



Blood Bank of Hawaii

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Meet Max

Any time after May 1st, you find yourself in the Moiliili neighborhood, stop by our donor center on Young Street and say hello to Max. He resides just behind the receptionist on the second floor and welcomes interaction. In just a few minutes, he can tell you how to maximize your donation to help patients the most based on your blood type, gender, and patients' immediate needs.



Donor Max is an interactive touch-screen kiosk designed to help you understand more about your blood type, blood components and patient needs. As you learn, you can determine how you can make the biggest impact for Hawaii's patients when you donate blood.

Technology and medical advancements have enabled blood centers across the nation to become more efficient in meeting patient needs. Here are some general tips about how you can maximize your donation:

Rh-Negative Blood Type?

In Hawaii, less than 8% of the donor population have Rh-negative blood compared to 15% on the Mainland. Yet the need for O- as a universal blood type is always prevalent.

O- 3.0% A- 2.6% B- 0.8% AB- 0.4%



For Rh-Negative donors, your red blood cells will always be the most needed component you can give. Soon we hope to be able to collect only your red blood cells through an automated process and give you the plasma and platelets back.

Rh-Positive Blood Type?

About 93% of Hawaii's donor population have positive blood types. Depending on patient need, different components of your blood may be needed at different times. Following are general guidelines for how you can maximize your donation.

O+ 39% A+ 32% B+ 16% AB+ 6%



As the universal blood type, O+ donors' red blood cells will always be in high demand.

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BBH At-A- GLANCE

Welcome Waikale

We are happy to welcome Waikale Shopping Center to our regularly scheduled community blood drive program. Designed for donor convenience, the drive is set on a fixed schedule, the same days, time and location each month to

make it easier to plan your donations. The Center has been a terrific partner with BBH for years, and we're thrilled that they took this next step!



Every 2nd and 4th Monday
3:00-7:00 p.m.

Next to Leonard's Malasada Truck

Summer Celebrations

We are thrilled to announce that we will hold summer gatherings for our stars who have 100+ lifetime donations*, as well as celebrating with those heroes who have reached special milestones*. Save-the-date notices and personal invitations for the summer gatherings on each island will be mailed in May.



*Donations as of September 30, 2016

Notice Anything Different?

When you donate and read the Donor Education Materials, you will see new information on Ebola. If you've ever had Ebola, we ask that you do not donate. Should the Center for Disease Control classify a region as having widespread Ebola transmission, we will be required to add a few more travel risk questions.



Competitive Spirit



Photo Courtesy of Department of Education

In February, BBH welcomed 16 year old donors to join their lifesaving counterparts across the nation. Schools across Oahu and on Maui geared up for friendly competition to see which school would meet their goals. Like on the mainland, many younger donors were just waiting for the opportunity to save lives.

BBH also discovered high school blood donors are over-achievers. In February, 13 high schools hosted drives, collectively exceeding their goal by 13%. Together these high school heroes accounted for 25% of the State's blood supply and are poised to become the next generation of loyal blood donors.

Putting Faith into Action



Donating blood is an altruistic act that gives back to the community, saves lives and feels good. For faith-based organizations, it's a natural way of putting faith into action.

"Churches innately have many of the same core values of blood donors- the spirit of giving back and compassion for others," noted Karin Knudsen, Blood Bank of Hawaii

Not Enough

Rose Marie's Story

As a young woman barely a teenager, Rose Marie was taking care of her four younger siblings as her mother lay in the hospital with a bleeding ulcer. Her mom pleaded with her to call everyone she could and ask them to donate blood.

"At a young age, I was already recruiting donors to help save my mom," said Rose Marie. "The twist is, it was my life that was saved."

Acting as the adult she had no one to turn to when she had her first menstrual cycle and her mother was still in the hospital. Something was not quite right and Rose Marie found herself in the emergency room. It was her turn to learn firsthand about a personal need for blood. That was the first of many blood transfusions. She soon learned that under stress she would hemorrhage. And life for her was filled with lots of stress, responsibility, guilt and even fear that her mother would die if she didn't recruit enough donors.

Early in life, Rose Marie had to start learning about having the right balance in life. Her trigger to take time for herself was when her teeth started hurting and her fingernails turned bright white. At one point she received 27 pints of blood in 21 days.

"Through the course of my lifetime, I've had more transfusions than my years on this earth," said Rose Marie.



For years, doctors and specialists tried to figure out what was wrong and what could be done. Relief came when she was 38 years old. When her health returned and anemia was no longer an issue, her first thought was she could donate blood.

"I didn't know if I was ever going to be good enough to donate blood," Rose Marie shared. "I wasn't old enough, didn't weigh enough, not healthy enough. But that did not stop my determination."

