

What's this about the economy?

Believe it or not, the difficult economic times we are facing also affect blood collections.

Many blood drives are sponsored at businesses. Employers graciously agree to not only host a drive, but also to allow employees to take time from their work day to donate blood. As businesses downsize and eliminate shifts, scheduled blood drives can be canceled. Many volunteers who donate blood through the American Red Cross are accustomed to donating at the workplace. When that opportunity no longer exists, donations often stop.

Even in tough times, the need for blood is constant. The amount of blood needed each day remains the same. What changes is the number of opportunities donors have to donate.

Without the support of individual blood donors, hospital patients might not have the blood products they need.

So what can you do to help?

- If you know a business in your community that no longer can host blood drives, approach another business or organization to begin hosting regular drives.
- Encourage donors who no longer can donate blood at work to come to a drive you are sponsoring.
- Ask businesses to pool their resources – and their donors – to start a new blood drive.

Remember: Every two seconds someone in America needs blood. That need can be met through the generosity of volunteer donors.

This summer, we've asked many sponsors to step up and schedule additional blood drives. These extra drives are helping to narrow the gap as demand outpaces the blood supply – as it often does in the summer. Your commitment to the American Red Cross mission is nothing less than wonderful.

Just around the corner we'll see refreshing, cooler days ahead and a new school year will begin. The number of drives and donations will increase, but we need to keep that momentum going so that goals are met and blood is available when needed. And we know you – our blood drive coordinators and sponsors – can do it, simply because you're nothing less than wonderful. Thank you for all you do. Call us anytime at **1-800-GIVE LIFE**.

A sponsor's story: The Douglas family

Tori Douglas admits she could never be as cheerful as her 2-year-old son **Ethan**. And she knows she could never be as perky, particularly if she had gone through a dozen major surgeries like he has.

"Ethan has overcome so much," says Tori. "He's just a happy toddler with an absolutely amazing little personality."

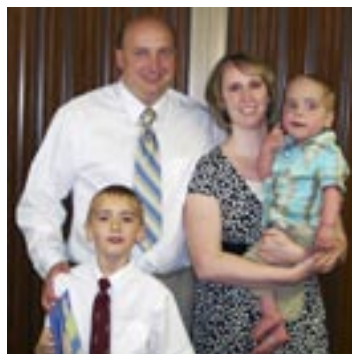
Ethan was born with a birth defect that affected the development of his lungs. Like many babies early in pregnancy, Ethan had a small hole in his **diaphragm**—a muscle involved in breathing and right below the lungs.

In most cases, the hole closes as the baby develops. But for Ethan, it didn't. His abdominal organs pushed through the hole and into his chest cavity, crowding the space his lungs needed to grow. Doctors said his lungs would be small and underdeveloped when he was born. He would need immediate intensive care in order to breathe and survive.

Tori and her husband, **Weylin**, found out about Ethan's **congenital diaphragmatic hernia—or CDH**—during a prenatal ultrasound.

"I cried the whole weekend," says Tori. "After that, I was able to move on and be positive. We tried to keep in mind that we would be going to the hospital, and Ethan would be in good hands."

Ethan was born early, and immediately placed on a heart and lung bypass machine called an



The Douglas family. Parents Weylin and Tori, sons Bryce and Ethan.

ECMO—or extracorporeal membrane oxygenation machine. Several units of blood were needed to prime the machine and to keep his blood circulating throughout the system. Once stabilized, he underwent nearly a dozen major surgeries, most of which required blood.

Ethan came home from the hospital when he was **8 months old**. He's only been back once or twice since then, and receives outpatient physical and speech therapy. Although he still needs a ventilator at night, he's making progress toward breathing

independently. Every day, he can't wait to see his big brother, **Bryce**, return from elementary school, and to walk, talk, and spend time playing outdoors.

"Just to have him home is a huge blessing," says Tori as she mentions Ethan had just a **50 percent chance** of surviving. "He's come such a long, long way."

