



Blood Bank of Hawaii
2043 Dillingham Boulevard
Honolulu, HI 96819-4024
PHONE: (808) 845-9966
NEIGHBOR ISLANDS: (800) 372-9966

Dillingham Donor Center

Monday.....9:00 a.m. - 5:00 p.m.
Tuesday.....6:30 a.m. - 5:00 p.m.
Wednesday.....6:30 a.m. - 5:00 p.m.
Thursday.....9:00 a.m. - 7:00 p.m.
Friday.....6:30 a.m. - 5:00 p.m.
Saturday.....6:30 a.m. - 2:00 p.m.
Sunday.....First Sunday of the month
9:00 a.m. - 2:00 p.m.

Downtown Donor Center

Monday-Friday.....6:30 a.m. - 2:00 p.m.

You can visit us on the Internet at any time to make a donation appointment, find an Oahu or neighbor island blood drive near you, or learn more about the Blood Bank of Hawaii. Our web site is located at:

www.bbh.org

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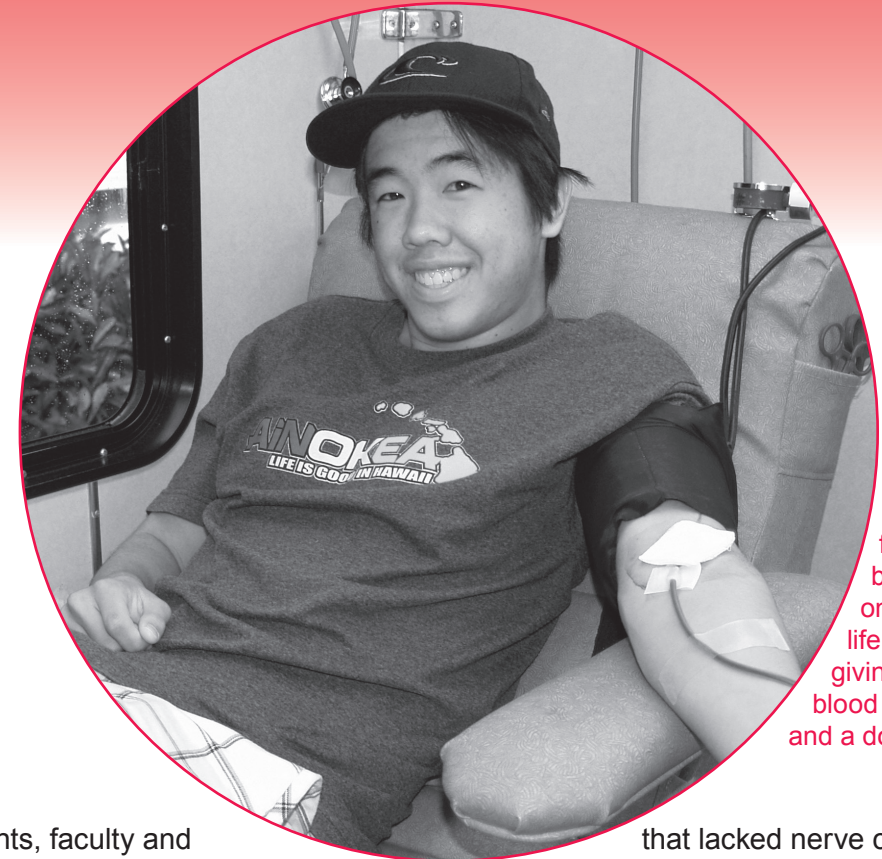


Circulate

News from your Community Blood Center

May 2009

A Gift That Came Full Circle



James Wong has never forgotten that blood donors once saved his life. Now, he's giving back as a blood drive advocate and a donor.

This spring, more than 100 students, faculty and staff at the Punahou School blood drive will feel great knowing their contributions will have met over one-third of Hawaii's daily blood supply needs.

Punahou Student Blood Drive Coordinator James Wong and his committee members have worked hard to make sure the drive happens.

"We've spent the last two and a half weeks putting up signs around campus and making announcements at the junior and senior class assemblies," says James.

