

Circulator



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

A quarterly publication celebrating life through blood donation

Spring 2013

Powerful testimony

Area nurse and college instructor is blood user, advocate for others

Phaedra Spartan has seen the powerful impact of a blood transfusion in a number of ways. As an emergency room and surgical nurse, she saw immediate improvement from patients that received blood. “What I noticed immediately is that person getting their color back,” she said. “You just know that things are getting better.”

Spartan got to know the healing power of blood in a very different way in the Spring of 2012. She had difficulties that resulted in the termination of a pregnancy after only five months. During the birth of that stillborn child, she sustained a tear in her uterus that resulted in emergency surgery. The bleeding was severe, and she received several units of type B positive blood, all provided by CBCO donors, during the procedure.

“Things looked pretty bleak for a while. I almost died,” Spartan said. “Most of the medical people I talked to afterwards said that I was lucky to be alive.”

In the following weeks, Spartan resumed her job as Director of the Healthcare Program at Vatterott College in Springfield. She also serves as the blood drive chairperson on campus. When the next blood drive rolled around, she



Phaedra Spartan helped to administer blood as a nurse. She used blood during surgery and now helps to coordinate blood drives at Vatterott College in Springfield.

took her personal experience and shared it with others.

“When I was asking other instructors to give, I would usually send emails, distribute flyers and put up the drive posters,” Spartan said. “But for that next drive, I told people that I had been a recent recipient and how their participation was very important to me. I had donors at that drive that had never given before. Our regional director donated gift items for a raffle. Different departments held events and contests.

“The goal for the drive was ten, but we got 22 donors that day. It was a great day and I felt like we had really accomplished something. I got to deliver everybody’s prize from the raffle personally and I told them how much a former blood recipient appreciates their gift.”

Now fully recovered, Spartan’s sadness at losing her child will linger. But her thankfulness to blood donors will be with her as well. “If I could meet the donors that gave for me, I think I’d cry. That blood is allowing me to teach future medical professionals, it lets me to continue to be a mom and see my son graduate high school. I’m truly grateful to be here and thank donors for their generosity and kindness.”

CBCO adapts to changing times within the blood industry by resizing organization

In late March, CBCO took steps to revamp budget and donation goals in the wake of decreased blood usage across the region. The adjustments are meant to “right-size” the organization in order to better meet community needs.

“This organization belongs to the community, and it’s our job to represent the community’s needs when it comes to blood,” CBCO Executive Director Don Thomson said. “The latest trends in blood transfusions caused us to realign our organization, adjusting our budget and trimming our payroll in response to the statistics. We have demonstrated throughout the organization’s history a commitment to do whatever is necessary to meet community needs and the realignment reflects that commitment.

“Although usage levels have decreased for the time being, over five thousand transfusions still take place each month in our region. Area patients are still counting on CBCO donors to support them in their time of need, and I know that donors are willing to give them that support.”

In this issue...

- ◆ Align your donation where it can do the most good
- ◆ Type O Negative donations in strong demand
- ◆ Triple Crown program makes it easier than ever to save lives this summer
- ◆ Springfield donor centers changing daily donation hours

Know your type and know when, what to give

Donation options exist that can maximize your lifesaving impact

Almost all of us become blood donors because we want to feel the incredible power that comes with saving lives. But blood donation is becoming more specialized every day. Community Blood Center of the Ozarks wants you to use your power and your time to give life to your community in the most beneficial way possible.

With new technological advances in blood collection, *the way* you give may be just as important as giving. At some CBCO blood drives and most of our donor centers, sophisticated equipment allows a donor to give in a specialized way, allowing us to better balance our inventory of available blood and allowing you to maximize your impact on the health of the Ozarks.

Automated donations help patients by reducing the potential for medical reactions from the blood components they receive. Donors benefit by giving exactly what's needed and by being able in many cases to give more often than whole blood donors.

Automated donations may include giving a specific or combination of blood components, including:

♦ Platelets: Helps surgery and cancer patients as well as others with blood clotting disorders. Platelets are fragile and can only be given within five days of donation. Since only platelets are being removed, up to 12 times more may be collected than in one whole blood donation. A donor's body rapidly replaces platelets, so a donor may give up to 25 times per year!

