



CIRCULATOR

A quarterly publication celebrating life through blood donation

Spring 2019

Bleeding Ulcers Send Army Veteran to ER

As an over-the-road truck driver, staying on schedule is vital for Teddy Fleck of Springfield, Missouri. A normal work week might cover about 2,800 miles of interstates and highways as he makes sure loads are delivered where they need to be on time. "The majority of products we consume end up on the store shelves thanks to the trucking industry," he said.

That sense of responsibility and work ethic led him to set his discomfort aside one night about five years ago as he had driven to eastern Kansas to pick up a load and bring it back to Springfield. "I was getting flu-like symptoms and I felt weak," he said. A trip to the restroom with an upset stomach turned into a warning sign when the toilet was full of blood.

The Army veteran was determined to make the two-hour drive back to Springfield to complete the job. He made it, but by morning he was so weak that he could barely walk. He asked his grandson to call an ambulance.

"When the ambulance picked me up, one of them said I was white as a sheet from losing all of that blood," Teddy said. He was taken to the emergency room of Mercy Hospital in Springfield, one of more than 40 local hospitals that rely solely on CBCO for blood and blood products. An endoscopy was performed, which is a non-surgical procedure using a flexible tube with a light and camera at its tip to look inside the upper digestive system. The diagnosis? Bleeding ulcers.

According to WebMD, an ulcer is a sore that is slow to heal or keeps returning. About one out of every 10 Americans will suffer from the burning, gnawing

abdominal pain of a stomach ulcer within their lifetime. If something throws off the amount of stomach acid needed to break down your food, the acid can eat away at its lining and cause an ulcer. Stress and spicy foods

were once considered to cause ulcers.

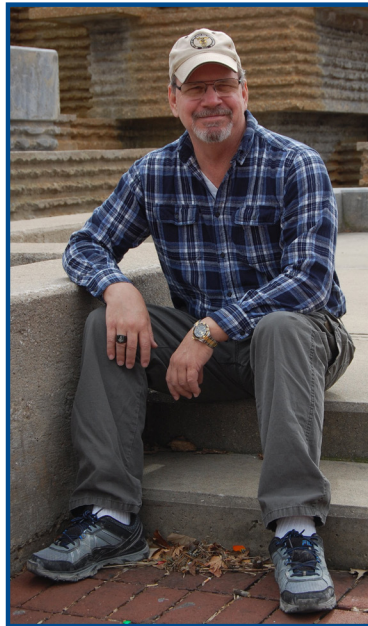
However, ulcers are now known to most often be caused by two things – a common gut bacteria known as *Helicobacter pylori* and long-term use of non-steroidal anti-inflammatory drugs (NSAIDs) such as aspirin or Advil.

Doctors taking care of him during this event felt the daily aspirin therapy prescribed by his personal physician was the culprit, Teddy said.

"The next morning, they went in and cauterized the ulcers so they wouldn't bleed," he said. "By that evening, my system wasn't replenishing fast enough so they gave me two units of blood."

He was impressed with the attention to detail displayed by hospital staff while preparing for his transfusion. "They triple-checked everything. Two nurses read off the units of blood to make sure I got the right blood. They were confirming everything before they actually started putting blood in me."

Spending about five days in the hospital and then a few days resting at home before returning to work was a challenge for someone as active as Teddy. When he isn't at work, he can be found volunteering with fraternal organizations. As a member of Springfield's Elks Lodge 409, the Shriners, and the American Legion, Teddy makes it a priority to participate in the groups' events and motorcycle rides raising awareness and funds for the different charities *(Continued on page 6)*



Daily aspirin therapy caused bleeding ulcers, requiring a blood transfusion for Teddy Fleck.

New Vehicles and Updated Look for CBCO Fleet

Reliable vehicles are a necessity in our industry. As a not-for-profit organization, we must be wise with our budget, yet a broken-down truck has the power to cancel blood drives while waiting for repairs. Our senior directors recently made the decision to use funds from our Community Foundation of the Ozarks account to update our fleet without taking on additional debt. This new project will send us proudly rolling through our three-state territory to help local hospital patients.