*The Douglas family has held two blood drives to honor Ethan, as well as to educate others about CDH. Each time, the drive was held as close as possible to **CDH Awareness Day on March 31**. This year, Bryce recorded a PSA to help recruit blood donors, and Tori put together a slide show and poster about Ethan's experience. "We've had great turnout," says Tori, adding that she plans on becoming a blood donor again. "Weylin even donates now. Since Ethan, his perspective has changed on a lot of things, and he's a lot less queasy."*

You can help fight cancer...

When you host a blood drive, you could be helping to fight cancer. You see, leukemia and other cancers can cause anemia and internal bleeding, chemotherapies and radiation can lower blood counts, and cancer-related surgeries can result in blood loss. Transfusions of red blood cells and platelets can help save a patient's life, or dramatically improve the quality of their life from day-to-day.

How much blood might a cancer patient need?

- A **leukemia** patient may need two to six units of red blood cells, and six to eight units of platelets daily for two to four weeks.
- A **prostate cancer** patient may need two to four units of red blood cells during surgery.
- A **bone marrow transplant** patient could require six to eight units of platelets daily for four to six weeks.

Cancer patients undergoing treatment are not eligible to donate blood.

However, the American Red Cross recently shortened the deferral criteria for blood donors with a history of **non-hematologic cancer**. Now, donors with a history of non-hematologic cancer who have completed all treatment and have been cancer-free for one year or more may be eligible to donate blood.

The American Red Cross encourages blood donors who have been previously deferred because of cancer to use this opportunity to give back and help other patients by volunteering to donate blood.

For questions on donor eligibility or reinstatement, call our eligibility hotline at **1-877-835-5736**.

All about donors: the giving types

Every day, hospital patients and their families depend on **volunteer blood donors** who give the blood products they need for their ongoing and emergency medical care.

As a **blood drive sponsor**, you're key to ensuring blood donors have the opportunity to give, and to give often, through the American Red Cross. Recently, we began working with donors to identify and recommend the types of donations they can make that will help optimize America's blood supply.

You see, the need for **whole blood, double red cells or platelets** changes on a daily basis. Depending on patient need, we may ask donors to consider donating a different product or donating more. Sometimes we may make that ask of one of

your donors, other times, we won't. And sometimes, we may ask you to help depending on your drive.

The important thing to remember is that every blood product from every donor – be it a donation of whole blood, or double red cells, or platelets – can help save a life. By looking at what donors can give and when, we're hoping to **maximize a donor's potential** through the American Red Cross.

Want to learn more about blood and blood types, as well as about other services and programs through the American Red Cross? Visit our national web site at **redcross.org**



Why we give: Mary's story

When **Mary Klinkoski** was told she had a 50-50 chance of surviving a delicate surgery, she decided to ring in the New Year.

On New Year's Eve, more than 20 close family and friends packed into her hospital room where she had been since the day after Christmas.

"We were all shoved in there at one point," laughs Mary as she reflects on an urgent health condition that nearly took her life. "I never thought you could fit so many people in one small room."

Within days, Mary would undergo a hysterectomy that many specialists had thought too dangerous. After all, She was a **lifelong heart patient**.

She wore a pacemaker. She recently had open heart surgery. But because of serious hemorrhaging, surgery looked to be her only option. Her bleeding simply wouldn't stop, despite receiving numerous transfusions.

"Finally, I went home for a couple hours just to get things in order," she says. "I did the bills, cleaned up, showed my husband where everything was, then went back to the hospital. It was scary, but I knew what I needed to do."

Hours later, Mary had surgery at **Owosso Memorial Health Care**. Her care required a highly-skilled medical team that successfully balanced her heart condition with her other medical needs.

Today, a year-and-a-half later, she's working full-time as a special education teacher, walking three miles and day, and spending time with a large extended family—including 12 siblings and two granddaughters under 10.

"It was a real eye opener for me," says Mary. "I wouldn't have made it through any of this without blood."

Mary's daughter **Casey Voss** understands that, too.

Casey gave for the first time at a blood drive held in Mary's honor—almost a year to the day her mom was rushed to the hospital.

"It was a huge party," says Casey of the drive held on Christmas Eve at **Owosso's Woodward Station**. "My kids were there, my mom's nine sisters were there; it was nice just to be able to pay it back."

