

National Blood Donor Month

This January, LifeServe Blood Center was honored to welcome Governor Terry Branstad to the Des Moines Donor Center to declare Blood Donor Month in Iowa. The proclamation serves as a reminder of the importance of the volunteer blood donor program and the impact blood donors have in their communities.

National Blood Donor Month was named a Presidential Proclamation by President Richard Nixon in 1969. LifeServe Blood Center will continue the tradition by celebrating those donors who have made the commitment to help save lives in their community by donating blood, and welcome new, first time donors who wish to make an impact at a local level.

We are grateful for all of our wonderful blood donors and celebrate you, our local heroes, this month and all year long!



Blood Donors Save Lives

Sheila Stefani is a loving wife, busy grandmother, and is living a vibrant life thanks to blood donors who helped her in her critical time of need. Sheila has always been an active, healthy individual; always on the go and willing to experience just about anything, except roller coasters.

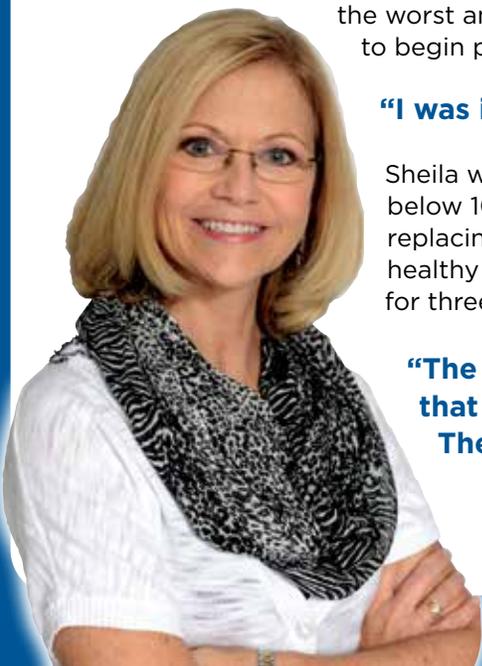
On the evening of December 8, 2009, Sheila suddenly felt ill and thought she was coming down with the flu - December is cold and flu season after all. After experiencing flu like symptoms overnight and into the next day, Sheila understandably became very weak but still thought it was a bad case of the flu. With a blizzard looming and her husband out of town, Sheila knew the chance of getting to the hospital was slim; but after noticing her eyes and skin turn a yellow hue, she knew this wasn't a case of seasonal flu and immediately called her sister-in-law to take her to the Emergency Room. Once in the ER, the staff immediately administered fluids and took blood samples. It wasn't long before she was admitted to the hospital - under the assumption she was experiencing trouble with her gall bladder. Within a couple of hours after being admitted, Sheila took a turn for the worst and became critical. Doctors rushed her to radiology, inserted a port into her neck to begin plasmapheresis and kidney dialysis.

“I was in kidney failure and my platelets were critically low.”

Sheila was admitted to the Intensive Care Unit and at that time her survival rate was below 10 percent. The plasmapheresis team, who Sheila calls “her angels,” started replacing the platelets that were causing harm to her body and replacing them with healthy platelets given by blood donors. This treatment, along with dialysis continued for three weeks.

“The platelet donors are truly my heroes. I can say without a question, that I would not be alive today without the generous platelet donors. The world is a better place because of blood donors!”

Sheila Stefani
Platelet Recipient



Right Type Blood Donations

Did you know that your blood type says a lot about you? Did you also know that your blood type is right for a very specific type of donation? As a blood donor, you have the ability to give a precious gift, the gift of life. There is no substitute for human blood – it cannot be manufactured, it can only be given by generous volunteer blood donors.

By giving a specific type of donation based on your blood type, you can help a patient fight an injury or illness or make a surgery happen. While it is true that donations of all blood types are needed year round, it is also true that each type of blood donation (whole blood, double red cell, apheresis platelet) is needed by different patients and can have an immediate impact on their healing process.

WHOLE BLOOD DONATION

A whole blood donation is the most common type of donation and can be given every 56 days. Because a whole blood donation can be separated into various components including red cells, plasma and platelets, all blood types (A-, A+, B-, B+, O-, O+, AB-, AB+) are right for this type of donation. Each lifesaving component can be given to different patients in their time of need. In fact, just one whole blood donation can be given to up to three different hospital patients!

DOUBLE RED CELL DONATION

Double red cell donations involve an automated procedure that collects only the red blood cell portion of blood and returns the remaining components to the donor. Double red cell technology allows LifeServe

Blood Center to collect twice as many red blood cells in one visit which allows donors to give every 16 weeks. As a double red cell donor you only need to donate three times a year and you will save the same number of lives as a whole blood donor. If your blood type is A-, B-, O-, or O+, and you meet the eligibility criteria to give double red cells, you are a perfect match for this type of donation!



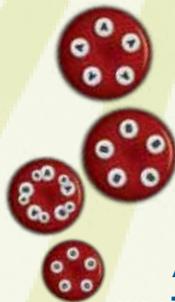
APHERESIS DONATION

Apheresis platelet donations involve a procedure where only the platelets are collected via a cell separating machine. The remaining blood components (red blood cells and plasma) are returned to the donor during the

donation. Apheresis platelet donors can give every two weeks and their donations are primarily given to cancer and leukemia patients, as well as transplant recipients, burn patients and patients living with inherited bleeding disorders. If your blood type is

O+, A+, A-, AB+, AB-, you have a special gift that is needed by many people in our community!

