



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.

**Miranda Frye, Project Specialist, College Relations, Strategy TEAM
Tyson Foods Inc., Springdale, AR**



How long have you been the blood drive chairperson?

June 2014

Why do you care enough about blood donation to get involved with CBCO?

I am a universal blood donor (O Negative) and thought it was important for me, individually, to donate at every opportunity. When I started working for Tyson Foods Inc. in January 2013, I realized that on a campus our size we really didn't have high participation numbers. So I took it upon myself to start spreading the word and recruiting. I was then appointed to this position, once people could see the passion I had behind donating.

Miranda Frye's inspiration for donating blood is her infant niece, who was born prematurely and required blood transfusions.

Do you know anyone who has received blood?

I have a 4-month-old niece who was born prematurely at 28 weeks. She received a blood transfusion at 6 weeks old and has been doing quite well since. I knew donating was important to me before. But, once I had someone I love receiving blood, it really hit home for me.

Do you do anything on your own to promote your drives?

I think the better question is "What haven't I done?" I have baked homemade treats in my own kitchen, spread information by word of mouth, sent company-wide emails, posted the flyers and promotional materials, asked my immediate TEAM members to help advertise and encourage, and I try to spend time at the blood drive recruiting people, as they walk by, to donate.

What are some tools (that CBCO provides) that help you motivate donors to give?

The flyers I receive prior to every blood drive help to get the word out. Tyson TEAM members see these flyers by the elevators, on table tops, and other places in the building, and that is a constant reminder for them of the upcoming event.

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

I think the best way to recruit donors is to lead by example and put a personal touch on it. I donate at every drive so people can see my contribution, and I like to recruit in person so others can directly see my passion and relate. It's also harder to say "No" to someone when they're standing right in front of you!

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Emergency Appeals: Three ways you can help

Winter weather, school cancellations, and other factors have caused CBCO to recently issue both Code Yellow Alerts and a Code Red Alert.

Code Yellow means we have less than a 2-day supply of that blood type on our shelves to send to area hospitals, and we're asking eligible donors to give blood this week. Code Red means our inventory has hit critical levels, and we're asking for donations immediately.

What can you, as a blood drive chairperson, do to help when we issue an appeal?



- **Hold an Emergency Blood Drive** – CoxHealth in Springfield did this for us in February, and we truly appreciated it. Check with your CBCO Blood Drive Consultant to see if your group is eligible yet. Ensure an extra blood drive won't make donors ineligible by the time your next scheduled blood drive takes place.
- **Visit 1 of our 5 Donor Centers** – Sign in to our donor portal online to make sure your 56 days between donations have passed. Bring a few colleagues!
- **Tell People About our Urgent Need for Donations** – Whether you spread the word in person, via text, on the phone, or email, please ask your friends, family, co-workers, club members, and church group to donate. Also, when you see information about the appeal on social media, please click "Share" on Facebook and "Retweet" on Twitter.

We're able to make it through the emergencies and return to optimum inventory levels, thanks to you.

Tyson Foods' CP passionate about blood drives

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How do you overcome objections to donating blood?

I will go out of my way to make a person feel more comfortable about donating. I have personally held people's hands or distracted them at their bedside so they could overcome their fear of needles. I also add the website link to CBCO that tells you about donor eligibility, so if anyone has an objection they can reference if they can give ahead of time.

CBCO makes it incredibly convenient by coming onsite and providing all the tools needed to succeed. This is just one more way for our TEAM members to give back to their communities, and I am thankful for their support. I enjoy my role as CBCO Chairperson at Tyson Foods Inc., and hope we can continue to raise the bar and help those in need!

MYTH BUSTERS

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: If I donate blood, I should get paid for it.

While there are plasma centers that pay those who contribute, the FDA's rules state that this plasma can't be used for human transfusion. All blood used for human transfusion must actually be donated (not sold) from volunteer donors, like you.

Myth: I just had my flu shot, so I can't donate blood.

There is no waiting period required before giving blood after getting a flu shot.

What do you do when you've beaten cancer twice? Become a blood donor.

In the 1990s, Mark Van Horn was diagnosed with oral cancer. He underwent surgery, which required several blood transfusions, to remove a tumor and lymph nodes. "At that time, the success rate for treatment of oral cancer was around 72 percent," Van Horn said.

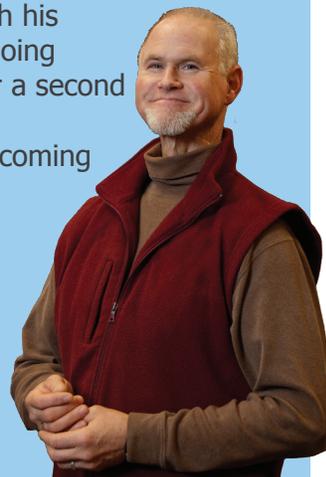
The surgery was successful, and the Springfield resident returned home to be with his young family. But the cancer returned a year and a half later, with Mark again undergoing surgery and receiving blood transfusions. With a 35 percent chance of beating cancer a second time, Mark survived.

Years later, he makes it a priority to help others who were once in his shoes, overcoming the apprehension caused by an unsuccessful attempt to donate blood in high school.

"I thought to myself that this was something I was not going to try again," Mark said of the experience that left him with a horrible bruise.

Things are different now. "Just about every time you call, I'll come out. I really enjoy (donating blood) now," he said.

