



Today's Donor

Great Lakes Blood Services Region

Spring 2009

NEWS FOR OUR APHERESIS DONORS

Apheresis Donor Centers

Lansing
1729 E. Saginaw

Monday
6:00 a.m. to 1 p.m.

Tuesday
6:30 a.m. to 6 p.m.

Wednesday
6:30 a.m. to 6 p.m.

Thursday
6:30 a.m. to 6 p.m.

Friday
6 a.m. to 1 p.m.

Saturday
8 a.m. to 1 p.m.

Sunday
CLOSED

Lansing Apheresis Supervisor
Amy Grant

Flint
1401 S. Grand Traverse

Monday
Noon to 6:30 p.m.

Tuesday
2 p.m. to 6:30 p.m.

Wednesday and Thursday
CLOSED

Friday
6:30 a.m. to 11 a.m.

Saturday
6:30 a.m. to 2:30 p.m.

Sunday
6:30 a.m. to 2:30 p.m.

Flint Apheresis Supervisor
Val Edwards

This spring, give the natural resource that comes from within. Platelets are truly a renewable resource that can help others in need. And they're something you can give again and again. As a platelet donor, you may be eligible to give every seven days, up to 24 times a year. Give the gift of life by donating platelets through the American Red Cross. Call 1-866-725-2140 or visit redcrossmichigan.org

Why we give: Marian and Darcianne's story

Most things **Marian Cardelli** can take standing up. But when she got a call on her cell from her best friend **Darcianne Miller**, she sat down in a campus stairwell, trying to control her tears.

"I was shocked," Marian says. "Things like that aren't supposed to happen." And in the course of minutes, Marian learned that her best friend's little sister had cancer.

We took her to the doctor, Darcianne told her. It was worse than anyone could ever imagine.

An aggressive form of childhood cancer had spread through **Mandy's** soft tissue and muscles. She was just 13-years-old. She needed immediate care. And she needed transfusions of platelets to help her through.

"But what made it worse was that the hospital didn't always have the platelets to give," says Marian. "That's not supposed to happen either."

Being there

For Marian, Mandy's story was a call to action. She and Darcianne had been friends since Kindergarten. Growing up in **Royal Oak**, they attended the same schools, shared the same friends, and become part of each other's families.

"Mandy was always there," says Marian of the time she spent hanging out at Darcianne's house. "She was five years younger, but that was OK. I had younger siblings, too."

After graduating, Marian went to **Michigan State University**, Darcianne to the **University of Michigan**. And despite being interstate rivals, they still shared a special bond, one that strengthened when Mandy became ill in 2004.

"For a while, all I could think about was what she was going through," says Marian. "I wanted so much to help."

That's when Marian became a platelet donor. She couldn't get over that Mandy's treatments were sometimes delayed because the hospital didn't have platelets. *That's so weird*, she had thought. *People need platelets every day, but until now,*

I've never heard of them. And no one I've talked to has either.

She looked up the **American Red Cross**, then found a donor center close by. She was nervous. It was her first time donating anything. But she says everyone was nice, nothing hurt, and she left, feeling excited about coming back to give.



Marian and Darcianne

"I told everyone about it," says Marian, who continued to donate, even after Mandy died in 2007. "All my close friends, my family, my co-workers, people in my classes . . . probably about 50 total."

While in graduate school, Marian realized she could reach more people another way. She created a **:60 second PSA** combining stop-motion video, industrial music, atmospheric imagery, and sepia tones.

"I thought it could be another way to spread the word," says Marian, who now works as a video editor for **Aptic Film and Digital** in Lansing. "All I hope is that it sends the plain and simple message: GIVE."

Darcianne also donates platelets, and works with the American Red Cross to help recruit donors on and around U of M where she studies dentistry. "I am so touched by Marian and how she took everything to heart," says Darcianne. "I feel that my sister is living in her, too."

Changes in eligibility

At the American Red Cross, we're constantly looking for new ways to do things that will make your donation experience the best it can be.

Earlier this spring, we made several adjustments related to donor eligibility. We made these changes under the guidance of the FDA to help ensure donor safety and the quality of product transfused to hospital patients. Here is a summary of those changes:

Waiting period between donations. Platelet donors are now eligible to give again seven days from the date of their last donation. The previous waiting period was three days. This new longer wait time shouldn't affect your eligibility to give up to 24 times in a rolling calendar year.

Hepatitis B vaccine. Donors receiving a preventive care vaccination for Hepatitis B are deferred for 21 days. The previous deferral was 7 days.

Clopidogrel, Plavix, Ticlopidine, Ticlid. Donors prescribed these medications are eligible to give 14 days after their last dose. The previous deferral was seven days.

Feldene. Donors taking Feldene must wait two days from the time they last took this medication before giving platelets. Donors were previously not deferred.