The Blood Vessel

Our new self-contained mobile unit (also known as a bloodmobile) made its debut at its first blood drive in February. Dubbed "The Blood Vessel," we anticipate ordering a second unit next year. Once we have two new units in action, we plan to retain one of our current bloodmobiles to have a backup ready at all times. The Blood Vessel's layout efficiently uses space to make donors more comfortable as they move through the donation process. Click [HERE](#) to take a quick Facebook video tour of The Blood Vessel. We hope you get a chance to see The Blood Vessel soon. Be sure to comment on the Facebook post with the video tour to let us know what you think.



Box Trucks

Four new box trucks have been purchased to replace older models. The vinyl wrap has been applied to the first box truck and its backup camera is being installed as we go to press. These vehicles carry the necessary supplies and equipment to each blood drive.

Sandwich Boards

Ten new sandwich boards were designed to be used at all mobile drives. Each board has two sides displayed. One side states "Blood Drive Today," while the other side features one of the blood recipients who have told their stories in our newsletters, on our website, and in social media. The boards are helpful to let donors know they are in the right place, and sharing a recipient's story is a heartwarming way to remind donors of the impact they can make on others.



Did you know...



The oldest bloodmobile in CBCO's fleet is 18 years old, has traveled more than 140,000 miles, and is based in Arkansas.

Our first "Blood Vessel" replaced a 12-year-old bloodmobile that had traveled more than 260,000 miles.



The four box trucks in our fleet travel approximately 30,000 to 35,000 miles annually.

Upcoming Promotions & Events



Aaron Pearson Blood Drive
Friday, March 15, 2019
Thomson Donor Center
INFO: <http://www.cbco.org/event/pearson2019>

Holiday Hero Blood Drive – Signup Round 2
Thursday, June 27 – Friday, June 28, 2019
CBCO donor centers only
INFO: <http://www.cbco.org/event/hero2019>

Stomp the Blues Out of Homelessness Concert
Saturday, May 18, 2019
CBCO's Thomson Donor Center parking lot
INFO: <http://www.cbco.org/event/2019stomp>



Movie Mania
Wednesday, July 3, 2019
CBCO donor centers only
INFO: <http://www.cbco.org/moviemania2019>

Holiday Hero Blood Drive – Signup Round 1
Friday, May 24 & Tuesday, May 28, 2019
CBCO donor centers only
INFO: <http://www.cbco.org/event/hero2019>

Independence Day
Thursday, July 4, 2019
All mobile blood drives and donor centers closed

Memorial Day
Monday, May 27, 2019
All mobile blood drives and donor centers closed



Bleed Red Blood Drive with
Springfield Cardinals
Monday, July 8 – Tuesday, July 9, 2019
Thomson Donor Center
INFO: <http://www.cbco.org/bleedred2019>

Summer T-shirts
May 28 - August 31, 2019
Mobile blood drives only



Bleed Red Joplin with Springfield Cardinals
Monday, July 15 – Tuesday, July 16, 2019
Joplin Donor Center – Northpark Mall
INFO: <http://www.cbco.org/bleedred2019>



Bleed Blue Blood Drive with
Northwest Arkansas Naturals
Tuesday, June 4, 2019
Springdale Donor Center & Four Points
by Sheraton Bentonville
INFO: <http://www.cbco.org/bleed-blue-2019>

Summer Fun Blood Drive
Monday, July 29 –
Saturday, August 3, 2019
CBCO donor centers only
INFO: <http://www.cbco.org/event/summerfun19>



NOTE: Promotions & Events are subject to change. Follow us on social media and watch for changes.

Why Do You Donate? 'It's About Them, Not Me'



As one of the original 100 staff members to launch CBCO in 1995, Patty Whetsten already knew the importance of being a blood donor. She had been donating long before her career began.

While it is almost unheard of for a donor to meet the patient who has received her donation, Patty once met a patient who, on several occasions throughout her illness, received Patty's platelets due to their antibodies being compatible. "It's one of those 'Wow' moments. Wow, what I'm doing really does make a difference. It's helping improve her quality of life, and it's giving her life that she might not have had if we weren't there to help her."