"I've been around with my clipboard asking people to sign up. Some people may think I'm annoying, but I don't care; I'm doing this for others," he says with a smile.

James speaks from the heart. He was born with Hirschsprung's Disease, a congenital abnormality which ranks third among the causes of neonatal intestinal obstructions.

When he was six months old, doctors operated on James' tiny abdomen to remove a section of his colon

that lacked nerve cells, causing the obstruction.

One year later, James underwent his seventh and last surgery to close the ileostomy he received earlier.

As time progressed, James learned about the many blood transfusions he needed as a child and the donors who saved his life. It's something he's never taken for granted and is what fuels his desire to provide hope to others.

"My life was saved and now I'd like to give back," says James, who is coordinating his last high school drive before he graduates this June. Since his junior year, James has helped to coordinate four school drives, from overseeing sign-ups to canteen duties and "making sure there's always a smile on the donor's face."

But he won't stop there. "I plan to continue donating blood when I'm in college," he adds. "When you help others in need—even if you don't know them—it's a great feeling."

Give a Pint, Get at Pint at the Blood Bank

The Blood Bank of Hawaii's **Give a Pint, Get a Pint** promotion is back just in time to keep you cool this summer!

The Blood Bank is again partnering with Baskin-Robbins Hawaii to provide a pint of ice cream to blood drive participants on the following holiday and summer drive dates:

Holidays

Memorial Day, Monday, May 25 (Oahu and Hilo)
Kamehameha Day, Thursday, June 11 (Oahu and Kauai*)
Independence Day, Saturday, July 4 (Oahu)
Admission Day, Friday, August 21 (Oahu)
Labor Day, Monday September 7 (Oahu and Kona)
* *Kauai donors will get a Jamba Juice coupon*

Summer Dates

Friday, July 3 (Oahu)
Monday, August 3 (Oahu)
Monday, August 24 (Oahu and Maui)

The promotion is timed to coincide with the summer months, which traditionally are periods of low donor turnout, according to Wendy Abe, BBH chief operating officer.

"Keeping the blood supply at a safe level during the summer is quite challenging because schools are out and many people go on vacation," she said. "We hope this promotion will heighten awareness of the need for blood among non-donors and inspire people to give the gift of life to fulfill the increasing demand for blood."

Donors will receive a coupon upon their blood donation visit to the Blood Bank of Hawaii's Dillingham Donor Center, the Downtown Donor Center at 126 Queen Street, or any blood drive location. The coupon can be redeemed for one pint of ice cream at participating Baskin-Robbins Hawaii locations.

This summer, enjoy some ice cream knowing that your single blood donation can help save up to three lives!



Dr. Gary Okamoto



Dr. Darryl Glaser

Introducing Two New Trustees

The Blood Bank of Hawaii is very fortunate to welcome two experienced physicians to the Board of Trustees.

“The board and staff are pleased to welcome Dr. Gary Okamoto and Dr. Darryl Glaser,” said Dr. Robyn Yim, BBH president and medical director. “Their experience, vision and commitment to our mission will help us as we strive to meet the ever growing need for blood by Hawaii’s patients.”

Dr. Okamoto, medical director and senior vice president of the Rehabilitation Hospital of the Pacific, said, “It’s a privilege and honor to serve patients, their physicians and hospitals through the Blood Bank’s board. I hope that my participation contributes, in some small and humble way, to the team’s long-term commitment to patients, donors, safety, and service quality.”

Board certified in physical medicine and rehabilitation, Dr. Okamoto is also an associate clinical professor at the John A. Burns School of Medicine, president of the Hawaii Medical Association, and past president and chief executive officer of the Queen’s Health Systems.

Dr. Glaser is the interim head of the Pediatric Hematology/Oncology Division at Kapiolani Medical Center for Women and Children. He is also an assistant professor of pediatrics at the John A. Burns School of Medicine, as well as the interim chair of the school’s Division of Pediatric Hematology/Oncology.

“As a pediatric blood and cancer specialist, I’ve relied on the services and expertise of the Blood Bank of Hawaii for over a decade,” Dr. Glaser said. “I’m thrilled to now have the opportunity to give back as a Blood Bank trustee.”

