



# CIRCULATOR

*A quarterly publication celebrating life through blood donation*

*Fall 2016*

## Acute Lymphoblastic Leukemia

# Springfield mom receives blood and platelets

“Every door we passed had a sign on the outside that read, ‘Chemo in progress,’” said Laura Winstead as she remembered being admitted to Cox Hospital in Springfield for what her physician said would be a couple of nights for tests. “My husband and I just looked at each other as I had a slow realization, ‘We’re on the cancer floor.’” A diagnosis came the next day: Acute Lymphoblastic Leukemia (ALL). A couple of nights in the hospital turned into two and a half weeks.

“I started treatment immediately, within hours of knowing what we were dealing with,” she said.

It was February 2010, and life was running according to plan for the Winstead family. Laura was a 28-year-old mom who enjoyed staying home with their 19-month-old son, Ryan. Husband John was considering enrolling in a Ph.D. program.

Back pain led to Laura seeing several doctors in a row, being prescribed a muscle relaxer, and then making a trip to urgent care when she spiked a fever and started sweating and bruising. A trip to urgent care resulted in a misdiagnosis of a virus, treated with antibiotics. Still not feeling well, Laura visited her general practitioner, who discovered that her platelet count was very low and her white blood cell count was very high. That was when she took that long walk down the oncology floor and received a diagnosis.

ALL, the most common type of cancer in children, is rare in adults. “As it turned out, I reacted to treatment more like a kid rather than an adult, which is very good because the prognosis between the two is worlds apart,” she said.

Her five-course treatment plan lasted for 32 months, switching out one group of chemo drugs for another, including at least 17 spinal taps and 10 bone marrow biopsies.

“In the first month of treatment alone, I had approximately 12 platelet transfusions and five blood transfusions,”

Laura said. “After receiving a blood or a platelet transfusion, I could usually tell a difference by the next day. I would have more energy, or bruises would begin to clear up.”

Blood work was required each morning and, based on her counts, physicians would determine whether she would tolerate chemo that day. She had donated blood in college, but hadn’t given much thought to blood donation since. “I always thought of it going to trauma patient, a car wreck, or patient in surgery. It never occurred to me that a cancer patient would need blood products.”

While going through her illness, when people asked Laura what they could do to help she often encouraged them go donate blood and platelets. “You really are helping,” she said.

Now in remission, Laura is back to work with the American



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# September's urgent appeal for blood donations

In September, CBCO issued an urgent appeal for donations. At that time, Executive Director Anthony Roberts said, "Blood reserves are at an unprecedented low level for this time of year. We haven't been able to shake the summer shortage yet for a number of reasons. It's a unique situation, because despite a strong donor response, we've experienced a significant decrease in actual blood donations."

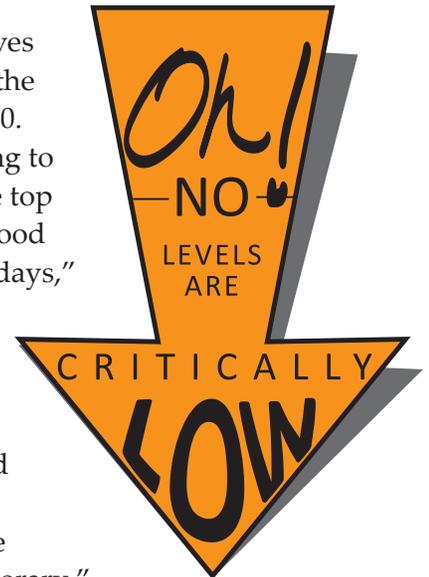
Since July 1, the blood center had registered 16,000 blood donors at area blood drives and donation centers, matching the response for the same period last year. However, the number of donations available for use by area hospitals had dropped by more than 800.

