



Predicting success is the key to blood balance

Imagine managing the area's blood supply as a person walking a tightrope while holding on to a balancing pole. One side the pole is weighed down by the area's needs, Patients at 38 area hospitals depend on a constant stream of blood to be available when it's needed. On the other side of the pole are the blood donations that are scheduled at schools, churches, businesses and communities, all specifically arranged to meet those area needs.

If the weight on one side of your pole does not match the other, you may lose your balance. In our case, that imbalance could mean that excess donations may not be used by their expiration date. Worse yet, a lack of donations may cause patient needs to go unfulfilled.

CBCO puts a lot of effort into maintaining a schedule of blood drives that closely match area needs. Drive chairpeople need to know that the goals for their drive represents more than a mere suggestion. A drive goal represents what's needed to maintain the balance between need and supply. Drive chairpeople are responsible for doing everything in their power to make certain that their drive goals are 100 percent fulfilled.

Drive goals are based on both the past and the present

Many of you have been vital to the success of past blood drives. You already have a good idea of how many donations your drive can muster based on those results. Before your next drive, here are some good questions for analysis:

- ♦ **What were keys to the number of donors you were able to recruit?** Concentrate on the things that went well. Was a communication tactic particularly helpful? Were you able to contact all of the eligible donors? Focusing on the successful aspects of the drive will get you ready for a more thoughtful analysis on what can be improved upon.
- ♦ **Is there reason to believe your drive can do more?** Often you'll find ways to improve past results. Did you miss a key group of potential donors? Can a change in drive hours allow more participation? Is there an opportunity outside your organization to recruit more donors? Can you add signups to improve donor flow? Your donor recruitment representative will have suggestions based on their experience that might lead to maximizing your drive's potential.
- ♦ **Is there something hindering your upcoming drive that might cause a reduction in donations?** Are there lots of vacations coming up for your co-workers? Is the flu bug going around? Is there a big project at work that may cause donors to not have the time to give? Again, a consultation and communication with your CBCO donor recruitment representative will help you navigate potential issues.

The time to ask these questions is during the planning stages of your drive. Drive goals tell us how to staff a blood drive, how many donations to expect and whether there's room to improve results. Hitting the stated goal is more than a good idea. Area patients are counting on it.

Blood Drive Chairperson Spotlight

CBCO has thousands of volunteers just like you serving in various capacities throughout the Ozarks. There are so many things we can learn from you. This column is designed to provide that learning forum, while also thanking you for the hard work you do on behalf of area patients.

Name: Vickie Brooks
Marshfield United Methodist Church

Why do you care enough to get involved with CBCO?

I first became involved with CBCO during their very first mobile blood drive in 1995. They came to Marshfield. I coordinate drives because giving blood is such an important activity. There is no substitute for blood and it's a great way to help other people.

Do you know anybody who has received blood?

Of course. Most of the people I know have received blood as a part of their treatment for cancer. Who gets it isn't really my focus. I know that someone will be able to benefit from that donation.

What are some tools you use to motivate donors to give?

Letting donors know when the drive is coming is a key. We have a large banner that Webster Electric Co-op puts up a week or so before the drive. Lots of people see that and it serves as a reminder. I also put out sandwich boards at various locations. I'll contact the media. Occasionally I'll write a thank you note that goes in the paper to honor donors and helpers. We've got a good group that enjoys giving every eight weeks.

What in your opinion is the most effective way to recruit blood donors?

Marshfield is a pretty small town and when I see people out and about, I'll just ask them to give. I print up business sized cards with all of our blood drive dates for the year and hand them out. If they've never given, I just encourage them to try it once. I hope they'll like the feeling and want to give more often.



Marshfield's Vickie Brooks was part of the very first mobile blood drive that CBCO held in 1995.

MYTH BUSTERS

We've already revealed that the most common reason for not donating blood is, "No one asked." While you're busy asking others to save lives, you're bound to encounter some questions, objections, and downright myths. This regular feature of The Beat will arm you with the perfect response to turn those fence-sitters into donors.

Myth: I need all my blood.

The average adult has between 10 and 12 pints of blood in their body. Blood regenerates at more than 100 billion red cells per hour. It's OK to give.

Myth: Donating will be too painful.

It's not all that bad. A donor may feel a slight stick at the time of needle insertion, but the majority feel little pain after that. That slight discomfort is more than offset by that great lifesaving feeling!

Myth: I tried to do it once and things didn't go too well.

Hey, sometimes that happens, but it is very rare. It's important to reassure the donor that things will be better this time around. Encourage them to drink plenty of fluids and eat well before giving.

Help when you need it most

Annie Fleury was undergoing a surgical procedure that was absolutely routine. What happened during that surgery was anything but. Annie began to bleed internally just a couple of hours after the operation. As doctors tried to stabilize her, several times her blood pressure reached dangerous levels. They were giving her blood as fast as she was losing it. In an eighteen hour period of time, Annie received sixteen transfusions.

After three surgeries, doctors finally located and repaired the problem. It was a close call; Annie was near death more than once. Thanks in part to blood donors, Annie survived and is now busy home schooling her two beautiful children.

“In a tragic moment it is so easy to think about what is going wrong, but because of donors, a lot went right,” Sam Fleury said. Annie’s experience prompted Sam to become a drive chairperson.