Coordinator’s Corner

How can I ensure that my company’s recruitment goals are met prior to each drive date?

Blood drive coordinators are encouraged to use the 3-2-1 Rule! It’s very simple:

- Three weeks before the drive, solidify one-third of all appointments.
- At two weeks, confirm two-thirds of all appointments.
- And at one week—you guessed it—make sure all appointments are set.

Pacing is key, and reduces stress! Finishing recruitment earlier also means you can focus on ensuring donors remember their appointments and prepare properly for a successful donation!

BBH At A Glance

♦ Blood Bank is Tweeting

The Blood Bank is using Twitter, a popular free communication service, to inform people of our blood drives and to educate them about blood donations.

If you have a Twitter account, click FIND PEOPLE and type **Blood Bank of Hawaii** in the search box, and start following us to receive our messages.

To set up a Twitter account, please go to www.twitter.com

♦ Schools Have Spirit in Their Veins

Congratulations to these schools for their outstanding recent blood drives:

- **Kalaheo High:** First public school to conduct a two-day drive on February 11 and 12, the latter with only 3 days notice to fill another school’s cancellation.
- **Kapaa High:** This Kauai school became the first neighbor island school to host back-to-back drives in the same school year, the first in December and followed by another in February.
- **Moanalua High:** Donated 121 pints on March 13, the record for the largest one-day total at an Oahu school.



Apheresis donor Charlie Loomis, associate general counsel for kamaaina firm Alexander and Baldwin, is the company’s blood drive co-coordinator with Michele Loudermilk. In the photo above, Charlie stands with BBH Donor Services Field Representative Linda Fulton in front of our Downtown Donor Center at 126 Queen Street.

In 2008, the Blood Bank of Hawaii collected 59,132 pints of whole blood and 4,158 apheresis units.

The latter may seem like a small number, but not when you consider one unit contains platelets equivalent to five pints of whole blood.

This multiplier effect shows why apheresis donors are so vital to helping us meet the needs of patients being treated for cancer, undergoing surgery, or other health crises.

Charlie Loomis is an apheresis donor with 36 units to his credit. What’s interesting about Charlie is he was a regular whole blood donor at the Downtown Donor Center for years before making the switch.

“Working downtown with the Donor Center just a short walk away, it was easy for me to give blood,” Charlie said.

“Then one day while I was giving blood, a nurse told me about how cancer patients and

Meet Charlie Loomis

Charlie started donating whole blood in 1986. Then in 2006, he switched to apheresis. Why? “It’s simple,” he said. “You give more often, so you end up helping more people.”

others needed platelets, how many more platelets were collected in just one apheresis donation, and how donations could be as frequent as every two weeks.

“That convinced me to try it. The platelet collection takes longer, but you can watch TV or a video. I always bring paperwork and do some office work. My bosses will be happy to hear that,” he said with a hearty laugh.

“Throughout the whole collection process, the apheresis nurses are super and make you feel comfortable. And because you see them more often, you develop a relationship with them that’s fun and friendly.”

Charlie encourages whole blood donors to consider apheresis. “Obviously, you give blood to help others,” he said. “By giving platelets, you can give more often and help many more patients.”

Platelets are collected at the Dillingham Donor Center. Please call 845-9966 to make an appointment.

6 Reasons To Donate Platelets

1. Platelets are essential for clotting to occur. Without an ample platelet count, a person would bleed to death.

2. We have plenty to share. Platelets are the most plentiful of the blood cells. The average person has a platelet count of 150,000 to 450,000 (per microliter). Donating platelets causes a minimal decrease in your count.

3. Platelets are good for only five days. With such a short shelf life, our supply of platelets depends on new and returning donors.

4. You can donate platelets as often as every two weeks. Because one donation is the equivalent of platelets collected from five whole blood donations, you can save many more lives.

5. Cancer patients are the primary recipients of platelet transfusions. If you know someone battling cancer, you can honor him or her by donating to help patients in need of platelets.

6. It is the ultimate form of recycling!