



Give Blood. It's Safe. It's Simple. It Saves Lives.

2043 Dillingham Boulevard  
Honolulu, HI 96819-4024  
Phone: (808) 845-9966  
Neighbor Islands: (800) 372-9966

**Dillingham Donor Center\***

Mon, Tues, Wed, Fri 6:30 a.m. to 4:30 p.m.  
Thursday 9:00 a.m. to 7:00 p.m.  
Saturday 6:30 a.m. to 2:30 p.m.  
Sunday Apheresis only

Apheresis by appointment, seven days a week.

**Young Street Donor Center\***

Tuesday 11:30 a.m. to 7:00 p.m.  
Wednesday - Saturday 6:30 a.m. to 2:00 p.m.

\* Last appointment 45 minutes prior to close.

[www.BBH.org](http://www.BBH.org)

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Blood Bank of Hawaii

# Circulate

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## Blood Bank of Hawaii

*Give Blood.*

*It's Safe.*

*It's Simple.*

*It Saves Lives!*

## INSIDE THIS ISSUE

Up to the Minute

In The Spotlight:  
Saved in the Womb

BBH At-A-Glance

Life Links:  
Inspiring Ideas

Did You Know?  
New Bloodmobile

## The Most Precious Type

As a loyal blood donor, you know your donation is important and saves lives. But do you know why your specific blood type and donation type are so important?

A car accident victim could use upwards of 30 units of red blood cells. A thalassemia patient, 1-3 units of red blood cells every 3 weeks. Someone undergoing chemotherapy may use 2-4 units of platelets after each treatment. A person with immune disorders may require 15-20 units of plasma every day for their treatment.

For each situation, blood type and components play an important role. Ultimately, the most important blood type is the one on the shelf for the patient in need.

### About Blood Types in Hawaii

**O+** You win the popularity contest. Your blood type is the most common in Hawaii (39%) and is always in high demand. Because your red cells can be given to anyone regardless of their blood type, your red cells are more impactful than your platelets or plasma. So keep your name on the most popular list and donate as often as possible.

**A+** You're in good company. A+ is the second most common blood type in Hawaii (32%). Sure, lots of people have your blood type but there's nothing common about your type if it's not on the shelf when someone needs it. You may be called to give a whole blood or platelet- and/or plasma-pheresis donation depending on the patients' needs.

**B+** B+ is much more common among Asian populations. So it makes sense it's prevalent in Hawaii (16%). At times, sudden usage of B+ results in unexpected shortages. You may be called to give a whole blood or platelet- and/or plasma-pheresis donation depending on the patients' needs.

**AB+** AB+ may be small in percentage (6%) but mighty for patients with uncontrolled bleeding, liver disease and trauma.

As the universal plasma donor, your plasma can be given to anyone regardless of their blood type, so it is more impactful than your red cells. Your platelets are next in line. Ask if plasma- or platelet-pheresis is for you.

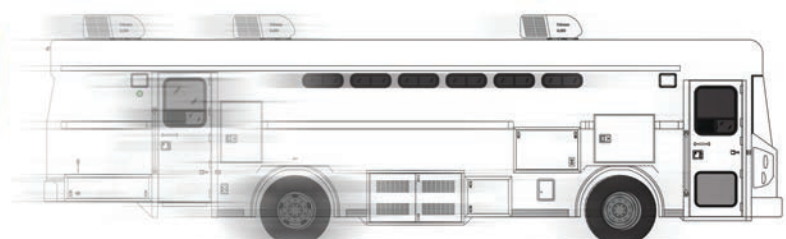
**O-** Ever wonder why we call you so much? As the universal donor, anyone can take your blood. In an emergency when there's no time to match the blood type, you save the day. On the mainland, 7-8% of the population has O- blood. Here in Hawaii, you're in the exclusive 3% club. We call because patients are always in need of your red blood cells. Donating as often as possible is critical for the community.

**A-** Like O-, the other Rh-negative blood types are half as common in Hawaii compared to the mainland. If you wonder why you should donate blood when there are not so many people with your blood type (A- 2.6%; B- 0.8%; AB- 0.4%), remember it only takes one person in need with your blood type to make it the most important.

Your red cells are the best way for you to help Hawaii's patients.

*Discover the most precious type on the next page...*

The **wheels** on the **bus**...



...will **soon** go **round** and **round**.

In mid-January, be on the lookout for BBH's new bloodmobile. Thanks to the generous support of businesses, foundations and individuals, our reality of a new bloodmobile was made possible.

The arrival of the new bloodmobile completes Phase 1 of our fundraising plan. We're well on our way to raising additional funds to purchase another bloodmobile to replace our aging fleet.

If you have questions or are interested in keeping BBH on the move, please call us at 848-4729.

**Special thanks to the following major contributors for their support:**

**Atherton Family Foundation | Bank of Hawaii Foundation | The Clarence T.C. Ching Foundation**  
**First Hawaiian Bank Foundation | HMSA Foundation**  
ABC Stores | Grove Farm | Hawaiian Electric | Matson | The Queen's Medical Center  
Servco Foundation | Zippy's Restaurants

# BBH AT-A-GLANCE

## Four Times, Four Years

Congratulations to our donors who received one or more of the commemorative four-time donor t-shirts over the past four years! As we wrap up this program, we thank all our loyal donors and hope you wear your shirts with pride.



Program ends  
December 31, 2013.  
Shirts are available until  
February 28, 2014.

## The Ultimate Gift

Holiday gift-giving isn't over. Skip the crowded stores, long lines and crazy parking lots. Lie down, put your feet up and relax while you give the ultimate gift – the gift of life!