Like many of Mary's family and friends, Casey was surprised by the severity of her mother's situation. She knew her mom wore a pacemaker, but sensed she was otherwise healthy. No one, Casey says, would have guessed her mom's heart had been weakened from rheumatic fever when she was 7.

"I honestly never realized how important it is to give blood until things happened with my mom," says Casey. "It showed me how you can change someone's life, just by taking a few minutes of your day."

Casey says she plans on giving blood more often, and hopes to take her 8- and 3-year-olds along with her as often as she can.

"My oldest daughter, Sidney, really gets it. She understands what her grandma has been through and what it means," says Casey. "When she gets older, she'll probably be one of those people who gives blood every time she can."



Mary with granddaughters Sophie and Sidney.

'Round the Region

This section highlights high achievers and innovators from our recent quarter.

DTN Management. When **Nancy Uppal** found out she had lymphoma last spring, she didn't want sympathy. "I just have a war to fight that I will win," she says. While undergoing treatments, Nancy learned of the constant need for blood. That's when her giving nature kicked in. Working with her husband, **Nick**, and **Anna Glaser-Platte** of DTN, she launched a first-time blood drive to ensure blood was there for fellow cancer patients. "Life is short, and donating blood is a little way to make a big difference," says Nancy. Because of overwhelming support, the drive ended up becoming two, with a large number of first-time donors.



Nick and Nancy Uppal

Calhoun Area Career Center. New sponsor **Dr. Holly Schaeffer** ran a wonderful high school drive as part of the Great Lake Region's high school scholarship program. Volunteers from the **Calhoun County Chapter** managed the refreshment area, while **21st Century Health Students** from the Career Center supported morning set-up, registration, promotion, recruitment and tear-down.

St. Patrick Catholic Church. For the third year, **Becki and Bob Sikina** hosted a blood drive this summer to honor their son **Nolan**. The 7-year-old has undergone treatments for leukemia since he was 5, and has been cancer-free since mid-2007. Nolan will complete his maintenance chemotherapy in August 2010, and has been enjoying school and his friends. Both Bob and Becki started donating blood through their annual drives.



Nolan Sikina

Lakeview Square Mall. Since early 2009, between 35 and 50 blood donations are collected once a month on Saturday at this Battle Creek retail outlet. **Mall management** helps promote and publicize the drives, provides the space, tables and chairs, and enlists security staff to help get donors to the right place at the right time.

MidWest Clinician's Network. **Amanda Campbell** got together with long-time friends from MSU this spring to do a first-time blood drive in honor of 7-year-old **Max Meyer**. Max is the son of her college roommate **Kristi Myer**, and is in the first year of his fight with **aplastic anemia**. The Red Cross rolled up the blood bus to Amanda's office building and nearly 20 people got on board to give. The drive was co-coordinated by **Lynda Meade**.



Former MSU roommates Kimberly Murray, Sarah Stohl, Amanda Campbell and Rebecca Olson

Shiawassee County Readiness Center. Loads of first-time donors came to this first-time drive coordinated by a contestant for Miss Michigan. **Jenna Poag** canvassed her hometown, and spread the word about the constant need for blood. "My grandma had a kidney removed a couple years ago and needed blood," says Jenna, who made blood donation her pageant platform. Jenna's drive **collected 32 donations**. She also helped sign-up more than 50 donors for another drive at the Readiness Center in honor of U.S. service men and women.



Jenna Poag

Galesburg Augusta High School. Members of the **National Honor Society** banded together to earn Red Cross scholarships and collect blood in honor of **Patrick Crouch**, a young boy who lost his arm in an accident. NHS President **Jackie Bowe** and incoming president **Ashley Haines** demonstrated exceptional commitment to the cause, with Calhoun County Chapter Rep **Karen Ford** providing training and guidance of the May drive.



Patrick (fourth from left, first row) and Galesburg Augusta NHS

Faith Baptist Church. Donors are still praising a drive by a first-time sponsor, and anticipating the second time around! Inspired by Red Cross drives at other churches, **Ann Robertson** of **Battle Creek** worked with fellow congregation members to provide enthusiasm, outstanding food and beverages, and a lovely facility. On a goal of 42, the drive collected 52 donations.

