

Circulator



A quarterly publication celebrating life through blood donation

Fall 2012



Motorcycle accident brings family, friends together for area teen

Jeremy Edwards and his twin brother Jesse didn't have many material advantages growing up. But they had each other. They also possessed a genuine helping spirit, which resulted in plenty of friends. When word spread that 19-year-old Jeremy had been involved in a terrible motorcycle accident, the twins would come to count on those friends. Jeremy would also count on CBCO blood donors - dozens of them - to see him through the dark days ahead.

In the immediate aftermath of the accident, there wasn't much good news. Jeremy's injuries were too numerous, the trauma too severe. Both lungs had collapsed. Spinal fluid was leaking from a broken back. His leg was broken in four places. So were most of his ribs. His skull had cracked, leading to severe swelling of the frontal

lobe. "I was wondering how he could ever get through this," thought Lori Church, Jeremy's mother. "From the moment I saw him in the hospital, I just started talking to him, telling him that things were gonna be all right. Amazingly, he rolled his hand out to me. I took it and squeezed it. That gave me some hope."

*"Every kid deserves a chance to grow up."
~Lori Church*

Another thing that was very noticeable was the amount of blood that Jeremy was receiving. From the time he arrived at Mercy Hospital in Springfield, there was a blood bag on a hook at his bedside. Three units turned into a dozen. A dozen turned into three dozen. While there is no precise count available, Church estimates that up to seventy transfusions have taken place, helping



Jeremy Edwards continues to recuperate from injuries suffered in a motorcycle wreck in August. Blood donors played an instrumental role in saving his life.

to keep Jeremy alive. As Jeremy and his family negotiated their way through those first scary days, twin brother Jesse began to rally their (see Jeremy's Hope, page 2)

High School Workshops teach and motivate student leaders



A student from New Covenant Academy hands out materials to her group at a recent workshop. This year's theme is based on the popular movie, "The Hunger Games."

CBCO and area hospital patients owe a great deal to area high school students, who provide over one quarter of the blood available for area patients. Many of the student leaders for the 2012-13 school year recently took part in one of several High School Leadership Workshops, held throughout the Ozarks region. Students that attended the workshop learned about the basics of blood donation, including nourishment before the donation and how to motivate others to give. They also engaged in brainstorming ideas for their drives, character building exercises, along with

lessons on how past drives succeeded and what they can do to help their drives grow. "Blood donors are often the unsung heroes of our community, and these outstanding students deserve our recognition and gratitude," said CBCO Senior Director of Donor Recruitment David Montgomery. "We're making an investment in our future by introducing students to blood donation in hopes that they'll turn that introduction into a lifetime of giving and saving lives."

- In this issue . . .**
- New communication tool for donors, drive coordinators introduced
 - Purple Top program aims to identify platelet donors
 - Rare individuals sought for special donation program

Purple top campaign identifies potential platelet donors

Apheresis program looking to expand

You probably didn't notice it during your last donation, but an extra test tube of blood may have been drawn and topped off with a purple cap. The purpose of the tube is to help us identify ideal candidates for platelet apheresis. The higher the concentration of platelets, the better your prospects for becoming an apheresis donor.

Platelets are a blood component that helps your blood to clot. Cancer patients use the greatest percentage of platelets. But the challenge is in the short shelf life of the product. Platelets must go from the donor to the patient in just five short days. Keeping enough platelets on hand for area patients is a challenge so we're trying to recruit more willing donors at CBCO Donation Centers in Springfield, MO and Springdale, AR.

There are several things that make platelet donation a great experience. Although the procedure takes a little longer than a regular donation, donors are treated to their own personal tv's with headphones, special snacks and comforters. Platelet donors are also able to give more often; up to twenty-four times a year.

If you are contacted and told that you are a top candidate for platelet donation, please consider giving it a try. Platelet pheresis is a comfortable, safe procedure that has an immediate positive impact on your community.



This small tube could make a life saving difference for an area patient. Platelet pheresis donation is an excellent way to ensure that your gift is used to its fullest potential.

Springfield volunteer banquet date set for December 6th

Springfield and southwest Missouri volunteers will want to mark their calendars for Thursday, December 6th. That will be the date of the annual Volunteer Luncheon, to be held again at CBCO's Campbell headquarters.

The luncheon offers the opportunity to celebrate the past year's achievements as well as honor outstanding volunteers over a year and a lifetime. We'll be honoring top performances in several drive categories, including schools, businesses, churches and communities. We'll also announce the 2012 recipient of the Mary Carroll Lifetime Achievement Award.

Be looking for your invitations soon. As for our Arkansas area volunteers, we'll see you in the Spring of 2013 for your own celebration event!

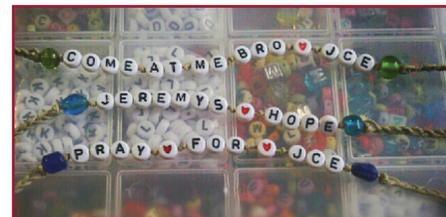
Jeremy's Hope (continued from front page)

friends in support. A social media site was formed to provide updates and progress. It got followers from all over the U.S. and as far away as Australia and Germany. Several area churches formed prayer chains, sending positive thoughts their way. A relief fund was set up at a local bank. Fundraising activities, including inspirational shirts and bracelets, were produced and sold. The online group, now growing to over 800 followers, latched on to a name - Jeremy's Hope - as a way of uniting themselves and the community. "I always knew that the boys had a lot of friends," Lori Church says. "Lots of people love them. I just never knew how many."

Jeremy has made significant progress in his recovery, more quickly than most expected. He was expected to be in intensive care for several months, but he was transferred to a regular hospital room in less than four weeks. Although there are still significant hurdles to overcome, Jeremy's family, friends and a social media army of well wishers believe that anything's possible.