Two major factors led to the shortage that necessitated our urgent appeal, according to David Montgomery, Senior Director of Donor Recruitment, Marketing, and IT. "At the top of the list is the Zika virus. Earlier this year, in order to safeguard our community's blood supply, we began to defer donors who had been outside of the country in the past 28 days," he explained. "In addition, the FDA put into place more stringent requirements for iron levels, which led to more donors being excluded."

Word got out about our urgent appeal quickly via traditional media and social media. Within hours, area TV news crews were visiting CBCO and our needs were shared with viewers. We quickly began to see more donors visit our donor centers and mobile blood drives.

"While inventory levels have improved since issuing the urgent appeal, it will take some time to restore them because the underlying causes of the shortage are not temporary," Montgomery said. "Donors of all types should continue to respond by donating as soon as possible, particularly those who are type Rh-negative. The CBCO website and Facebook page are important resources to check regularly for inventory updates."

Thank you, Lifesavers, for continuing to respond to the needs of local patients by donating blood.



## Testing for Zika virus to begin November 14

The FDA on August 26, 2016, announced that all blood banks must test each individual blood donation for the Zika virus. Eleven states with higher risk were given four weeks to put safeguards into place. Remaining states, including Missouri, were given 12 weeks to comply.

CBCO will launch Zika testing on donations prior to the FDA's deadline of November 18.

"We plan to begin testing samples on Monday, November 14," said Jim Arnzen, Senior Director, Technical Services. "This will include all samples collected at Thomson center Sunday, November 13."

With the FDA's mandatory testing of all blood donations set to go live in November, donors will no longer be deferred for 28 days if they have traveled to certain high-risk areas, including Miami-Dade, Palm Beach, and Broward counties in Florida.

As of the date of the FDA's decision, the Centers for Disease control (CDC) had confirmed more than 11,500 cases of the mosquito-borne virus in our nation's states and territories, with almost 2,500 of these patients having traveled outside of the U.S., and more than 30 cases having been acquired in Florida.

CBCO's lab has been preparing for the possibility of mandatory Zika testing for several months. "We have to put a new test into the computer system. We have to send out the extra sample tube that is going to be collected, for that test to be performed at our testing facility," Arnzen said.

If someone has been diagnosed with Zika, they will be deferred for 120 days. For more information from the CDC, click [HERE](#).

If you have specific questions about Zika and donating blood, please contact us at (417) 227-5000.



# LifePoints Lift Update

Our LifePoints Lift program just concluded its second fiscal year of operation. We partner with 10 local nonprofit organizations who need assistance from the community in order to continue doing good things. LifePoints Lift gives blood donors an easy way to help more people, without costing them a dime. Donors come in to give blood and, if they are a member of our LifePoints rewards program, they'll see LifePoints deposited into their accounts within seven business days. Rather than redeeming those LifePoints for a treat for themselves, donors may choose one of the 10 nonprofits from the LifePoints redemption area of our donor portal online. Learn more [HERE](#).

It's as easy as that! We convert the LifePoints to cash and send it to the local nonprofits. For the 2015-2016 fiscal year, our blood donors "lifted" (donated) more than 2 million LifePoints to our 10 partner agencies.

While we do host special days at our donor centers for our partner agencies to sponsor, there are no special days for donating and giving your LifePoints to one of the LifePoints Lift partner agencies. It may be done any day of the year.



## High School Leadership Workshop Wrap-Up

Our annual High School Leadership Workshops were held in September, with 527 students and teachers in attendance, representing 65 high schools in our 39-county service area.

Each year, hundreds of students gather for our half-day workshops held in several towns, to learn how to hold successful blood drives. But they learn so much more than that. We challenge them to learn skills that they will use throughout their educations and even into their careers. Skills such as planning, goal-setting, recruiting, teamwork, communication, and marketing. Again and again, we watch the student groups who attended our workshops become the most successful in terms of meeting their goals, seeing new blood donors, and having a positive experience.

