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News From Your Community Blood Center • November 2017



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Plan of Action: Rallying of the Human Spirit

When a disaster strikes, natural or otherwise, many different agencies are activated. We hear about the heroic efforts of first responders and good Samaritans on the scene. Meanwhile, there are many more joining the efforts you don't hear about. Community, public and private entities rally.

United in Effort

When it comes to ensuring patient blood needs are met, the blood banking industry has an inter-organizational task force taking the helm. The group, spearheaded by AABB (American Association of Blood Banks), is composed of representatives from U.S. blood centers, associations and commercial entities, as well as liaisons from governmental agencies. Together they work to ensure that safe and adequate blood product inventories are in place at all times in preparation for disasters. In addition, the Task Force operates as a mechanism to assess the need for collections and/or transportation of blood should a disaster occur.

In the event of an emergency, AABB immediately convenes

a meeting with Task Force representatives. Local impacted blood centers are responsible for ascertaining medical needs based on casualty estimates using pre-determined formulas, assessing available local supply, and communicating that information to the Task Force. In a disaster, the first priorities of the inter-organizational Task Force are to:

- Verify and communicate to the blood community the medical need for blood;
- Identify sites with existing excess blood inventory;
- Determine the need, if any, for blood shipment and the logistics of such shipments

The Aftermath

In the past 3 months, the Task Force has worked feverishly to coordinate and respond to the patient emergent blood needs due to the destruction of Hurricanes Harvey, Irma and Maria; the devastating Las Vegas shooting and fires ravaging California. Blood donors rallied, needs were met, and ongoing efforts are still underway to support Puerto Rico.

Recent events serve to remind us just how important blood donation is. The blood banking industry mantra is "It's the blood on the shelves that saves lives." Blood products have a limited shelf life – 42 days for red blood cells and five days for platelets – and must be constantly replenished. In addition, it takes a minimum of 24 hours to process blood after collection.





Pathway Forward

**An update from Dr. Kim-Anh Nguyen,
Blood Bank of Hawaii (BBH) CEO & President**

Recently BBH's name has often been linked with rail stories. The public gets bits and pieces of what's happening and form opinions. Our commitment to our loyal blood donors, friends and supporters is to be transparent, so you feel great about your community blood center and blood donation legacy.

BBH's focus is, and has always been, our mission to provide a safe, reliable and uninterrupted supply of blood for Hawaii's hospitals. As the sole provider of blood products, we don't take this lightly. In fact, we are regulated by the U.S. Food & Drug Administration (FDA) to be proactive when a threat is identified. This is called the precautionary principle. We can't wait until something happens, and then respond. Our rail response plan focuses on proactive measures and a phased approach. However, these solutions come at a cost.

With construction in the Waipahu and Pearl City corridor, many businesses reported a 30+% drop in sales. Hospitals could not function with a third less blood. Therefore, we relocated our donor center to ensure donors have a convenient location to continue to give. Unfortunately, not everyone moved with us. We are amid the two-year recovery plan to rebuild our donor base and have relied on short-term blood resource sharing from the mainland to offset the shortfall of local collections.

We are well on our way to shoring up the remaining operations at our headquarters, which includes blood component manufacturing, testing,

blood storage and distribution, along with warehouse and mobile operations. These activities require regulatory compliance. A former FDA director of the blood division stated BBH is at-risk if we remain at Dillingham during rail construction and operation.

BBH headquarters is the hub for all blood activities. Blood delivery and receipt, samples for testing, hospital orders, bloodmobiles for drives—all come and go from this one location. As construction is on our doorstep, we face access issues. Lane closures, increased traffic delays and restricted vehicle access for our fleet of bloodmobiles will dramatically impact our daily operations.

Hospitals require 24/7 access to blood and quick response time for STAT orders. As part of our rail response plan, we are building a blood depot at our Young Street location for STAT orders to support trauma centers and emergency operations. As we look for ways to mitigate immediate threats, we are also planning for the future and new headquarters, heeding the precautionary principle and remaining proactive.