As she approached age 67, Patty had donated more than 600 units of whole blood and platelets, and joined CBCO's Hall of Fame. "But it's not about the trinkets or the T-shirts you get," she said. "It's about the impact you can make on someone else's life. It's about them. It's not about me."

New Promotions Seek to Boost Donors in Centers

Exciting changes have taken place in our four donor centers located in Springfield, Joplin, Bentonville, and Springdale. Beginning in January 2019, we are offering all center donors a promotional item or a drawing for a major prize (details to be announced) each month of the year. These items are meant to encourage more donors to visit our four fixed sites, which is a more efficient way for us to collect donations when compared to mobile blood drives.



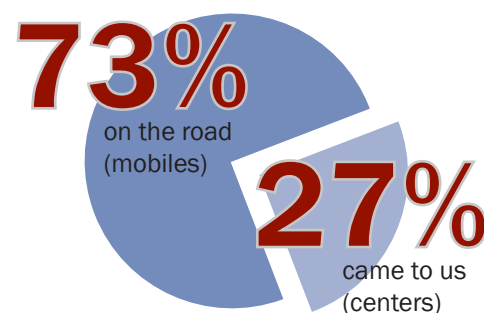
We understand that many of our donors live and work in areas that make it difficult to make the journey to one of our donor centers. But we have found that many donors and potential donors who are in close proximity to our four donor centers don't take advantage of that convenience.

David Montgomery, Senior Director of Donor Recruitment and IT, said that we are already seeing an increase in donations related to the promotional items. In December 2018, all donors received our long-sleeved Miracle of Giving T-shirt. "We would like to achieve an average of 30% of our total donations from the centers, and in December we exceeded that target with a total of 34%," David said of center donations. "With a recognition gift or prize

drawing offered to donors every day at our centers in 2019, and the apheresis process offered only at Thomson and Springdale centers, we're confident the percentage will continue to increase. This will improve our type-specific collections and, in the end, help us serve our hospitals more efficiently."

January's item was our fun, colorful blood-type socks, which were also offered at high school and university blood drives. February's item was an insulated CBCO tumbler. The majority of recognition items will be available only at the donor centers. An exception to this will be our Miracle of Giving shirt, traditionally offered to participants at all mobile drives and centers.

Donations on the Road vs. Donations at Home



The rest of the year's donor recognition items are:

March – CBCO Ball Cap

April – Comic T-shirt

May – Lunch Tote

June – Prize Drawing

July – Prize Drawing

August – Prize Drawing

September – 9/11 Memorial T-shirt

October – Campfire Mug

November – Salute A Veteran T-shirt

December – Long-Sleeved T-shirt

NOTE: Recognition items are subject to change prior to the months indicated. Follow us on social media and watch for post cards to let you know if the schedule changes.

We look forward to seeing you post a selfie on social media with your new CBCO items! Be sure to tag us – we're @OzarksBlood on Facebook, Twitter, and Instagram – and use the hashtag #RedCellfie.

Is Your Blood Type AB? We Need You!

We are in need of AB blood type donors to begin donating AB plasma. The need is great. Plasma products are used for patient transfusion in our community. It helps maintain a satisfactory blood pressure and volume, and supplies critical proteins for blood clotting and immunity. Plasma is commonly transfused to trauma, burn, and shock patients, as well as people with severe liver disease or multiple clotting factor deficiencies. To learn more about this opportunity to make a difference, please contact Kristy at (417) 227-5004 or moslek@cbco.org. (Available only at our Springfield, Missouri, and Springdale, Arkansas, donor centers.)



LifePoints Lift Program Benefits 10 Agencies

Launched in November 2014, our LifePoints Lift program has now awarded more than 10 million LifePoints to our 10 non-profit partner agencies. This translates to more than \$16,000 in contributions to assist with the missions of our partner agencies. In addition, the top three agencies receive an additional grant each year. This would not be possible without our generous blood donors, and we thank you all for your generosity.