Next year's workshops are already being planned. Their dates and locations:

**Tuesday, Sept. 12, 2017** – Joplin, MO, at Freeman Business Center

**Wednesday, Sept. 13, 2017** – Lebanon, MO, at Lebanon-Laclede County Library

**Thursday, Sept. 14, 2017** – Bentonville, AR, at NWACC

**Tuesday, Sept. 19, 2017** – Springfield, MO, at CBCO

**Wednesday, Sept. 20, 2017** – Springfield, MO, at CBCO

**Thursday, Sept. 21, 2017** – Mountain Grove, MO, at First Freewill Baptist Church



Be sure and tag yourself in our Facebook photo album from the 2016 workshops, available [HERE](#).

Chairpersons for high school blood drives will receive a "save the date" email from CBCO at the end of the current school year, and a reminder early next school year. In the meantime, ask your CBCO blood drive consultant if you have any questions about the 2017 event.



## Chemo treatments required blood and platelets for Springfield mom



(Continued from page 1) Diabetes Association, and she must visit her oncologist annually for the rest of her life.

Laura and John welcomed another son, Luke, to their family in June. "One of the first things they told me was that I wasn't going to be able to have any more kids," Laura said. Her treatment originally called for radiation, but it wasn't required after all. "This new life and all of the wonderful blessings my family and I have experienced would not be possible without donors like you. Not only do you recognize the need, but you take the time out of your busy schedule to do something about it."

## Universal donors honored at banquet

Ocean Zen in Springfield, MO, was the scene of our first Universal Donor Banquet, held Friday, October 7, 2016.

The event honored those with the O-Negative blood type who had donated four or more times during the fiscal year that ran from July 1, 2015 to June 30, 2016.

Tim Woods, M.D., Trauma Medical Director at CoxHealth, was our guest speaker. He shared a few examples of what it's like when a trauma patient arrives for treatment and how vital blood donors are to our community.

Tag yourself in our Facebook photo album, located [HERE](#).



*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.*

## Don't miss out on these upcoming events!

### Halloween Blooooood Drive

Mon., Oct. 31, 2016

Donors receive bonus LifePoints for dressing up, and a pumpkin with a goodie bag. Centers only. More details TBD.



### Blood Line Rivalry

Wed., Nov. 23, 2016

Donors get a themed T-shirt and will vote for Mizzou or University of Arkansas. Donor centers only.



### Thanksgiving

Wed., Nov. 23, 2016 - Springfield and Arkansas centers 7:00 a.m. to 1:00 p.m.

Joplin 9:00 a.m. to 1:00 p.m. Thurs., Nov. 24, 2016 - Centers and mobiles closed.

Fri., Nov. 25, 2016 - Thomson Center open for

Apheresis only, from 7:00 a.m. to 1:00 p.m.

Other centers and all mobiles closed.

### Holiday Heroes

Wed., Nov. 23, 2016; Fri., Dec. 23, 2016; Fri., Dec. 30, 2016

Holiday Hero participants receive 50% bonus LifePoints, and an additional 3,000 bonus LifePoints upon completion of all 3 donations.



### Holiday Hugs

Apheresis only.

November 21-23, 25-28, 2016; December 18-24, 26-31, 2016; and January 2-3, 2017.

## Four convenient CBCO Donor Centers near you!

### Springfield

**Thomson Center - 220 W. Plainview**

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

Monday through Friday - 7 am to 7 pm

Saturday - 7 am to 1 pm

Sunday - 9 am - 3 pm

### Joplin - Northpark Mall

**101 N. Range Line Rd.**

(417) 626-8323 or 866-401-5143

Monday through Friday - 11 am to 6 pm

### Springdale - 3503 S. Thompson

(479) 927-1200 or 866-401-5144

Monday through Thursday - 11 am to 6 pm

Friday - 8 am to 2 pm

### Bentonville - 1400 SE Walton Blvd.

(479) 464-2506

Monday through Thursday - 11 am to 6 pm

Friday - 8 am to 2 pm



**COMMUNITY  
BLOOD  
CENTER  
OF THE OZARKS**