simple act of donating, of sharing, it has impacted us in such a way that it's hard to wrap your mind around," she said.

If potential donors are apprehensive about giving it a try, keep Joshua's struggle in mind. "He was so brave," Jessica said. "He had tubes coming out of him. He had monitors. He's had needles stuck in him and pricks and shots. He's had to go through so much." The discomfort that blood donation might cause for just a few minutes could mean the life a loved one to a family.

"I don't know how we made it through that time, but we did," Jessica said. "We were at the very edge of our story being a very different story to tell for the rest of our lives."

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.

December 24 & 31

Only at CBCO's four donor centers.

Go to www.cbco.org for info and to schedule your appointment.

Special Holiday Hours

Springfield
7 a.m. - 3 p.m.

Joplin
10 a.m. - 3 p.m.

Arkansas
7 a.m. - 3 p.m.



All participants receive one FREE movie pass* and a long-sleeved shirt!

* Fandango promotional code up to \$8.00 total value.



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

