



# THE CRITICAL NEED FOR BLOOD DRIVES AND DONORS

February 2, 2021

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...*




# 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

 American Red Cross

[RedCrossBlood.org/Plasma4Covid](https://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](mailto:megan.robinson@redcross.org)

## Donate Space for Community-Based Donation Site

- To donate space, contact [megan.robinson@redcross.org](mailto: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.

# **11<sup>th</sup> Annual Battle of the Badges BLOOD DRIVE**

***First Baptist Church***

5 Oak Street, Asheville

***Wednesday, February 24<sup>th</sup>***

***8:00 a.m. to 5:30 p.m.***

*Support your favorite Badged Department!*



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# Additional Resources



# Our Response | Additional Collection Safety Protocols

## 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 drinks 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](https://redcrossblood.org/plasma4covid) to ensure we continue to serve those in need.

## SHORTAGE ALERT:

Fully recovered COVID-19  
plasma donors needed



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RedCrossBlood.org/Plasma4Covid

# Our Response | Additional Collection Safety Protocols



Temperature Checks



Disinfecting Frequency



Gloves & Masks



6 Foot Distance



Hand Sanitizer

## 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

