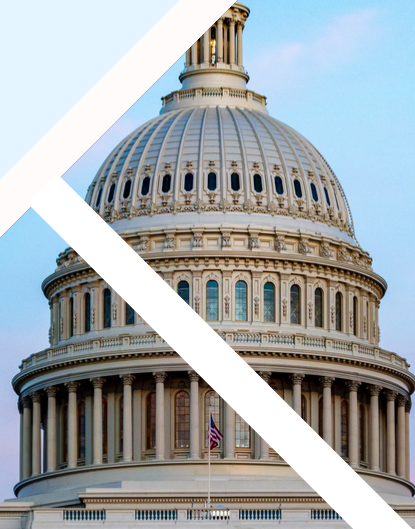




BLOOD ADVOCACY WEEK

JUNE 10-14, 2024



A Initiative of
America's Blood
Centers

ABOUT THIS WEEK

Join us for Blood Advocacy Week 2024 as leaders from the blood community, lawmakers, healthcare professionals, and advocates come together to raise awareness and celebrate the life-saving impact of blood donation. Our mission is to educate, inspire, and advocate for policies that expand access to vital blood products, ensuring that all patients can receive the life-saving transfusions they need when they need them.

GET INVOLVED

Working together, we will engage in a range of events, including Capitol Hill briefings, senior-level meetings with key leaders from Congress and federal agencies, media outreach efforts, and grassroots actions, all designed to champion policies that promote equitable access to blood products.

WHY WE MUST ACT

Every two seconds, someone in the U.S. needs a blood transfusion. Yet, just three percent of Americans currently donate blood, despite 65 percent of the population being eligible donors. The blood supply is also facing numerous challenges. There has been a decline in the overall number of blood donors, especially among those under the age of 50. There has also been a decrease in the number of minority donors, and a reduction in school and business-based blood drives. These traditional sources of blood donation are gradually recovering from the impacts of the COVID-19 pandemic.

JOIN THIS WEEK

Join more than 50 organizations dedicated to enhancing education and awareness during Blood Advocacy Week. Our partners share a commitment to highlighting the value of blood for patients, communities, and the healthcare system. As partner, you will play a pivotal role in showcasing your support for blood supply and advancing these advocacy priorities. Email BloodAdvocacyWeek@AmericasBlood.org to get involved today.

ADVOCACY PRIORITIES

This week aims to advance policies designed to increase access to blood products and expand the donor base, including through:



Urging Members of Congress to provide targeted federal funding to support blood centers' local education and awareness efforts.



Establishing a demonstration program to examine the use of pre-hospital blood for traumatic injury patients.



Encouraging Congress to establish a pilot program to attract diverse and younger blood donors, and to improve testing for better patient matches.



Establishing a demonstration program to allow reimbursement for palliative blood transfusions outside of the Medicare hospice benefit.