As a general rule, if you are 17 years old, weigh at least 110 pounds, and are in good general health, you may be eligible to give platelets.

Thank you for patience and understanding as we communicate this new eligibility information. Remember that every time you donate platelets, you help save someone's life. That's remarkable. And something we hope you feel very good about.

Still have questions about eligibility? Call our eligibility hotline at 1-877-835-5736.

A donor's story: Ed Filhart

Ed Filhart has some big numbers in his life.

He lives on a 100-acre family farm where he raises black angus and horses. He's been married 43 years. He worked as a line-man for Consumer's Energy for 37 years. He has 12 grown children, 21 grandchildren, and two more grandkids on the way.

But he has one reason for donating platelets through the American Red Cross: **Morgan.**

She's his 6-year-old granddaughter. And in February 2008, she was diagnosed with **cancer.**

"My dad died of cancer, my wife's mother died of cancer, and my brother died of cancer, too," says Ed. "I guess we got used to it. But when it's a little kid, it's beyond belief."

So when Ed heard platelets could help Morgan, he decided to give it a try. He'd been a whole blood donor for years, giving occasionally in his hometown of **Shepherd.** In August 2008, he made his first platelet donation, and found out his platelets were compatible with

Morgan's. He's been a regular donor ever since, and has given more than a dozen times.

"She's better now, but I decided I'm still going to keep giving as long as someone needs them," says the 69-year-old Filhart who makes a nearly 140-mile road trip to donate.

Ed says Morgan received several rounds of chemotherapy and radiation to treat **Wilms' Tumor**, a childhood kidney cancer. She's back going to school, and is enjoying all her friends in first grade. She also has a white mare that she rides every chance she gets.

"She's got a lot of heart," he says. "That and all the good help she got is what helped her survive."



Ed and Morgan Filhart

Your questions, your answers

One of my friends who gives platelets recently received a letter asking her to consider switching to whole blood donations. Why is that?

Every day, hospital patients and their families rely on people like you to donate blood products. **Volunteer donors** are the main source of red cells, platelets and plasma transfused to hospital patients. You're the one who makes the difference between life and death, simply by rolling up your sleeves and giving through the **American Red Cross.**

The need for blood products **changes on a daily basis.** And as medical treatments become more specialized, we've started asking some donors to concentrate on giving just platelets, whole blood or double red cells.

We recently began asking **women with Type O blood** to focus on giving **whole blood or double red cells**, rather than platelets. People with Type O blood are often called **universal donors** since their red cells can be transfused to patients with other blood

types like A, B and AB. If you're O-positive, for instance, your blood can be transfused to patients with positive blood types—or about 80 percent of the population. And if you're Type O-negative, your blood can be transfused to most anyone, making your donation invaluable for emergency and trauma care.

Donors with Type O blood have the power to make an incredible difference by giving whole blood and double red cells. While donations of platelets are also invaluable, red cells from Type O donors are "universally needed" by hospitals and patients. In fact, up to **50 percent of the blood** requested by hospitals is Type O.

Whatever your type, someone needs you. By looking at what you can give and when, we're hoping to maximize your potential as a donor through the American Red Cross.

Got a question? Send it to Today's Donor c/o Ann Kammerer at kammerera@usa.redcross.org or call us at 1-800-968-4283, ext. 360

On the campaign trail...

Updates on perks, programs and personnel

Get in the game. We're about a quarter of the way through 2009, and going full speed on our newest **frequency campaign.**

We're inviting you to get in the game, and help keep platelet do-

nations steady year-round. You'll receive a **punch card for 24 donations** and you'll have the chance to accumulate points toward special prizes. Every time you present to donate platelets, we'll punch your card, and give you a point. For every three points (or three attempts to donate), you'll be eligible to receive a special giveaway. Be sure to join our newest frequency rewards program. We'd like to thank you!



The prizes, and the intervals, are: 3 points: mug • 6 points: thermos • 9 points: towel •

12 points: sports duffel bag • 15 points: cargo cooler • 18 points: ground lounge chair • 21 points: chill and grill outdoor kit • 24 points: \$50 gift card to a restaurant of your choice

Spring IS here. While the need for platelets never goes away, donors sometimes do. We frequently see **donors taper off** when the weather get nicer, and when annual spring and summer festivities start to fill up everyone's calendars. As you set your plans for the months ahead, be sure to **schedule in a platelet donation** (or two, three or more!). Think of it as additional relaxation time—or as a mini-vacation from your every day hustle-bustle. Doesn't everyone want that downtime to relax in a comfy chair and enjoy a favorite show or movie? Plus, you'll be helping to save a life . . . isn't that about as good as it gets?

Call and set your appointment today at 1-866-725-2140.