Donate blood between December 23, 2013 – January 4, 2014 and receive a coupon for a sweet treat as a special thank you from BBH. Plus, get a chance to win a Vacations Hawaii trip for two to Las Vegas, including:

- roundtrip airfare for two
- four or five nights at the California Hotel
- three meals daily
- roundtrip Las Vegas airport transfers



Sign up to give the gift of life today!

Call BBH at 848-4770 or toll-free at 1-800-372-9966.

Vacations Hawaii  
HAWAII • LAS VEGAS



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[Facebook.com/BloodBankHawaii](https://www.facebook.com/BloodBankHawaii)  
[Twitter.com/BloodBankHawaii](https://twitter.com/BloodBankHawaii)

## Up to the Minute

Embracing change, BBH is always looking for ways to improve. These are some of the ways we're working to make saving lives easier for you!



### Online Appointment Setting

Have you scheduled an appointment online? Since its launch in June, donors have used eDonor to manage their own appointments, view donation history, update contact information and receive appointment reminders by email. If you haven't yet, log on to [BBH.org](http://BBH.org) to access these features.

### Mobile-Friendly Browsing

With one in four of our online visitors using a mobile device (smartphone or tablet), BBH improved the online experience by upgrading our website's software platform.



Depending on whether you visit [BBH.org](http://BBH.org) on a computer, tablet or smartphone, the website adapts to fit your screen size. This technology

makes the website easier for you to view across all devices using a responsive design template.

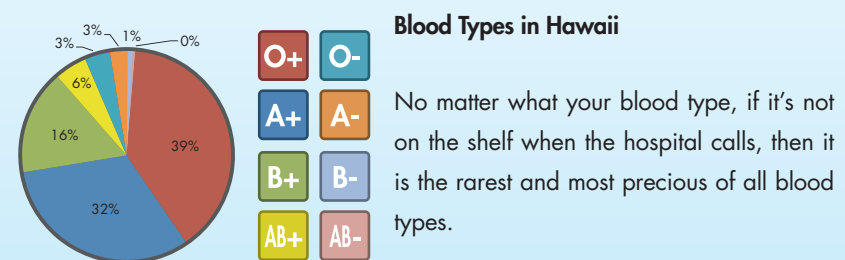
### Stay Connected

To provide you with timely news in an efficient manner, Circulate is transitioning online. You'll be notified by email when the newest edition is available at [BBH.org](http://BBH.org). Special print editions will be mailed when there's impactful news.

We will also use email to keep you updated about the need for your blood type. Blood needs change daily depending on what emergency situations, surgeries or patients' care is required. We closely monitor the inventory of blood to let you know when Hawaii's patients need your blood type.

**@** Receive the latest news, get updates on special promotions and learn when your blood type is in greatest need. If you haven't already, provide your email address at your next appointment or through your online account, accessible at [BBH.org](http://BBH.org).

Continued from cover page...



## IN THE SPOTLIGHT

Little did Gordon Bruce know that his altruism would eventually bring life to his own family. "My father was a loyal donor," explains Gordon. "He donated when he was in the military. And when he came out he just said 'donate blood, it's the right thing to do.'" After carrying on his father's tradition to help families he didn't know, Gordon one day found himself donating blood to provide the platelets needed by his grandson, still in the womb.

At the same time the baby inside her needed platelets, Gordon's daughter Lauri Rasmussen needed blood. Although able to manage her blood-related health issues since she was 16 years old, Lauri was unable to keep her health in check during pregnancy. Transfusions of intravenous immunoglobulin (IVIg), a blood product derived from plasma, ensured Lauri and her children could safely survive during each of her three pregnancies.

Decades later, Gordon and Lauri visited our Dillingham Donor Center with their family on the day before Thanksgiving to thank blood donors for giving the gift of life. Lauri held back tears as she thanked donors, "Because of people like you I have a very healthy family." Standing beside Lauri was her husband Noel and their three sons Kameron, Kory and Kelvin.

"I wasn't even born yet when I was first impacted," said the oldest son Kameron. Now a blood donor, he was the unborn baby



The Rasmussen family sharing their story with blood donors before Thanksgiving.

## Saved in the Womb

that received his grandfather's platelets in a state-of-the-art transfusion process. Lauri is not only grateful for her father's blood, which helped Kameron, but for all the donors who gave the blood that helped her and her children remain healthy. Without selfless blood donors, this family would not stand together today.

Donating blood has made a difference for generations. Gordon is a century donor, having given over 120 pints of blood and counting. And Kameron, now 21 years old, has become a blood donor himself, knowing first-hand the impact of donated blood.

Lauri and Noel's other two sons are also grateful. Without blood donors, Kory, who received platelets immediately after birth while in neonatal care, wouldn't be playing football at UH today. And Kelvin, the youngest who benefited from the blood products his mom received while pregnant, wouldn't be attending Kamehameha School.

### On Receiving Blood

"It's almost as if you're taking in air after holding your breath for a really long time. You feel so much better, a million times better."



16-year-old Keanan Block



## Inspiring Ideas

Want to celebrate your birthday by helping someone reach their next one? Looking for a rewarding way to spend an afternoon with friends? Want to put your faith in action? Need a team-building activity for your staff?

For any of these reasons, inspire your group to roll up your sleeves and save lives together at one of our convenient donor centers.

Hand-pick the best time and day for your group, get front row parking, and even have your own personal event planner.

What better way to make a powerful impact in just an hour than donating blood?



Contact BBH today and start planning your own Donor Day. To learn more, contact BBH at (808) 848-4770.