LifePoints Lift is an easy way for blood donors to help these non-profit organizations work toward their individual missions to serve our communities. Here's how it works. CBCO blood donors receive LifePoints rewards each time they donate blood, as long as they have gone into the donor portal and signed up for the program. Those LifePoints accumulate and may be redeemed for gift cards to Starbucks, Amazon, Dairy Queen, or Visa. However, many donors would rather give their LifePoints rewards to our LifePoints Lift partner agencies to see more good being done for those in need. Donors may choose this option in the donor portal, in the same area where they would have redeemed their LifePoints for gift cards. CBCO converts the LifePoints to cash and sends each LifePoints Lift partner agency a check.

Our partnerships through the LifePoints Lift Program give local community members opportunities to help save lives of local patients, AND support your worthy causes, through blood and LifePoints donations.

To learn more about how you can support these 10 non-profits through LifePoints Lift, click [HERE](#).



Spread The Love: Valentine's Promotion Winners Announced

All center donors February 11-14, 2019, went into a drawing for two prizes. Carrol L. won the leather travel duffel and Cynthia K. took home a pendant from Justice Jewelers. Along with getting their names thrown into the prize drawing, everyone received our January gift of an insulated CBCO tumbler.

We had terrific response from donors for this event. With a goal of 344 donations, we registered 477 donors and collected 404 units of blood.

Thank you to everyone who participated in this event!



(Left photo) Carrol won this travel duffel during our Spread The Love blood drive. (Top photo) Amelia Justice presents Cynthia with the pendant.



Two Units of Blood Needed By Vet

(Continued from page 1)

they support. "I enjoy the camaraderie, giving back, and seeing the difference these organizations make in our community," he said. Soon he felt stronger and returned to his normal schedule.

Teddy, who spent 12 years in the military, made donating blood a habit until he was no longer able. "I admire people who give blood. I can't donate blood now because of being stationed in Europe in the Army in the 1980s," he said, referring to the FDA's ban on blood donors who have lived in Europe during specific times, due to the risk of Mad Cow Disease (click <https://bit.ly/2BX72zp> for more information).

Now with 30 years in the industry under his belt, Teddy has had no other experiences on the road like the night he felt those flu-like symptoms, and he hasn't needed additional units of blood. He wants to make sure CBCO's blood donors know how much patients appreciate their generosity. "Thank you for donating," he said. "I wish I could still donate. It's really a selfless thing you do for other people."

"It's really a selfless thing you do for other people."

—Teddy Fleck

FAST FACTS:

Symptoms of an ulcer include:

- Burning upper abdominal pain, particularly between meals, early in the morning, or after drinking orange juice, coffee, or alcohol, or taking aspirin; discomfort is usually relieved after taking antacids
- Tarry, black, or bloody stools
- Bloating
- Heartburn
- Nausea or vomiting
- Early feeling of fullness

Symptoms that require immediate medical help include:

- Anemia, such as dizziness, weakness, fatigue, and a pale complexion; your ulcer may be bleeding.
- You have symptoms of an ulcer and develop severe back pain; your ulcer may be perforating the stomach wall.
- You have symptoms of an ulcer and vomit blood or material that looks like coffee grounds, or you pass dark red, bloody, or black stools, or stools that resemble currant jelly; you may be bleeding internally. Call 911 immediately.
- You have an ulcer and become cold and clammy, and feel faint or actually do faint; you could be in shock from massive blood loss. Call 911 immediately.

SOURCE: WebMD

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.

Get Social

Are you following us on social media yet? Come on over and join the fun. You'll be the first to know about fun promotions and events, and to read about people whose lives were affected by blood donors.



@ozarksblood

Facebook - 4,977 followers and 3,541 check-ins

Twitter - 4,003 followers

Instagram - 2,480 followers

Pinterest - 65 followers

YouTube - 26 followers

Are you a king or queen of selfies? Next time you donate blood, take a selfie and when you share it on social media tag us and use our hashtag! To tag us, we're @OzarksBlood on Facebook, Twitter, and Instagram. Our fun hashtag is #RedCellfie. Thanks, Lifesavers!



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

