



WORKPLACE WORKBOOK



How to strengthen your organization's partnership with your local community blood center and maximize the impact of blood donation to save lives.

DEVELOPED BY AMERICA'S BLOOD CENTERS

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Every two seconds in America, someone needs blood. This workbook is designed to help your organization understand how to find your local community blood center, host blood drives, and help save lives.

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A MESSAGE FROM ABC



Kate Fry, MBA, CAE

Chief Executive Officer of America's Blood Centers

A recognized leader in healthcare association management and advocacy, Kate leads ABC's strategy development and advocacy work before federal legislators, regulators, and strategic partners.

Blood is unique in our healthcare system and considered a national resource. Blood cannot be artificially manufactured, leaving the nation's blood supply entirely dependent on the selflessness of volunteer donors.

Blood drives hosted by businesses and other community partners are the backbone of the blood supply. By partnering with your community blood center, you actively contribute to the well-being of your employees, family, friends, and neighbors.

On behalf of the millions of patients who rely on a safe and ready blood supply, we thank you for your support. Through working together to strengthen our blood supply today, we give people their tomorrow.



America's Blood Centers[®]
It's About *Life.*



ABOUT ABC

America's Blood Centers is the national organization bringing together community-based, independent blood centers. One million people walk through the doors of community blood centers every month.



1962

America's Blood Centers is founded.



60% of blood collection

Independent blood centers collect more than half of the U.S. and 25% of the Canadian blood supply, serving more than 150 million people and 3,500 hospitals and healthcare facilities.



600+ donor facilities

Independent blood centers operate more than 600 donor facilities, investing in the health of their local communities through research, disease management programs, and clinical expertise.



33,000 donations needed daily

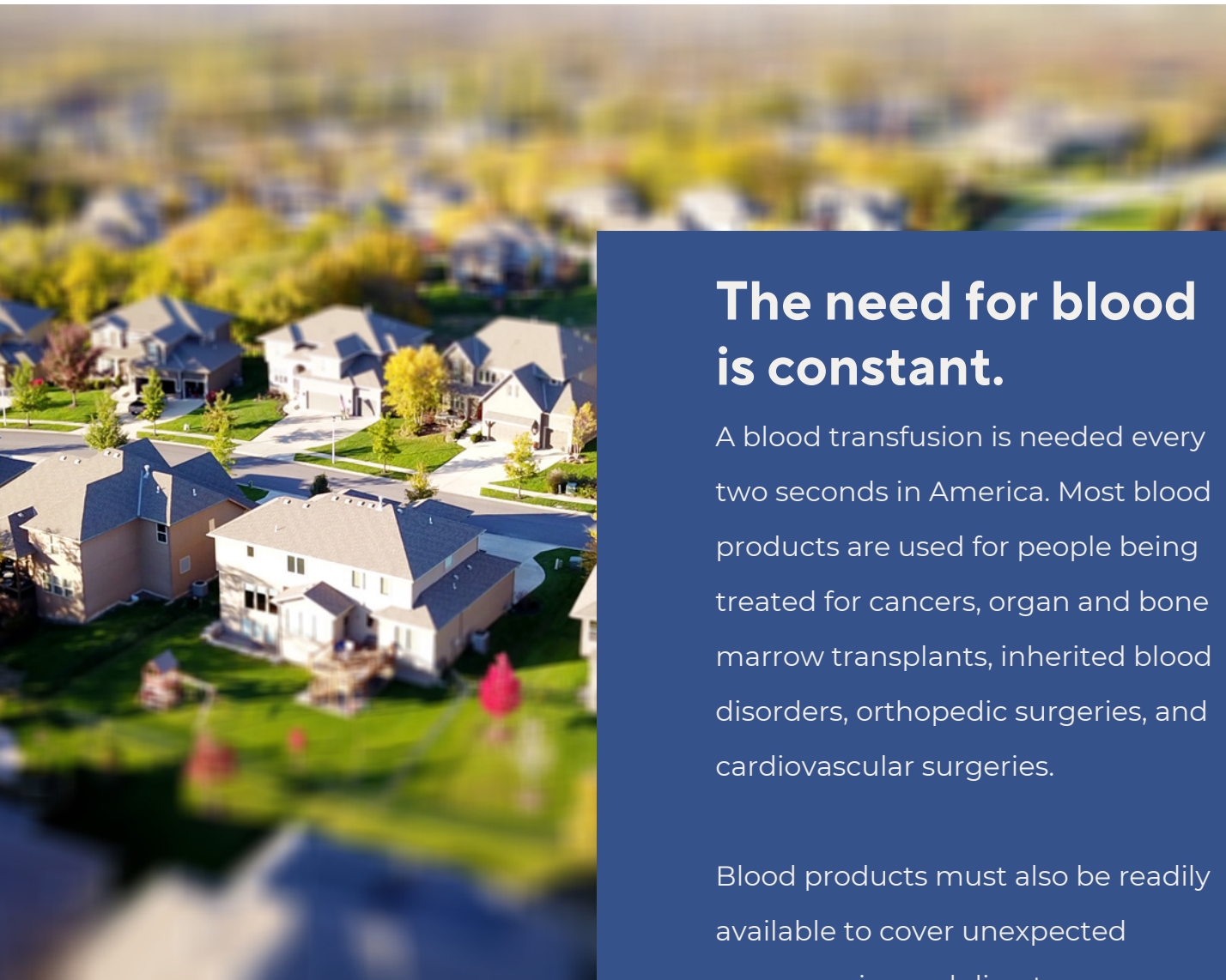
Our member blood centers are working to help bring in the 33,000 blood donations that are needed every day to meet patient needs.

