



Don't Disregard Diversity

February was Black History Month and SCBC employees had the pleasure of recognizing the event by sitting in on a "Black Americans in Blood Banking" course taught by our own Rebecca Johnson, QA Manager. This fascinating class introduced attendees to a number of Black Americans who have made significant contributions to the blood banking industry. While this class was interesting from a historical perspective, it got us thinking about the need for diversity in the present donor pool.



Did you know...?

A significant number of patients suffer from conditions – such as sickle cell disease – for which blood and blood products from minority donors are particularly important treatments. As many as 98 percent of people with sickle cell disease are African-American. As part of their treatment program, they will need repeated blood transfusions, sometimes as many as 15 to 25 a year, as often as every three or four weeks. If they can receive blood from donors who are from similar ethnic backgrounds, they will have less chance of transfusion reactions or complications.

Blood from African-American donors is also particularly valuable for the blood supply in general, since about 70 percent of African-Americans have blood types O or B, which are the types most in demand.

Research has shown that blood donation rates for African-Americans are one-quarter to one-half of what they are for Caucasians. When it comes to blood donation, it truly takes all types! Please help us encourage others to donate.

Adapted from an article appearing in America's Blood Centers' newsletter.

Sponsor Spotlight

This Month: Archbold Memorial Hospital

For the last seven years, Archbold Memorial Hospital has been a loyal supporter of SCBC and the act of blood donation. The hospital is dedicated to the community and is continuously searching for creative ways to maximize employee participation and educate incoming employees on the importance of blood donation.

Archbold Memorial Hospital is an organization that strives to leave a footprint on the community, both through the medical services they provide *and* through the community service activities they voluntarily undertake. Sherrie Palmer, Archbold's site coordinator for blood drives, has played an integral role in establishing the hospital as a community minded, values-driven entity. She has rallied to increase awareness of, and interest in, blood donation and has also organized additional employee involvement opportunities, such as providing meals for local families around the holidays. Ms. Palmer, and Archbold Memorial Hospital as a whole, believes in giving back to the community and actively seeks out ways to make a difference in the lives of local residents.

As a result of the aforementioned efforts and characteristics, collections for Archbold Memorial Hospital increased 34% from 2009 to 2010. It just goes to show that a little effort -- and a lot of love -- can go a long way! Keep that in mind for your next blood drive.

Donors Are a Work of Heart

Blood is a key ingredient in the daily workload of your heart. Here's the proof:

- Each of the billions of your red blood cells can circumnavigate the body in less than 2 seconds!
- Each red blood cell travels about 12,000 miles a day, which is 4 times the distance across the US from coast to coast.



- Each minute your heart pumps about 5 quarts of blood. That's 75 gallons an hour, 1,800 gallons per day and 657,000 gallons each year!

When you donate blood, you truly are giving an amazing gift!

Upcoming Promotions

...blood donors save lives

There's no luck to it...

Happy in & get your St. Paddy's Day shirt!

Only through March 17

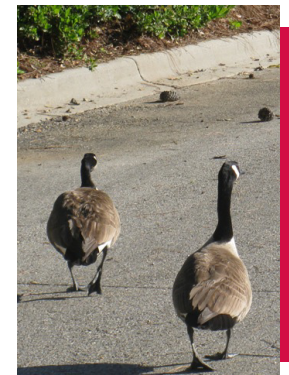


Spring Cap

Begins March 18
Center & Bloodmobile Donors

Unconventional Donors?

A pair of Canadian geese visit the blood center on March 11.



Correction

In last month's edition, the photo of Flowers Nissan's GM was incorrectly labeled as "George Littleton" rather than Robert Littleton. Our apologies!