Staff profile: Amy Grant

Amy Grant believes that sometimes you get to end up exactly where you want to be.



Amy Grant

"Sometimes life works out that way," she says. "I'm so lucky that it all came together."

Amy came to what she calls her perfect job in early November. That's when she started in Lansing as the new **supervisor** for the **Apheresis Department.**

"All my life experiences have led me here," says Amy. "It's a chance to really make a difference."

Among the experiences that set Amy on the path to reach the American Red Cross were management posts at two Michigan hospitals. For a decade, Amy worked as a supervisor in the Radiology Department at **Bronson** in Kalamazoo. For the past five years, she worked part-time as a unit coordinator in surgery at **Ingham Regional Hospital** in Lansing.

Amy also credits her wealth of volunteer activities in shaping her career preference. She's volunteered at her church. And with three children between 9 and 13 years old, she's been

involved in everything from fundraising to organizing special events to serving as a member of the PTO.

So when Amy was ready to re-enter the workforce full-time, she looked for opportunities that combined health care and volunteerism. The Red Cross provided the optimal match.

"I saw all the different things that the Red Cross does, and said *that's what I want to do,*" says Amy. "And here I am."

As the supervisor for the Lansing team, Amy will oversee day-to-day operations and a **staff of 10.** She'll also have an opportunity to meet and interact with the hundreds of volunteer platelet donors who visit the Lansing center.

"It's just a great atmosphere," says Amy. "You can tell that donors really enjoy coming here, and staff enjoy seeing them. I can't get over the dedication on both sides."

Amy grew up in Eaton Rapids, and lives in Mason with her husband Jesse and three children: Jesse (13), Kelsey (10), and Ashley (9). She says she likes anything to do with the sun—be it boating, swimming or traveling. She's been to Las Vegas 14 times, with more trips in the works.

Our horizons...

Apheresis Recruiter Sara Spoelman shares her experiences *in-the-field* and at the *Apheresis Donor Center.* She encourages people to help save lives by giving or supporting donations of platelets.



Throughout the academic year, we've been reaching out to students and student-run organizations. Most recently, we scheduled some additional visits with various groups at **Michigan State University.**

In March, we met with the **Biomedical Laboratory Diagnostics Student Association.** Everyone was eager to learn about the process of collecting platelets through apheresis, and what it means to give and receive platelets. When we left, some students were interested in becoming platelet donors, as well as exploring career venues through the Red Cross.

We've also been doing lots of **word-of-mouth promotion.** We're constantly encouraging our donors to tell others about what they do through the Red Cross, and to bring their friends and family along when they give. We've seen brothers donating with sisters, mothers with daughters, husband with wives, and fathers with sons . . . it's a great feeling to know that so many of you have made donating platelets a part of your life.

I'm always on the lookout for **new community groups** to speak with. If you would like me to come and talk with your business, organization, church or club, please give me a call. I'm also open to any ideas you may have for recruiting platelet donors. Thank you for all you do.

Got an idea? Want to schedule a presentation for your group or club? Contact Apheresis Recruiter Sara Spoelman at 517-318-7292 or spoelmansn@usa.redcross.org.



American Red Cross

Great Lakes Blood Services Region

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Today's Donor

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Proud to give

Names:
Cammie Krueger and
Paul Peacock



Who they are:
Cammie is Paul's daughter. Cammie started donating platelets in early 2008. Paul has been a long-time platelet donor. He stopped giving to undergo treatment for cancer.

Why:
Cammie gives now that her father can't. She says her dad was always there for her, and she wants to be there for him. Paul gave platelets, he says, because it was a way he could help others.

Recent milestone:
Paul was just one donation shy of his 50th gallon pin when he was diagnosed with brain cancer. Cammie reached the maximum 24 donations in her first year of giving. Both received a special Red Cross jacket for participating in recent frequency campaigns.

By the numbers: Great Lakes Region

Fast facts on our collections

Fiscal year 2008:
July 1, 2008 to June 30, 2009

Platelet products	
Our goal	13,780
Procedures	
Our goal	7,965

Where we're at:
Collections update for July 1, 2008
to January 31, 2009

Platelet products	
Our goal	8,104
Actual	9,721 (120%)
Procedures	
Our goal	4,703
Actual	5,131 (109%)

While our collections look strong, we're actually just keeping pace with the ever-increasing need for platelets. Your donation is valued any time of year by the patients and families who need platelets for emergency and ongoing treatments.

Your commitment and dedication helps ensure that platelets are there to help a child endure chemotherapy . . . a father survive an emergency surgery . . . a friend beat cancer. Please. Give platelets. Give often. You have the power to make a difference.

**Would you like to tell us why you give platelets?
Call or e-mail Ann Kammerer at 1-800-968-4283, ext. 360 or
kammerera@usa.redcross.org**