LEARN MORE AT WWW.AMERICASBLOOD.ORG



Our vision is a thriving blood center community ensuring safe and available blood for every patient in need.

SUPPORTING YOUR COMMUNITY



The need for blood is constant.

A blood transfusion is needed every two seconds in America. Most blood products are used for people being treated for cancers, organ and bone marrow transplants, inherited blood disorders, orthopedic surgeries, and cardiovascular surgeries.

Blood products must also be readily available to cover unexpected emergencies and disasters.

Since blood has a short shelf life span, it must be constantly replenished year-round to ensure availability whenever and wherever it is needed.

**When you donate
blood, you help
your friends and
neighbors.**

SAVING LIVES



Daniel, whose commitment to donation was strengthened watching his nephew battle cancer.

"The more we give, the more we get back."



Daniel, who relied on blood transfusions during several surgeries and a heart transplant.

"Giving blood is a selfless act. It gave us hope and Daniel a chance to live," Dulce, Daniel's mom.



Camille, who has a rare blood disorder and relies on blood transfusions every four weeks to gain the energy she needs.

"You're giving me that energy to go out and live life."



Nabil, who has participated in blood drives hosted at his precinct facilities and at his mosque.

"Being a police officer, I love helping people, and this is a gift of life."

FACTS ABOUT BLOOD DONATION AND PATIENT NEEDS



Each donation can be separated into more than one blood product including but not limited to red blood cells, plasma, and platelets.



More than a quarter of the U.S. blood supply is used by patients battling cancer.



Transfusions are needed in the U.S. in 1 out of every 83 deliveries.



Pediatric patients in the U.S. used 652,00 blood components last year.



Blood transfusions are a key treatment often used to relieve symptoms of sickle cell disease.



One in three African American blood donors are a match for a patient battling sickle cell disease.



Looking for more information on America's blood supply and its donors?



**Scan this code
for quick
access this
guide**

ABC's U.S. Blood Donation Statistics and Public Messaging Guide is the first of its kind guide designed to provide the latest look at America's blood supply and its donors. Updated annually, it uses data curated from published research, credible public sources, and input from industry experts.

We encourage you to use the editable social media graphics contained in this guide that highlight 13 of the most widely used statistics.

DONATING BLOOD

Your decision to donate blood is time especially well spent.

Although a blood transfusion is needed every two seconds in this country, just three percent of the United States population donates blood each year. It takes 24-48 hours to process and prepare a unit of blood for use. You can help blood centers fill every request for blood by making sure it is available before it's needed.



Before going to your local community blood center, be sure to:

- Get a good night's sleep;
- Eat a well-balanced meal;
- Drink plenty of water;
- Bring a government issued state I.D. (driver's license, passport, DMV I.D. card, etc.) or your school photo I.D.;
- Be at least 16 or 17-years old depending on your state; and
- Be in general good health.



WHO CAN DONATE?

DONATION TYPES

Whole Blood

This is what most individuals think of when they hear “blood donation.” A pint of whole blood is drawn into a blood bag, and is processed in the blood center laboratory and separated into components (red blood cells, plasma, and sometimes platelets and cryoprecipitate). Red blood cells can be stored for up to 42 days after processing.

Apheresis

An apheresis blood donation is the process of blood collected via a special machine to separate it during the donation, so that only certain parts of the blood are collected and the remainder returned to the donor. This allows more of a single component, such as red blood cells or platelets, to be collected in one sitting. The types of Apheresis Collections are Double Red Cell, Plasma, Platelets, and Red Cells.

You can become a donor as early as age 16 depending on your state, and can continue donating throughout your life.

Your community blood center will provide you with additional information regarding all eligibility requirements. Please [contact your local blood center](#) and do not assume you cannot donate.

MUST BE

Healthy

ON DONATION DAY

AT LEAST

110

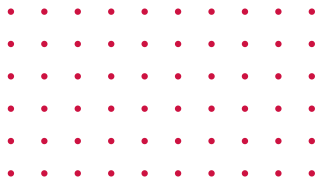
POUNDS

AT LEAST

16

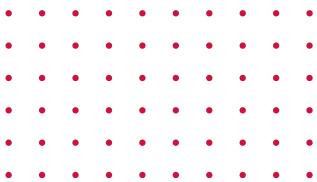
YEARS OLD, STATE
DEPENDENT

THE DONATION PROCESS



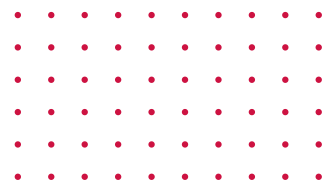
2. Health History Questionnaire

Complete the confidential questionnaire that will be provided, answering each question honestly and to the best of your ability.