"If it doesn't hurt you and doesn't cost you anything, why wouldn't you help someone if you could?" Mark asked. "It's easy, simple, and means a lot; actually more than you would ever know."



Help spread our message (and yours) via social media

As a chairperson and as a donor, you already do so much to help the mission of CBCO. Just taking a few seconds to follow us on Facebook, Twitter, and Instagram is a quick, easy way to let even more people know about our mission and your blood drive. Click over and be a fan so you'll see what's going on in the world of saving lives. (If you're reading the electronic version of this newsletter, the links below are clickable.)

Right now, we need your support on social media even more. Why? Facebook recently made some changes that allow fewer followers of pages like ours (fan page rather than a personal page) to see our posts in their newsfeed.

With fewer opportunities for visibility, one way for us to reach more people is for Facebook to see more people clicking Like, Comment, and Share under our posts. It could be as easy as clicking Share under one of Facebook posts and adding your own comment, such as, "We hold blood drives with CBCO at work. Please like their page so you can learn about opportunities to save lives."

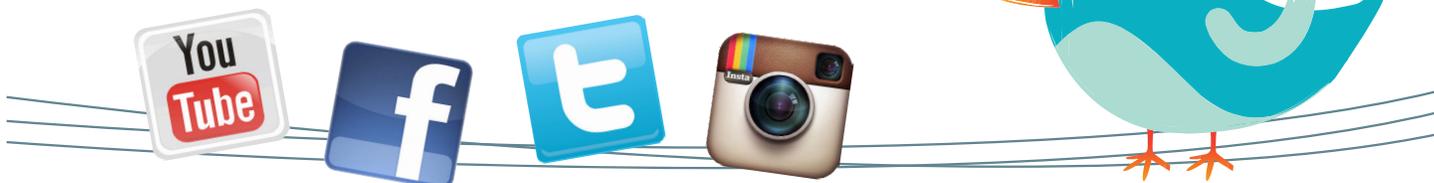
You've heard us say that a big reason people don't donate is simply because no one asked them, right? Same with social media. Many of our strongest supporters don't follow us on social media simply because no one asked. So please follow us and encourage your friends, family, co-workers, clients, and church members to follow us, as well.

It only takes a few seconds to let more people know about our mission, and we would truly appreciate it!

Feel free to ask us questions on social media. Chances are, someone else is wondering about the same thing.

When you donate, take a selfie and post it on social media. Tag the photo with #redcellfie and @OzarksBlood (so we can find them). It's a fun way to let your friends know that you care about others. Plus it might inspire someone else to donate.

We love to see happy donor faces!



Project to update CBCO software will lead to saving time for many donors

Several members of CBCO's staff spent a week in February at Thomson Center in Springfield learning from four representatives of IT Synergistics LLC in anticipation of the Dovac Elite 2.0 launch. This will upgrade the system used when donors are going through the registration process at your blood drives, with many benefits for both CBCO staff and for our donors.

The transition isn't expected to take place until May 2016.

"That sounds like forever, but it won't be," said Cindy Lusby, Senior Director, Donor Room Services. "A lot of preparation must go on behind the



Cindy Lusby,
Senior Director, DRS

scenes, such as test cases, functional tests, validation, writing new Standard Operating Procedures, and training."

Kaci Redd, BECS (Blood Establishment Computer Software) Administrator, is CBCO's IT Project Manager for the upgrade. The project, she said, takes several months to implement for many reasons.

"Everybody's doing their regular jobs plus this new project, as well," Kaci said. "We have to validate, on our end, that the system is going to do what we need it to do, to ensure the safety, purity, and potency of the product. We have to be very thorough in our examinations, whether it's on paper or in the system. Any way to streamline that, through electronics, will make things a lot easier for the donor."

Trista Markle, DRS Project Manager, said one of the best features of the upgrade, from the perspective of our donors, will speed up the

registration process before the donor ever arrives at the blood drive.

"They can complete the donor health questionnaire online - at home or at the office - the day of the blood drive. When they come in, they'll present a bar code for us to scan, and their completed health questionnaire will appear," Trista said. This allows previous donors to "move to the head of the line without waiting," so to speak.

For donors who are concerned that donating blood may take them away from their duties (or class) for too long, this is big news.

First-time donors still must complete their donor health questionnaire at the time of the blood drive with a CBCO representative.

More benefits of the upgrade include increased accuracy, since the system won't allow the user to continue if a question is left unanswered or an invalid entry is made; and working toward CBCO eventually having a paperless system on the collections side.

These upgrades will be here before we know it. In the meantime, several staff members have a lot of work ahead to get everything ready for a smooth transition.

"Every Standard Operating Procedure that our Donor Room Services Department has will be touched or changed, and terminology will be different, so for DRS it will be huge," Cindy said. "In the end, it will be worth it. It will speed up the process for our staff and our donors."

We'll let you know when the new features roll out!



Trista Markle,
DRS Project Manager

By the Numbers

The number of counties CBCO now serves in southwest Missouri, northwest Arkansas, and southeast Kansas.

The number of hospitals that now rely on CBCO for blood and blood products in southwest Missouri, northwest Arkansas, and southeast Kansas. North Arkansas Regional Medical Center in Harrison, AR, began using our services in January 2015, and Nevada Regional Medical Center in Nevada, MO, started in March 2015.

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