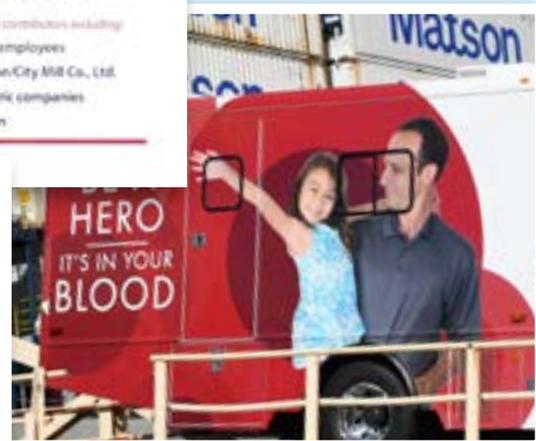
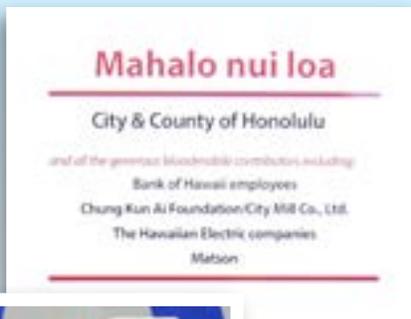
In the coming months, you will hear more about our relocation efforts and pathway forward to ensure we provide an uninterrupted supply of blood for Hawaii's hospitals without compromising regulatory compliance. Meanwhile, we can't thank you enough for your steadfast commitment to saving lives.

On the Road

Saving lives is truly a partnership of public and private entities. Thanks to generous donors we have a new addition to the BBH fleet. Look for the new bloodmobile in your neighborhood on Oahu.

Meet Mia and grateful Dad. You can't help but smile as she waves to blood donors who helped save her life.

Talk about sisterly love. What an example Ashtyn sets for others as she donated blood as soon as she was of age because her sister, Kennedy, needed blood. Ashtyn was too young to donate when Kennedy was hospitalized, but she never forgets she could have lost her sister if it weren't for blood donors.



Totally Worth It

Excerpts from an interview with Zac and his Dad, Ryan Ozawa



"Scariest Moment of My Life" - Ryan, grateful father, blood donor

Zachary is our middle kid. We had one daughter and figured we weren't going to be "the first-timers" in the delivery room now. But we learned it was going to be different, that we had something to worry about.

Tests showed a birth defect, and when he was born he had a fused skull plate. At four months old he needed surgery. The pediatric neurosurgeon (Dr. Morita) was amazing, and reconstructed his skull so that it could grow as he grew.

It was one of the scariest days of my entire life. Out of surgery, he did very well. Here's this tiny little baby on this big bed with a helmet of gauze. You could barely see him in there. The NICU team blew us away with their care and compassion. So we were thinking, "We're moving into the recovery phase. From here he just has to get better."

But just like in the movies and TV shows, alarms started going off. Suddenly everyone was just crowding around his bed. We were escorted out the room. We didn't know what was happening. We were terrified.

Fortunately, they were able to stabilize him. In the aftermath, we learned that they used an awful lot of blood. Every drop of blood in his body, those weeks in the hospital, basically was not his. His system was completely rejuvenated with blood, donated blood.

Thanks to blood donors, Zac thrived, grew, and was taller than me by the time he was 11 years old.

"Just Waiting" - Zac, blood recipient, son

I learned I needed blood when I was about 10 years old. Mom and Dad told me stories about what happened to me when I was a baby. Sometimes we talked about it at the dinner table. It was something not to be forgotten.

I feel like blood donors are heroes. They donate blood for people to keep living, to do who knows what in their lives. They may save only one life, but who knows what that person will go on to do for other people.