CBCO blood donors help to ensure that people like the Fleury family experience good outcomes from potentially life threatening situations. Every drop tells a story. What will yours say?

The Fleury family was kept whole thanks in part to blood donors. Now husband Sam has become a regular donor and drive coordinator.



Put some FUN into it!

If you don’t have fun when you’re holding a blood drive, you’re doing something wrong! Besides the obvious community benefits, your group should benefit as well because you’re coming together for a common cause outside of your usual interests. Below you’ll find some great ways to inject a little fun into your next blood drive!



- ♦ **Compete** - Putting the spirit of competition into your blood drive is a great way to generate more participation. Make your drive part of a contest between departments, grades or floors. Find an organization in your area that’s in the same business and issue a challenge. Make a silly wager. Making blood drive participation a contest can invigorate new life into an existing drive.
- ♦ **Good Eats** - Although the snacks at our blood drives are pretty good, we know that many people are guided by their food choices. Form a committee to provide special goodies at your drive. Make sandwiches, finger foods or that special dessert. To slightly paraphrase a familiar saying; the way to a donor’s heart is through their stomach!
- ♦ **Have a drawing** - Many times your organizations will agree to setting aside some funds for a prize drawing. Perhaps everyone will try for a chance to win a gift card, paid day off or a prize of some kind. If your organization has a wellness team, many times they’ll be able to help provide an incentive. Please remember that everyone should receive an equal chance at receiving the prize, whether they’re able to provide an actual donation or not. All they have to do is participate in the drive, either by registering to donate or by volunteering to help out.
- ♦ **Give a little something to everyone** - Chances are that area businesses surrounding your organization are willing to throw some coupons or gift certificates your way. A free treat or a buy one get one free offer may be just what you need to inject a little life into your blood drive event!

By the Numbers

7
38
250

Less than seven percent of area blood donors are type O negative. Because of its universal nature, O negative usage runs almost double that rate.

Patients at thirty-eight area hospitals use the blood that CBCO donors provide.

It takes around 250 donations each day to meet the needs of patients in our region.

Turning a “negative” into a positive

Around 70 percent of Americans are one of just two blood types. Nearly 39 percent of people are type O positive, while 31 percent are type A positive. These two blood types are used a great deal in the medical setting, but donations of these types are usually abundant as well.

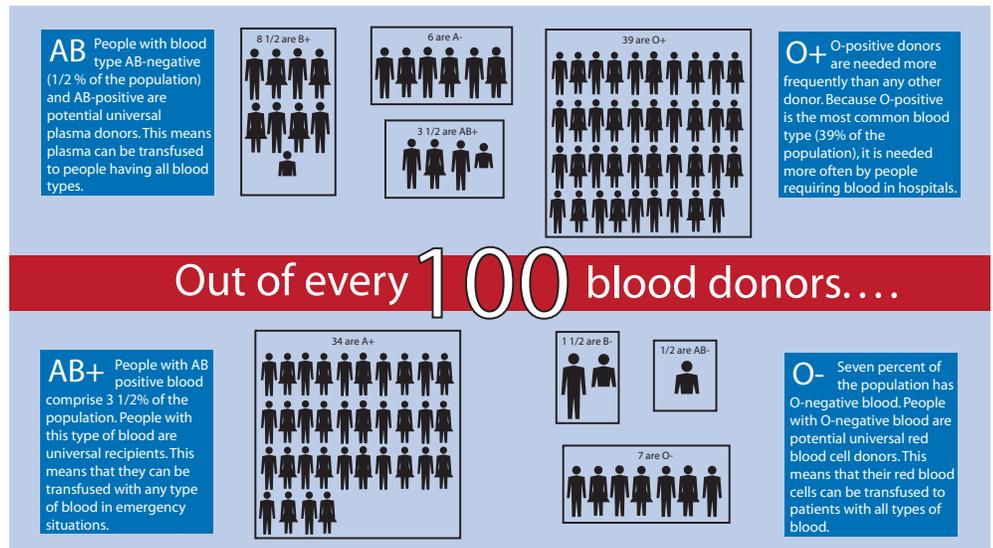
Negative blood types are much more rare and prone to shortages. For instance, type O negative just less than seven percent of the U.S. population but the blood is used at up to twice that rate in our area hospitals. Type A negative and B negative supplies also have the habit of running short.

As a drive chairperson, we’re asking you to recruit all types of donors, but we also want you to pay very close attention to current needs.

You can find up to the minute need messages at the top of our website at www.cbco.org. Take extra steps to make sure those needed types are identified and give at your drive.

Your drive information packets now contain a listing of all type O negative blood donors that have given before at your location. Give these donors some added attention. Make certain that they know that patients are counting on them to give because of their rare blood type. Tell them about our U Donor club, which includes a special donor ID card and newsletter. If you will be hosting a drive that includes double red cell donation opportunities, get those U Donors scheduled to give on that instrument.

Even though it may seem that we’re playing favorites here, it’s important to remember that everyone is equal. Every donation is a potential lifesaver. But by closely matching donations with community needs, we can better serve our area patients. That’s the goal. Good luck!



**Get Social!
Help spread
the word!**

Look for “ozarksblood” on

