


# BLOOD ADVOCACY WEEK

JUNE 10-14, 2024



A Initiative of  
America's Blood  
Centers

## JOIN THE MISSION

Join us for Blood Advocacy Week 2024 as more than 80 prominent national organizations come together to advance policies designed to increase access to blood products and expand the donor base. By working together, we aim to ensure that all patients can receive the life-saving transfusions they need when they need them. Learn more and get involve today at [www.BloodAdvocacyWeek.org](http://www.BloodAdvocacyWeek.org).

## WHY WE MUST ACT

In the U.S., every two seconds someone needs a blood transfusion, but only three percent of Americans donate blood despite 62 percent being eligible. Challenges include a decline in donors, a drop in minority donors, and a decline in school and business-based blood drives, gradually recovering from COVID-19.

## 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.

## ABOUT THE WEEK

Working together, we will engage in a range of events designed to champion policies that promote equitable access to blood products:



We will send a letter to Members of Congress asking them to make supporting the blood supply a national priority.



We will hold a briefing on Tuesday, June 11th at 12pmET in Longworth 1539 on the status of the nation's blood supply and urge action on key priorities.



Leaders from community blood centers will meet with key leaders from federal agencies to encourage administrative action to support the blood supply.



We will urge public action through a weeklong Axios Politics and Policy takeover, press releases, letters to Congress, and social media campaigns.



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## THANK YOU TO OUR PARTNERS

Partners taking part in Blood Advocacy Week include the Association of Chamber of Commerce Executives, Cerus, Civil Air Patrol, the Crescent Foundation, Elks, Georgia Health Policy Center, GLAAD, HOSA Future Health Professionals, Macopharma, National Bleeding Disorders Foundation, Operation Pulse Lift, Sickle Cell Foundation of Minnesota, Thalassemia International Federation, Terumo, the Thrive with Pyruvate Kinase Deficiency Organization, University Blood Initiative, and Whitman-Walker Health.

These organizations are joined by community blood centers and blood organizations across the country, including Alliance for Community Transfusion Services (ACTS), Blood Assurance, Blood Bank of Alaska, Blood Bank of Hawaii, Blood Centers of America, Bloodworks Northwest, Carter BloodCare, Central California Blood Center, Central Pennsylvania Blood Bank, Children's Hospital Los Angeles, Coastal Bend Blood Center, Community Blood Bank of Northwest Pennsylvania & Western New York, Community Blood Center (Appleton), Community Blood Center of the Ozarks, ConnectLife, Gulf Coast Regional Blood Center, Houchin Community Blood Bank, Hoxworth Blood Center, ImpactLife, Inova Blood Donor Services, Kentucky Blood Center, LIFELINE Blood Services, LifeServe Blood Center, LifeShare Blood Center, LifeSouth Community Blood Centers, LifeStream, MEDIC Regional Blood Center, Miller-Keystone Blood Center, Mississippi Blood Services, National Blood Testing Cooperative, New York Blood Center, Northern California Community Blood Bank, OneBlood, Our Blood Institute, Rock River Valley Blood Center, San Diego Blood Bank, Sheppard Community Blood Center, Solvita, South Texas Blood & Tissue, Stanford Blood Center, SunCoast Blood Centers, Texoma Regional Blood Center, The Blood Center (New Orleans), The Blood Connection, The University of Texas MD Anderson Cancer Center, UCI Health Blood Donor Center, Versiti, Vitalant, We Are Blood, and Western Kentucky Regional Blood Center.

## BE A PART OF BLOOD ADVOCACY WEEK



We welcome the involvement of all organizations who recognize the lifesaving impact of blood donation. Email us at [bloodadvocacyweek@americasblood.org](mailto:bloodadvocacyweek@americasblood.org) to join us in our mission to educate and inspire members of the blood community, lawmakers, healthcare decision-makers, advocates, providers, and more.

Together, we will champion policies that expand access to blood products and ensure that all patients receive the vital blood products they need when they need them. Get ready to be part of a week that not only recognizes the impact of blood donation but also mobilizes action for a stronger and more diverse blood supply. Together, we can make a difference!