



Summertime . . . and the *giving* is easy!

For many people, summer is quite simply the best season. Outdoor activities take over our lives. Maybe your passion involves gardening. Maybe your hot weather expertise includes a master's touch with the grill. Vacations, boating, camping and ballgames take up much of our free time. When you spend so much time planning what you're going to do with your free time, sometimes the things you need to do get pushed back.

Giving blood, unfortunately, is one of those things.

We would never blame people for sending blood donation to the back burner of a fun-filled summer. But as drive chairpeople, it is your task to loudly proclaim that blood is needed every day in the Ozarks. The need never takes a vacation. In fact, a successful summertime blood drive is considered to be even more valuable to patients than a drive during other times of the year.

The need is constant, yet donations can fluctuate wildly based on the seasons.

If you've got a summer blood drive lined up, it's important that you do your part to make certain that the level of giving aligns closely with the goals of the drive.

The time to analyze drive goals and possible turnout 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.

CBCO has set up some summertime promotional events that will help you in your quest for success. You'll find those throughout this issue of The Beat. We'll also offer up some timely tips from a successful drive chairperson.

Now more than ever, hitting your summer blood drive goal is more than a good idea. Area patients are counting on it.



GIVE BLOOD

SALUTE

A VETERAN

June 16 - July 6

Dedicate your donation to a current or former U.S. Armed Forces member. Bring the address of that soldier in. CBCO will provide the card and postage. Donors also get a 50% LifePoints bonus!

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.

Bob Beattie
Christ the King Lutheran Church, Lake Ozark, MO

Why did you care enough to get involved with CBCO?

I've been a donor for most of my life. My first donation was at Camp Pendleton when I joined the Marines in 1953. I'm just a big believer in blood donation. It doesn't cost anything except a little time and it helps so many people.

What excuses do you hear the most from non-donors?

Oh, it's the usual stuff. "I'm afraid it will hurt," or "I hate needles." "I'm too busy to give" is a common one, as well. Most of the time, it's the non-donors that are telling me these things. I just try to reassure, telling them that it's not going to hurt and that it doesn't take very long.

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

I communicate mainly through email. I use the HemaConnect system and messages that the blood center provides, but I'll also use the church's email list. Two weeks before the drive, I'll put up posters here at the church and around town. Toward the day of the drive, we use our church marquis and also a large banner. We always have several donors that just drive by, see the sign and come on in.

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

Besides just asking donors to give, I try to plan the drives so that they occur on days when there's not much else going on. Weather also plays an important factor in the drive's success. You want nice weather, but not too nice. Use the media, both radio and newspaper, to publicize your event. Just make sure that your contact group knows the basics; the date, time and location of the drive. It also helps to have a generous organization like Christ the King that's full of caring people willing to lend us their facility.



Bob Beattie uses a variety of ways to notify blood donors about drives at Christ the King Lutheran Church in Lake Ozark, MO.

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: You don't need me to give right now.

Every five minutes, an area patient receives blood. It takes around 250 donations each day to meet patient needs. All types of blood are needed every single day.

Myth: You can get diseases from giving blood.

Donating blood is a safe process. Each donor's blood is collected through a new, sterile needle that is used once and then discarded. You cannot contract HIV or other viral diseases by donating blood.

Myth: I know places that will pay me for donating.

Although plasma centers may pay donors a small stipend, that donation will not go to a local patient. Blood used for transfusion must come from a volunteer donor, according to FDA requirements.

“Thanks for letting me be a mommy”

How quickly can the need for blood arise? Just ask Khrista and Jeff Collins. Ten minutes after the delivery of her first child, Khrista began to bleed internally. Almost instantly, her blood pressure bottomed out and doctors began transfusing blood products two bags at a time.

Doctors decided that an emergency hysterectomy was the course of action to stop the bleeding. Yet Collins was losing blood so quickly that the medical staff didn't even know whether she could be wheeled 35 feet to the surgical suite. “During surgery, I was coded,” Khrista said. “The doctor said he had never brought someone back from the condition I was in.”

In a 14-hour period that began less than an hour after the birth of her daughter, Khrista Collins went through 28 transfusions of blood. A normal adult has around 10 to 12 pints in their body. “Knowing that I got so much, I'm just so thankful that the blood was available when I needed it. It's pretty humbling to know that people donated that blood and, because they did, I'm alive.”

Today, Khrista has made a full recovery. Sophie is happy and healthy. Khrista and Jeff believe they have been blessed to get a second chance.

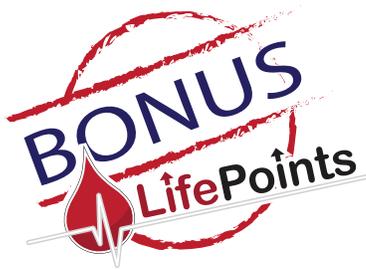
Every drop tells a story. What will yours say?



Khrista Collins received 28 units of blood immediately following the birth of her daughter, Sophie.

Bonus LifePoints opportunities abound this summer

Since summertime blood donations can be scarce, CBCO is providing an incentive for donors to give at critical times during the summer. Most of those times surround summer holidays. If you have a drive that occurs during one of these times, all donors will receive a 50% LifePoints bonus. Additional LifePoints will get donors rewarded more quickly for the great things they do. Be sure to communicate this LifePoints bonus opportunity to add appeal and increase donations at your next blood drive!



Get 50% MORE LifePoints:

- 🔴 Tuesday, May 27 through Saturday, May 31
- 🔴 Monday, June 16 through Thursday, July 3
- 🔴 Monday, August 11 through Friday, August 15



World Blood Donor Day is June 14!
Think globally. Give locally.

56
4
1900

By the Numbers

A healthy adult may give whole blood once every 56 days.

There are four blood types: A, B, AB and O.

In 1900, Dr. Karl Landsteiner distinguished the four main blood types. Landsteiner is recognized as the father of transfusion medicine.

Giving blood is good for patients and donors alike

Many times, being a blood drive chairperson is all about handling objections. You're in a unique position. You're asking people to give a part of themselves by way of inserting a needle into their arms. That can be a tough sell. You know all about the benefit that others receive from a blood donation. If you run into a donor with a "What's in it for me?" attitude, you can list one of many advantages that the donor receives.

♦ **Giving blood is a healthful activity.** Recent medical studies have indicated that regular blood donors have a reduced rate of heart disease. Blood donation has also been associated with lowered risks for cancer including lung, colon, liver, throat and stomach cancers. Even better, cancer risk levels dropped in correlation with how often donors gave blood. The evidence is mounting that giving blood leads to good health.

♦ **Giving blood allows you to keep close track of your personal health.** Before donating, potential donors are asked for a brief health history and tested for basic physical health. You have the chance to find out if your pulse, blood pressure, body temperature, cholesterol and hemoglobin levels, and other vital signs, are healthy or not. CBCO blood donors that have created an online account may access their physical readings at any time. If you are found eligible to donate blood, you are allowed to give blood every 56 days, so it means that you can also get a completely free physical examination up to six times a year.

♦ **LifePoints rewards regular donors.** CBCO's donor rewards program offers access to gifts, including certificates from both local and online merchants. Regular donors tally points more quickly than others. CBCO also offers bonus LifePoints opportunities at certain times of the year.

♦ **Giving blood allows donors to become heroes.** The blood a person gives can be used in surgeries, therapies and to treat illnesses like kidney and liver diseases and cancer. Donating blood is a win-win situation for both the recipient of the blood AND the donor!



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

Look for "ozarksblood" on