♦ Double Red Cells: Helps patients suffering blood loss due to trauma, surgery & anemia. Every double red cell donor provides twice the lifesaving impact to those in need. Donors give just one time every 112 days if they give a double red cell donation. The program is specifically designed for O Negative donors.

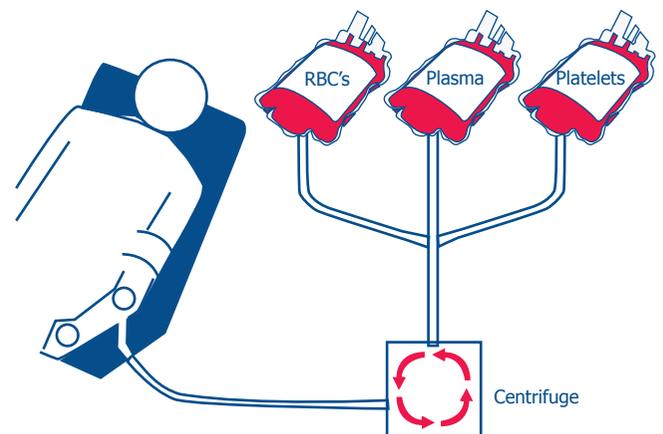
♦ Plasma: Helps: burn, organ transplant and clotting disorder patients, as well as injured patients in a trauma setting. Plasma acts as a carrier for red blood cells and nutrients to help restore health. The total fluid loss by the donors is less than through a whole blood donation. Plasma donors may give once every 28 days. The best plasma donor is AB positive or AB negative. Dedicated plasma donations will begin on May 20th in the CBCO region.

Automated donation - How it works

All blood donations are separated into components before their use in our area hospitals. But an automated donation is separated while the donation is being given, meaning that donors can give only the specific part of themselves that will have the most effect on healing! The components that are not used are returned to the donor through the same sterile, single use set of tubing.

Automated donations help patients by reducing the potential for medical reactions from the blood components they receive. Donors benefit by giving exactly what's needed and by being able in many cases to give more often than whole blood donors.

Automated donations are currently available in our Springfield and Springdale donor centers. Selected mobile blood drives are also equipped to take double red cell donations.



Blood Type

Recommended Donation

Negative Blood Types

O Negative
B Negative
A Negative

Best - Double Red Cells
Better - Whole Blood
Good - Platelets

Positive Blood Types

O Positive
A Positive
B Positive

Best - Platelets
Good - Whole Blood

Other Blood Types

AB Positive
AB Negative

Best - Plasma
Better - Platelets

Quickie Quiz

What is the most common blood type?

What is the rarest?

O Positive is the most common (38%)

AB Negative is the rarest (0.5%)



O Negative blood in short supply

New organizational goals mean universal donors are needed more often

As CBCO adjusts donation activity to more closely follow the area's blood needs (see page 1), a stark reality begins to come into focus. Although we'll be gathering less donations overall in the near future, type O Negative donors need to actually increase their donation rate in order to avoid chronic shortages.

The reason why is simply a numbers game. A Positive and O Positive blood types represent around seventy percent of the population. The donation rate from those types is usually enough to meet area needs. Type O Negative donors represent around eight percent of the total donor pool, but that type is used more often in the hospital setting. O Negative blood can be given to anyone safely, so it's used in more emergency trauma cases where the victim's blood type cannot quickly be determined. What's more, while other people may be able to receive many different blood types, O Negative blood recipients may only receive O Negative blood. So they're a "universal" type, but need to be an "exclusive" recipient.

Here are some great ways that O Negative blood donors can help CBCO to avoid shortages of O Negative blood:

- **GIVE MORE OFTEN:** Sounds simple, right? Actually, nearly sixty percent of our O Negative donor base gave just one time last year. If those donors gave two or three times per year, O Negative shortages would disappear.
- **GIVE A DOUBLE RED CELL DONATION:** Two usable red cell donations are always better than one, especially when it comes to this valuable blood type. If double red cell donation is available in your area, take advantage!
- **RECRUIT OTHERS:** Since blood types are hereditary, similar blood types are common between family members. If you're type O Negative, there's a good chance that your family shares your universal status. Introduce them to their unique lifesaving capabilities.

Blood Briefs

Springfield donor centers change operating hours effective April 29th

CBCO is changing the donation hours at the two Springfield donor centers, effective May 1st.

