THE CRITICAL NEED FOR BLOOD DRIVES AND DONORS

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Megan Robinson, Executive Director
American Red Cross serving Western North Carolina
The Need for Blood

Blood is needed for:

✓ Mothers giving birth
✓ Premature babies
✓ Accidents/trauma victims
✓ Open heart surgeries
✓ Hip replacements
✓ Cancer treatments
✓ Prostate cancer surgeries
✓ Leukemia
✓ Sickle cell disease

*and many others...*

Band together and help save lives
The Impact of COVID-19

- 80% of blood is collected with sponsor organizations (schools, colleges, workplaces) → locally hundreds of drives cancelled

- Drives booked 18 months in advance → now 3-4 months out

- Gray sky events were localized, and blood could be collected elsewhere → covid is pervasive across the country

- Donors want to donate, there are simply not enough drive locations running to accommodate them
The New Need

- **Convalescent plasma**, rich in antibodies from those who have fully recovered from coronavirus, for experimental treatment of patients afflicted.

- Demand has increased 250% since October

SHORTAGE ALERT: Fully recovered COVID-19 plasma donors needed

RedCrossBlood.org/Plasma4Covid
The High Focus

- Increasing diversity in the blood supply – it should reflect the diversity of patients.
- Generally, the best blood match for a patient requiring frequent transfusions comes from donors of the same ethnic or genetic background.
- Blood donations from African Americans declined dramatically since the onset of the pandemic.
  - Disproportionate rate of infection
  - Increased concerns regarding safety during COVID-19
The Ask for Support

Blood Drive Hosts & Sponsors
- To host a drive, contact megan.robinson@redcross.org

Donate Space for Community-Based Donation Site
- To donate space, contact megan.robinson@redcross.org

Share information about convalescent plasma needs
- Utilize ready-to-use templates to help spread the word

Help meet the unique needs of diverse blood recipients
- Engage community influencers asking supporters to make appointments & donate.
BATTLE OF THE BADGES
Respond to the call. Give blood.

11th Annual Battle of the Badges
BLOOD DRIVE

First Baptist Church
5 Oak Street, Asheville
Wednesday, February 24th
8:00 a.m. to 5:30 p.m.

Support your favorite Badged Department!
Additional Resources
Site Suitability Adaptation*

- **Main Area** – Minimum 800 sq ft, minimal to no obstacles (e.g., columns), allows for subdividing stations as follows:
  - Health History Area – Donor physical exam and health history questions
  - Collection Area – Actual blood donation, beds must be 6 ft or more apart
  - Recovery/Post-Collection Area – Blood products collected are readied for transport. A Recovery bed is available for any post-donation needs
  - Canteen Area – Donors enjoy provided food/beverage items.
    - Canteen chairs must be 6 ft or more apart
    - All food and drives at drives are single serve, individually wrapped

- **Blood Donation Sites should also have the following amenities:**
  - Restrooms with running water on same floor
  - Temperature control by room
  - Good lighting & wireless signal
  - Minimum 4 electrical outlets
  - Accessible parking & load/unload ability (ramp/dock if needed)

*Site suitability specifications are subject to change. Please consult with your Red Cross representative before outreach.
Convalescent Plasma Shortage

With limited availability of the COVID-19 vaccine, the Red Cross continues to work with the FDA to collect convalescent plasma, rich in antibodies from those who have fully recovered from coronavirus, for experimental treatment of patients afflicted.

• During a plasma donation, blood is drawn from an arm and sent through a machine that collects plasma, and returns red blood cells and platelets back to the donor, along with saline. It takes only a few minutes more than donating blood.
• As of 5/15/20, Red Cross collection of convalescent plasma encompassed 170 locations, allowing delivery to hospitals within 36 hours to aid the treatment of critically ill patients.
• Hospital distribution has increased about 250% since October. More than 800 units are needed each week to help meet patient needs.
• Eligible candidates recovered from COVID-19 are encouraged to visit redcrossblood.org/plasma4covid to ensure we continue to serve those in need.
Our Response | Additional Collection Safety Protocols

Pre-Donation Temperature Screening
• Prior to entry into the blood drive, all attendees are temperature screened (performed by volunteer staff we are adding nationwide)

Personal Protective Equipment
• All staff must use gloves, changed between each donor
• All attending a drive must wear masks throughout, except during canteen eating
  • Donors encouraged to bring their own mask, but provided one if necessary

Enhanced Disinfecting
• Hand sanitizer used throughout the donation process
• All equipment that is touched by donors sanitized between each donor