I have the universal blood type, O-positive. I'm definitely going to donate blood when I am old enough so I can save people's lives, even if I don't know who they are. I'm just waiting until I am 16 until I can donate blood.



"I'll go, if you go" - Ryan, recommitted blood donor

I have a messy blood donation history. First time was no problem. Then the second time, I didn't prepare. I went after work, with a long gap since I had eaten. I didn't think it was that important. But then I fainted. I realize now I shoulda grabbed a burger on my way to donate blood!

Years and years passed. When blood saved Zac, I wanted to donate blood again, but I was really hesitant. I just remember the dizzy feeling and was a bit afraid. I got up the courage when my boss' friend put on a blood drive near my work. I said, "If you go, I'll go."

I went to the blood drive with a friend and it was a great experience. I couldn't believe I let all those precious years slip by. It reminded me to encourage others.

Donating blood is such a good cause – it's worth tweeting about, sharing on social media and inspiring others to donate. But once you are in the chair, and see your blood in a bag and know it will go to a hospital to save a life, it's a completely different experience. It's totally worth it. Share and retweet all you like, but it's when you get in that chair you really feel the impact of what you are doing. Saving lives like my son, Zac.



Another Way of Giving

Lifesaver Clubs are businesses, organizations, clubs, churches, schools and other groups which host blood

drives and inspire their peers and friends to begin a legacy of saving lives. Several groups gave in an entirely different way.

They helped make a new bloodmobile a reality.

Bank of Hawaii employees selected BBH as a charity to support for their employee giving campaign. Matson volunteered its ship to deliver the

bloodmobile to Honolulu from California and co-hosted the inaugural blood drive. Hawaiian Electric companies and City Mill's Chug Kun Ai Foundation supported with financial contributions. The City & County of Honolulu provided funding through its Grant-In-Aid program.



We are reminded once again it takes a community to save lives.

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The Task Force stresses the importance of maintaining adequate blood supplies at all times as you never know when a disaster will strike. Blood donors are the first first-responders as it's their blood that's already on the shelves that is utilized for the initial victims' needs.

Self-Sufficiency

Due to Hawaii's remote location, we are not often called upon to ship blood to the mainland when disaster strikes. The best way Hawaii can help is to ensure we have enough blood on our shelves and do not stress the mainland inventory with a need to import blood to meet local patient needs. Two days prior to the Las Vegas shooting, BBH imported O-positive and O-negative blood, the universal blood types, due to a shortage from local blood collections.

Immediately following the Las Vegas shooting, media called blood donors to action. Across our State people heard the call, understood the need and rallied with renewed commitment to donate blood. Many new and loyal donors reached out as a way of making a difference and unifying hearts as the nation grieved the senseless loss of lives in Las Vegas.

Not Alone

As we heal, rebuild and rebound from these recent disasters, it's important not to forget our resolve to keeping Hawaii's shelves stocked with blood as an ongoing priority. Should Hawaii face a dire situation, it is comforting to know we are not alone. Communities respond, organizations partner and the human spirit rallies to help those in need.



It Takes All Types to be a Winner

As blood donors you know it takes all types to save lives. Well, we know it takes all types to be a winner too!

Special thanks to everyone who took time out of their summer to save lives in this traditionally difficult time. Winners of the summer prize giveaways range from 22 to 71 years old. They hail from communities on

Oahu to the neighbor islands. Some are first-time donors and go upwards to 196 donations. Blood types include A+, B+, AB+, O+, O- and B-. Men and women, students and workers. For BBH and Hawaii's patients, all blood donors are winners in our books.

Foodland Gift Card Winners

- Richanda Avilla Berdon
- Matthew Endo
- Jane German
- Lerin Higa
- Chip Hirata
- Elizabeth Ito
- David Leonard
- Dayna Luka
- Carl Marsh
- Kristy Nakamitsu

- Paul Niesen
- Rachell Sablan
- Kathleen Triolo

Grand Prize Winner:

- Christina Anzai

Engage with us online!

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

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

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

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