The impact that blood donors had on this life in the balance is a significant factor in the story. Jeremy, who had given blood before at drives held at Hillcrest High School, had no idea that so many had given a piece of themselves for him. "It's amazing," he said while smiling from his hospital bed. "Kind of eye opening. I just didn't know there were so many. It gives me great strength."

Lori Church sums up the feelings of many. "Thank you for giving my son a chance at the life he deserves. He's got a shot at becoming an adult now. Every kid deserves a chance to grow up."



Jeremy's supporters made bracelets with inspirational messages, providing a way to keep thoughts of his recovery close to them.



CBCO introduces powerful new online tools for donors, drive coordinators

Enhanced features, functionality, communication options are highlights

CBCO is constantly looking for ways to enhance the donor experience. A new tool has been recently introduced that will fundamentally change many aspects of that experience. The product is called HemaConnect. It is a donor management software package, designed exclusively for blood centers, that puts some pretty powerful tools into the hands of both donors and blood drive coordinators.

Powerful tools for donors

 Appointment scheduler. By assigning when a donor comes in during the blood drive, we can decrease wait times, thus improving the donor's experience.

 New communication preferences. This new system is built for and greatly enhances a donor's experience through email and online communication. But donors who still prefer to be contacted through direct mail or phone will still be able to find out about upcoming lifesaving opportunities through those means.

 Enhanced "Locate a Blood Drive" capabilities, featuring online maps, driving directions and day/date options.



 Enhanced health results. For years, you've been able to track your cholesterol levels by giving blood. The new system now will show the history of other vital statistics, including iron levels, pulse, temperature and blood pressure. These reports are printable, and will help you keep better track of your overall health.



 Lifepoints Rewards. System to offer donor rewards (coming in 2013). Through the new software, donors will receive points for each donation they attempt. They may then redeem them at CBCO's online store, choosing from a selection of wearables, gift cards, or even charitable giving options. We're tracking your donations right now for the Lifepoints program. Be on the lookout for the new online store in early 2013!

Here's how to tap into the power:

-  Log on to www.cbco.org.
-  Create an account, including a username and password. Have your Donor ID number ready to complete access. (If you have not donated since August of 2011, you'll need to get your new Donor ID. New ID's have eight digits. Call 1-800-280-5337 to get your new number.)
-  Explore the new options and information!



A donation needle in a haystack

Some very special donors sought for program to help newborns

Over the past several months, CBCO has been asking donors to commit to specialized types of giving to closely match blood types with area needs. Some donors are being asked to give a double donation of red cells. Some are being directed into the platelet pheresis program. Now a new program is seeking a very small group of donors for a very special mission.

There are a few of us who have this unique ability inside. It's a rare and serendipitous circumstance involving a certain blood type, and the absence of a common childhood disease. Those two random events have nothing to do with each other. But the combination of the two make a person the rarest of lifesavers; one that can literally give life to the tiniest newborn infant.

People with type AB blood represent around four percent of the American population. Out of that four percent, 8 out of ten have had Cytomegalovirus (CMV), a common childhood disease. In order to donate platelets to infants, donors need to be Type AB and have not had CMV in their lifetime. Around one person in 125 fits the criteria.

The goal of a new initiative from CBCO is to have Type AB platelets available at all times for infant trauma cases in our thirty-eight hospital region. It's a worthy yet daunting challenge. Eligible donors must be willing to give at a CBCO Donor Center in Springfield, where specialized equipment is in place. But they must give on a set schedule, because of the short shelf life of platelets. And they must give often, up to a dozen times per year.



Premature infants need special care and sometimes very special blood. A handful of volunteers with rare blood characteristics are being sought to help with these tiny patients.

In combing through donor records, there are sixty-seven current CBCO donors who are eligible for the program. CBCO is in the process of contacting those donors and a signup campaign is underway. The new initiative is part of a commitment by CBCO to have the right product on the shelves at the right time.

Your particular blood type, no matter what it is, has characteristics that make it special. Community Blood Center of the Ozarks has many different types of donation options that can maximize your lifesaving potential. Not all blood is rare, but your lifesaving potential is. Please allow us to find the type of donation that best suits both your blood type and the needs of area patients.

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

Triple Diamond Apheresis Program begins Nov. 20

This special holiday blood drive invites apheresis donors at the Springfield and Springdale centers the opportunity to give three times over the holidays. A special gift awaits donors who complete all three donations. Springfield donors may call 417-227-5004 to enroll, while Springdale donors may call 479-927-1200. Help avoid holiday blood shortages by becoming a Triple Diamond Apheresis donor!

6th annual Bikers for Blood Drive, Dec. 1

This event at Pig Trail Harley-Davidson/Buell in Rogers, Ark. is an annual favorite! Roar in on your hog... or your scooter, or even your car. Do some holiday shopping and give an ultimate gift to patients! Participants receive a black custom t-shirt, free food and will be registered for a gift card drawing from Pig Trail!

18th annual Miracle of Giving, Dec. 10 - 31

The best part of the holiday season is the gift we give to others. For almost two decades, the Miracle of Giving Blood Drive has given donors all across the Ozarks the chance to give the gift of life to area hospital patients. Participants at any CBCO blood drive throughout the region will receive a custom t-shirt. Go to www.cbco.org for blood drive dates and times. Happy holidays from all of us here at CBCO!

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.

Five convenient CBCO Donor Centers near you!

Springfield
Reser Center - 2230 S. Glenstone
Campbell Center - 220 W. Plainview

(417) 227-5000 or 800-280-5337

Monday - 8 am to 3 pm

Tues., Wed. & Thur. - 11 am to 6 pm

Friday - 8 a.m. to 3 p.m.

Saturday - 7 am to 2 pm (Campbell only)

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