1. Registration

Staff will check you in and provide an overview of eligibility requirements and information on the blood donation process.



3. Mini-physical Examination

Staff will take your blood pressure, pulse, temperature, and determine your iron levels.

The process for whole blood donation usually takes about one hour with the collection itself usually lasting only about 10 minutes. Expect to spend about two hours for an apheresis platelet collection.

AFTER DONATING

1

Once the blood donation is complete, please wait for staff to assist you before attempting to stand.

2

Follow staff instructions and proceed to the refreshment area for water and snacks.

3

Drink plenty of water to ensure proper hydration and remain in the refreshment area for at least 15 minutes.

4

Make sure the next meal you eat is healthy and well balanced.

5

Do not smoke.

6

Follow the blood center's additional instructions on how to take care of yourself after your donation.

7

Now that you're finished, don't forget to schedule your next blood donation and enjoy the satisfaction of helping to save a life!

HOSTING A BLOOD DRIVE

Start by finding your local community blood center at AmericasBlood.org and speaking with a donor recruiter to coordinate the details of your blood drive.

The earlier you work together to finalize the details, the greater the odds of securing the desired date and time for your blood drive.

Your local blood center will work with you on the day of your blood drive and provide everything needed to host a successful event, from the staff to the snacks.



Find your blood center to get started saving lives.

Scan this code to find your local ABC member blood center and speak with a donor recruiter to coordinate the details of your blood drive.

SUGGESTED TIMELINE FOR HOSTING A BLOOD DRIVE

As Soon As Possible: Confirm

Confirm blood drive dates with the donor recruiter at your local ABC member blood center and reserve a location. Consider setting a donation goal for your drive.

Six Weeks Prior to Drive: Plan

Develop a your plan to recruit donors. Your local blood center will have promotional materials available for you to use.

Two Weeks Prior to Drive: Recruit

Begin posting promotional materials and start to schedule donors.

One Week Prior to Drive: Finalize

This is the time to make any necessary parking reservations for donor coaches and vans and provide your recruiter with a final donor count.

The Day of Your Blood Drive

Post any “Blood Drive Today” signs around your donation site and meet with staff from your blood center upon arrival. Also, provide a copy of the appointment schedule to the blood drive supervisor.

The Day After Your Blood Drive

Share your success with your organization. This is also the time to start planning your next blood drive!

PROMOTING A BLOOD DRIVE

The more donors that attend, the more lives you'll save!

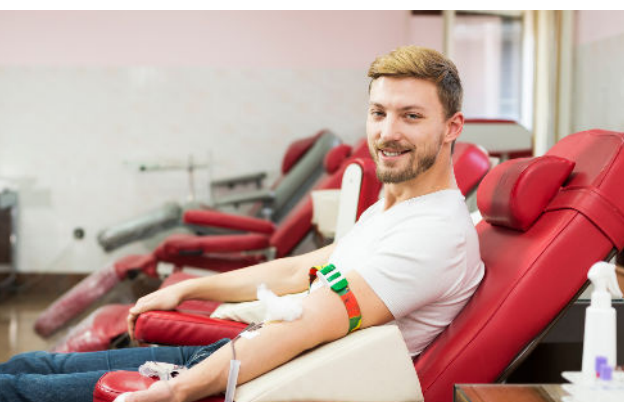
Your local blood center can provide you with the tools you need to promote your drive, including signage, sample emails, social media graphics, and a sample press release.

Just be sure to spread the word! Your message must be seen or heard three times to be effective.

Be sure to reach out to friends, family members, students, teachers, businesses, community organizations, and ask them to help you save lives through blood donation.

How can you get the word out?

- Social Media
- E-mail Announcement
- Flyers/Posters
- Announcements
- Website/Intranet
- Newsletter
- Word of Mouth
- Testimonial Videos



The number one reason people don't donate is because they have never been asked.



We need a blood supply that's as diverse as the nation that depends on it.

Did you know that the more blood transfusions a person receives, the more likely they are to require a match beyond just a blood type? They'll need blood donations from those that also match their ethnic background. That's common for those with diseases like Sickle Cell, which predominantly impacts people of color.

Less than 20 percent of all blood donations currently come from communities of color yet one in three African American donors are a match for a sickle cell patient. Donating today will help ensure there's a match for all those who regularly depend on a strong blood supply.

GET IN TOUCH

Contact Us

Growing and diversifying America's donor base and ensuring the long-term resilience of the nation's blood supply takes everyone. To learn about our advocacy priorities, working with your local community blood center, and more, please contact America's Blood Center. We're here to help your organization support our nation's blood supply.

202-393-5725

ContactUs@AmericasBlood.org

www.AmericasBlood.org