Currently, due to testing requirements new platelet donors must be male; however, we hope to change this in the future.



As a blood donor, you are in a unique position to give a lifesaving gift to patients in their critical time of need. With one donation, you can help a patient fight cancer, ensure a premature infant receives lifesaving blood and blood products, or help in the recovery of a trauma or accident patient. Which type of donation is right for you? Call us to learn more, or to schedule your next appointment! Contact us at 800.287.4903 or visit www.lifeservebloodcenter.org.

Have you checked out the LifeServe Online Store?

LifeServe offers a wide variety of gift items for blood donors at the LifeServe Online Store. Make sure you check out the Online Store and redeem your donation points for great gift items and show your donor pride!

**Redeem your points today!
Visit lifeservebloodcenter.org
and click on "STORE."**



Your Time is Valuable!

Time is a precious resource and one we often underestimate until we're running out of it! LifeServe Blood Center understands the many choices you have in deciding how and where to give your time. Whether serving meals at a local church, organizing classroom parties at a child's school, or spending an hour donating blood, your time is valuable. We want to be respectful of the choice you made to spend that time with us!

As a volunteer blood donor, our goal is to handle your blood donation as quickly and efficiently as possible while providing you the highest level of service possible. Scheduling a donation appointment is one way we can work together to honor your time.

The amount of appointments per each collection operation (mobile blood drive and/or donor center) is based upon the amount of blood collections needed each day to meet our patient needs. Scheduled donation appointments provide us an opportunity to plan appropriately to ensure the right amount of resources are available (number of staff, amount of equipment, etc.) to maximize the donation processes, thus saving time.

We understand that schedules change and that many of our donors prefer to walk-in to give blood when the day allows. We will always encourage and accept generous blood donations.

To schedule an appointment, visit lifeservebloodcenter.org or call 800.287.4903. All donors who schedule an appointment will receive an email and/or phone confirmation of their appointment. Schedule Today!

DID YOU KNOW?

- One pint of blood can save up to three lives.
- Someone needs blood every two seconds.
- Only 38 percent of the U.S. population is eligible to donate blood but less than 10 percent donate annually.
- There is no substitute for human blood.
- Healthy adults who are 16 years old may donate one pint of whole blood – the most common form of donation – every 56 days.
- One unit of whole blood is roughly the equivalent of one pint.
- About 1 in 7 people entering a hospital need blood.
- Females receive 53 percent of blood transfusions; males receive 47 percent.
- One unit of blood can be separated into several components: red blood cells, **plasma, platelets and cryoprecipitate.**
- Fourteen tests (11 for infectious diseases) are performed on each unit of donated blood.
- The blood supply is safe



What does your blood type say **ABO**ut you?

(re-printed from Fenwall's "Continuous Flow")

People with type **A** blood crave order and neatness. **Bs** are candid, forthright and non-conformist. **ABs** often have paranormal powers.

Os evidently like to hear "Yo!"

More than 90 percent of the fans who like "Rocky" films are type **O**.

According to Toshitaka Nomi and Alexander Beshner, authors of "You Are Your Blood Type," personality analysis by blood type is an accepted quasi-science in Japan.

If the Shroud of Turin was really Jesus' burial shroud, then Jesus Christ was an **AB**, one of the rarest blood types.

Os, which represent 45 percent of the people in the U.S., crave positions of power and leadership. They are driven to succeed and act as jealous guardians of hierarchies at work and in the family.

Os make the best presidents, heads of corporations and captains of sports teams. Ronald Reagan and Queen Elizabeth II are both **Os**. **Os** also make the best criminals. Al Capone was an **O**.

A is the second most common blood type. Due to the **As** meticulous habits, they are best suited for work in libraries, police departments and museums. They are incredibly self-controlled.

Bs thrive on the unusual. They are poor team players and believe in their own superiority. **Bs** can be absentminded professors. **Bs** also make great cooks.

ABs are the most rational, sensible people around. They make excellent first impressions and are perfectly suited to careers in diplomacy.

▼ MAKING A DIFFERENCE

Sandy Bailey has been a dedicated LifeServe Blood Center volunteer for over nine years serving as the Oelwein community chairperson. Sandy recently reached a major milestone by hosting 100 blood drives! She began to volunteer with LifeServe in January of 2004 and since then has dedicated her time to organizing, recruiting and scheduling donors throughout the year. Through her efforts, 5,410 units of blood have been donated and she has impacted approximately 16,230 hospital patients since she became a chairperson with LifeServe Blood Center.

Sandy is dedicated to the mission of LifeServe and strives to make a difference every day in her community. Along with her LifeServe volunteer work, Sandy also volunteers at her local community elementary school and tutors students. Congratulations, Sandy!



Do you want to help save even more lives? Or, do you know someone who is interested in supporting our mission? Contact us today for more information about becoming a LifeServe Blood Center chairperson! Call 800.287.4903 or email blooddonor@lifeservebloodcenter.org.

It's Achievement. It's Service. It's Community. **It's being a Blood Donor.**