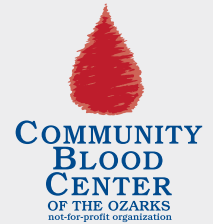




universal donor DIGEST



Celebrating the lifesaving potential of type O-Negative blood donors and AB Plasma donors

June 2017

When a Crisis Hits, Health Care Providers Reach For Your Donations First

You're a Universal Donor. If you're O-Negative, your blood can be transfused to a patient with any blood type. If you're AB, your plasma can be transfused to any patient in need of plasma, no matter their blood type. In emergency situations, there may not be enough time to determine the patient's type, and that's where your donations come into play. The news media breaks a story, and the community reacts by lining up around the block to give blood. Or a call may go out from a blood center asking donors to come in. We've seen this happen many times, both on a national level and locally. But the blood or plasma on the shelves at the time an emergency takes place is the first to be used.

One Year Ago – Pulse

This month marks the first anniversary of the deadliest terrorist attack on U.S. soil since September 11, 2001. A single gunman entered Pulse nightclub in Orlando, Florida, Sunday, June 12, 2016, killing 49 and injuring 58.

OneBlood in Orlando has an average weekly volume of 18,000 pints (compared to CBCO's 1,150). In the week after the shooting, OneBlood's donors gave 28,000 pints.

While CBCO was not called on to help provide blood to Orlando following the shooting, blood centers within an independent group called America's Blood Centers are ready to provide blood to other centers in extreme situations. For example, CBCO helped out when additional blood was needed following Hurricane Katrina.



Six Years Ago - Joplin



Last month was the sixth anniversary of an EF5 tornado cutting a 1-mile path through Joplin, Missouri. In 38 minutes, 158 people were killed (plus three additional deaths related to the storm), and 1,150 were injured.

At the time, CBCO provided blood and blood products to 37 area hospitals, including all Joplin hospitals. That number has since increased to 40.

More than 3,000 people donated blood at CBCO in the week following the tornado. Two days after the storm, area hospitals were back to near-normal usage levels.

Generosity

In both situations, community members came together to help. And in both situations, the blood and plasma that was used first was already available on the shelves, thanks to dedicated donors who give even without a news-breaking event taking place.

Thank you, Universal Donors, for providing our hospitals with exactly what they need in critical moments.



Save the Date!

Our second annual U-donor Banquet is coming up Friday, October 6, 2017, at the Bass Pro Shops White River Room. An invitation will be mailed for you and a guest if you are:

- An O Negative donor who made four or more donations between July 1, 2016 – June 30, 2017.
- An AB Plasma donor who made at least six donations between July 1, 2016 – June 30, 2017.

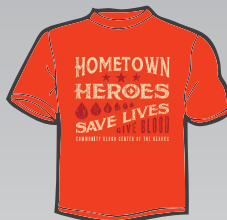
There still may be time for to get one more donation in before the end of the fiscal year.

To check your status or schedule an appointment, log in to your account on our donor portal by clicking [HERE](#), or call 417-227-5006 for assistance. (Apheresis donors may call Kristy directly at 417-227-5004 to make an appointment in Springfield, or call Maribel or Brandi at 479-927-1200 to make an appointment in Springdale.)

Promotions & Events

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.



Monday, June 12 – Sunday, July 9

Salute a Veteran blood drive at all CBCO donor centers and mobile blood drives. Free 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 whole blood 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.



Social Media Reminder

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 about specific needs we may have. The summer months are traditionally a challenge for our industry. High schools, which make up 20% to 30% of donations, are not in session. Families are on vacation, and out of their usual routine. But the need for blood, plasma, and platelets does not take a holiday.

See you online!