Thornapple Township. Volunteer Coordinator **Francy Tobin** received well-deserved recognition for her long-time work with blood drives within Barry County. Francy does everything from coordinating dates, mailing and posting publicity, e-mailing donors, and recruiting other volunteers—including her mom, **Lois Bremer**. Lois pitches in by providing homemade baked goods for every blood drive.



Francy Tobin and Lois Bremer

Northeast lower Michigan. More than a half-dozen thank you luncheons are on the books for Red Cross Blood Services volunteers in this part of Michigan. Donor Rep **Cindi Bauer** reports that the third of seven lunches was held at the **First Presbyterian Church** in Alpena, and honored the time, talents and efforts of those helping to ensure that blood is there when it's needed. **Anne Reames** was recognized for her 23 years of service organizing blood drives in Alcona County.

Update on partnerships

Meijer. Through August 31, every individual who presents to donate blood in the 65-county Great Lakes Region can be entered to win **\$500 in gift cards from Meijer**. "We're pleased to help raise awareness of the need for blood donation," says Stacie Behler, vice president of corporation communications and public affairs at Meijer. "Innovation is key to being a successful retailer, and this program provides an innovative approach to encourage more people to give the gift of life." **Questions? Visit redcrossmichigan.org or call 1-800-GIVE LIFE.**

Hospitals and schools. Over the summer, we've been approaching hospitals that currently host one to three blood drives a year—just to see if they would like to co-sponsor special community blood drives at their community schools.

This **new partnership opportunity** affords hospitals the chance to showcase their role as a strong community player, as well as an innovative forum for educating blood donors and their families about hospital events and programs. **Red Cross Chapters**, too, will be invited to promote some of the services they offer, including first aid training, babysitting classes and CPR. Hospitals can choose to co-host drives with elementary, middle and high schools.

Want to learn more about this partnership program? Contact **Seth VanHoven** at **1-800-968-4283, ext. 273** or e-mail vanhovens@usa.redcross.org.

Do you know of a sponsor or volunteer deserving of recognition? Would you like to tell us why you sponsor blood drives? Call or e-mail Ann c/o Drivetime Talk at 1-800-968-4283, ext. 360 or kammerera@usa.redcross.org.



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Drivetime Talk

Newsletter for you...

Our Blood Drive Sponsors and Coordinators

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**CALL 1-800-GIVE-LIFE
(1-800-448-3543)**

**TO MAKE YOUR
APPOINTMENT TO
DONATE!**

O how we need you...

When asked, many people will say they know that donating blood can help save lives. But what they may not know is how much blood is needed every day to help patients in need.

One out of 10 people admitted to the hospital needs blood. Chances are, too, that a majority of those patients will receive **type O blood**.

Hospitals use **type O negative** blood in most emergency trauma cases when there is not enough time to determine the patient's blood type. And while type O negative can be safely transfused to anyone, **type O positive** blood can be given to patients with positive blood types—or about 80 percent of the population.

More than half of the blood requested by hospitals every day is type O. And during peak travel season, vacation-related accidents can sometimes increase the demand and strain the supply.

So while all blood types are needed, if you're type O, **you have a special gift to give**. Please join us in helping to change a life this summer. Make and keep your appointment to give through the American Red Cross.

Why she gives

A blood donor reflects on why she coordinates blood drives through the American Red Cross.

“My husband **John** and his brother-in-law **Ray** battled cancer for years and never let it hold them down. Without the blood that was given to them, they wouldn't have had the extra months and years of life, nor would their families have had that time to spend with them.



John Reincke and Ray White

I recently found out I could donate again after years of not being eligible. I was one of the first ones to give at the drive my sister-in-law **Martha** and I held in honor of our husbands. My daughter **Kim** gave for the first time, and so did my youngest boy **Kip**. My middle son **Kevin** helped set up. Martha's kids came to donate, too. Although John and Ray weren't perfect, they were loved, wanted, needed and irreplaceable to family and friends. Having a blood drive in their honor gives us a chance to show that again.”
Marlene Reincke, Tekonsha