The Campbell Donor Center at 220 W. Plainview Rd. will be open from 9 am to 5 pm Monday thru Friday, and open 7 am to 1 pm on Saturday. The Reser Donor Center at 2230 S. Glenstone will be open from 7 am to 1 pm Monday thru Friday.

The changes are meant to give donors varied times during which they can give, while at the same time streamlining operations and staffing at the two centers.

Post-donation snack menu changing in an exciting way!

The next time you donate blood, you might have some new snack menu options in the refreshment area. Donors will now have popular snack choices like nutty bars, swiss cake rolls and cheese crackers. Drink options will include sports drinks and water.

"The health of our donors and the recovery of donors following giving blood continue to be a priority, CBCO Senior Director of Donor Room Services Cindy Lusby said. "Four of our seven new snack offerings contain seven grams of fat or less. We've got a good mixture of salty and sweet and some popular items that we discontinued a year ago are back on the menu. By far, water and sports drinks are the best option following a donation."

CBCO recruiter receives scholarship from ADRP

Brad Terry was recently selected to receive an ADRP Hughes Scholarship to attend the association conference scheduled to be held in Scottsdale, Arizona in May. The Association of Donor Recruitment Professionals (ADRP) is recognized as the premier organization devoted to the professional field of donor recruitment worldwide. The Hughes scholarship was named in 1999 to recognize the organization's first administrator, Bob Hughes and his wife Marilyn. Both devoted much of their professional careers to donor recruitment.

Terry was selected by a group of peers from blood centers throughout North America, based on his success in the field and on an essay he submitted. He will be recognized at the ADRP Conference, attended by more than 500 donor recruitment professionals from around the world. Please join us in congratulating Brad on this distinction!



Save more lives this summer with a new, expanded Triple Crown

Sign up and donation times are increased for popular event

One of CBCO's longest running promotional events is changing in 2013! The Triple Crown is a summertime program that asks blood donors to give three times at CBCO Donor Centers during the summer months. In the past, donors were urged to give during specific dates that corresponded with holidays. This year, donors will get to choose the dates that they give, all the way through September 30th!

The Triple Crown sign up and first donation period begins May 1st and runs through May 31st. Two additional donations need to take place before September 30th in order to complete the program.

Each donor that completes three donations completes the Triple Crown and qualifies for a premium gift. In the past, gifts have included bbq tools, fluffy beach towels or Tervis tumblers. "If you complete the Triple Crown, you're doing so much more than getting a great gift," CBCO Marketing Manager Chris Pilgrim said. "You're helping to provide blood for your friends and neighbors at a time when donations can and often do run short. These new expanded donation times will add an element of flexibility and I hope participation will increase."

Save more lives this summer by getting in on the fun of CBCO's Triple Crown!



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.

Circulator is published quarterly by the Community Blood Center of the Ozarks and is available upon request.

Upcoming Events...

Triple Crown Summer Blood Drive begins in May

Donate three times during the summer. Save lives. You'll qualify for a great premium gift! See the story above and make your plans to complete the CBCO Triple Crown!

June 17 thru July 5 - Salute a Veteran Blood Drive

This 18th annual event honors our Veterans and saves lives. Participants at any CBCO blood drive will be able to write a note of thanks to a Veteran they know, or anonymously to a current Soldier stationed overseas. CBCO thanks Veterans for their service!

July 18 - Bleed Blue Thursday in Arkansas

Support local patients and the Northwest Arkansas Naturals during this great event! Participants at CBCO's NW Arkansas Donor Centers will receive two tickets to a Naturals game, a free team t-shirt and ballpark food at the drive!

July 22-23 - Springfield Cardinals Blood Drive in Springfield

This drive, formerly Red Tuesday, has grown into two days! Participants in this ninth annual event receive two tickets to a Springfield Cardinals game, and a custom t-shirt with Redbirds logo. You'll also have the chance to win other great prizes, including autographed Cardinals gear!

Five convenient CBCO Donor Centers near you!

Springfield
Reser Center - 2230 S. Glenstone
Monday thru Friday, 7 am to 1 pm

Campbell Center - 220 W. Plainview
Monday thru Friday, 9 am to 5 pm
Saturday, 7 am to 1 pm
417) 227-5000 or 800-280-5337

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