"I always knew one day I would donate. Maybe that's because I have an amazing blood line of super heroes' blood in me. Sometimes I'll chit chat with other donors while I am donating and they tell me their story and I can only smile and wonder, are you the one?"

"When I watch the digital display of amazing donors, I say to myself, who saved my life? Someone unselfishly gave. How will I ever thank them and who do I thank? I am alive today because someone gave!"

Today Rose Marie donates as often as she can. She is always laughing with the staff and donors, telling funny stories and making sure her blood is "happy" blood for the person who receives it. For her, blood has been a central character in her life story.

director of marketing and recruitment. "Faith is a powerful thing and when actioned up, watch out! We have seen a dramatic increase of activity over the last few months."

From October 1, 2016 to January 31, 2017 compared to the same time the previous year, several churches held their first blood drives. Other churches were inspired to hold larger drives. In the past four months, churches across the state hosted 24 drives, doubled the number of units collected (703) compared to last year and welcomed 257 new donors (192% increase).

Hawaii's patients are incredibly fortunate for all our altruistic donors throughout the Islands.

Photo: First Presbyterian Church at Koolau blood drive coordinators Jeanne (L) and Pat (R)

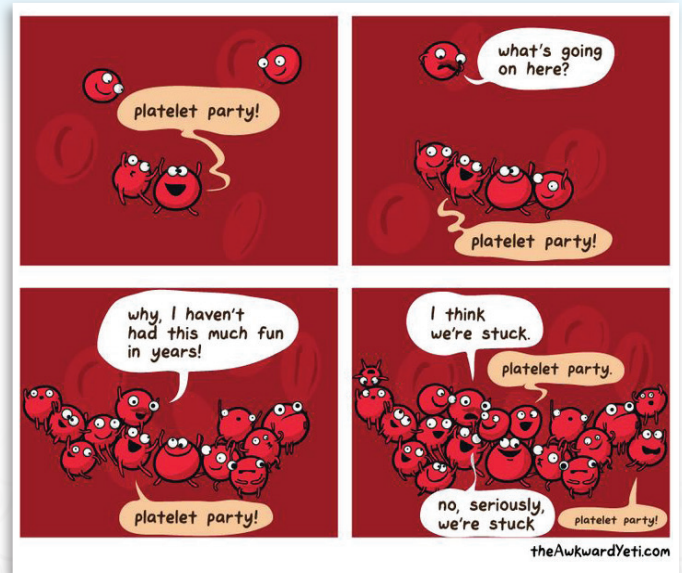


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A+ and B+ donors' red blood cells, platelets and plasma may be requested depending on hospital needs. If we have plenty of red blood cells on our shelves, donating platelets and plasma may make the greatest impact. AB+ is the universal plasma donor. One day soon, we hope to collect just plasma through an automated process return your platelets and red blood cells.

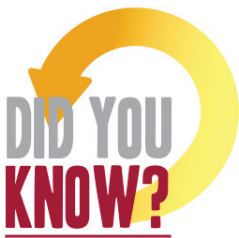
Hospital Need

Max will have a board that shows you what blood types and components are needed each day to fulfill hospital orders. What Max can't tell you, our BBH staff can. Strike up a conversation, meet Max and then continue the dialogue with our team. Learn how you can make the greatest impact each time you donate blood.



“Do the longer session for apheresis because you get to see the entire movie!”

-Rose Marie Wilson



Medical definition

Withdrawal of blood from a donor's body, removal of one or more components (plasma, red or white blood cells, platelets) from the blood, and transfusion of the remaining blood back into the donor—called also pheresis.

For Hawaii donors, many think apheresis as synonymous with platelets, mainly because that has been the only component which

apheresis
aph·e·re·sis
(āf'ə-rē'sis)

**Derived from Late Latin/Greek
aphairein which means to
remove or takeaway**

was collected through automation. In the last year, BBH has been able to collect plasma along with the platelet as needed. Soon we will be able to collect a full transfuse-able unit of just plasma. AB+ donors may be asked to switch their donation type as they are the universal donor for plasma.

Within the next year, we will be able to collect just red blood cells too. This is a significant step in Hawaii becoming more self-sufficient. This is particularly important for collecting O-negative blood, which is always in high demand as the universal blood type for red blood cells.

Thanks to advances in technology, next time you come into donate please ask BBH staff how you can maximize your donation to help patients the most.

Engage with us online!

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

 [YouTube.com/BloodBankHawaii](https://www.youtube.com/BloodBankHawaii)

 [Twitter @BloodBankHawaii](https://twitter.com/BloodBankHawaii)

 [Instagram @BloodBankHawaii](https://www.instagram.com/BloodBankHawaii)