



Blood Bank of Hawaii

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News From Your Community Blood Center • April 2016 • VOL. 16



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Finding a Reason to Give

April is National Volunteer Month and the perfect time for Blood Bank of Hawaii (BBH) to recognize our volunteers.

They are essential to saving lives. In sharing their time and talents with the organization they contribute to operations and help improve and maintain community programs. These amazing individuals not only work alongside BBH employees, they also outnumber them.



Regular donors Roy and Mary Matsuda (left) and Marsha Flazer (right) enjoy talking story with volunteer Francis Nagata (center).

A League of Their Own

Ranging from high school and college students to retirees, regular blood donors to blood drive coordinators, volunteers help with BBH, assisting in various tasks from greeting and thanking donors in our canteen areas to administrative support and appointment reminder calls. The common bond they share is their desire to contribute to our community and make a difference. To our volunteer blood donors and BBH volunteers, thank you for all that you do.

Full Circle

Working in human resources for Starwood Hotels & Resorts, Diane Nonaka was a part of the hotel's Lifesaver Club team. Although unable to give blood, she was determined to help save lives; educating and recruiting for the blood drives. From executives to housekeeping, she talked to everyone. After retiring, transitioning from the hotel industry to volunteer at BBH was easy.

"I've seen my days recruiting come full circle. To this day,

I still see hotel employees coming to donate at Young Street because they couldn't make the blood drive. I

think recruiting will always be a part of me, I've actually recruited some blood donors to become volunteers as well."

Hand in Hand

If you've donated in the past five years you've mostly likely seen or met Francis Nagata. He can be found once or twice

a week offering refreshments and talking story with everyone in the canteen; or every eight-weeks lying on donor bed. His first blood donation was during the Vietnam War, in 1967. More than 40 years later he's still giving except he's also added volunteer to his list of credentials.

"For me, becoming a volunteer was easy because

We make a living by what we get.
We make a life by what we give.

— Winston Churchill

I had been a blood donor for decades. I enjoy meeting people and talking to them, making them feel welcome and comfortable. Volunteering and donating go hand-in-hand; because I was a blood

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H2D Club

There's a new club in town — H2D Club. "Honoring Hawaii's Donors" is a contemporary spin on the BBH recognition program celebrating our most loyal donors.

If you have given 50 or more donations, whole blood or apheresis, you are automatically enrolled. Now it's up to you to get your smile on our new H2D club digital display.

Starting April 2016, a touch-screen, interactive, searchable display will be available to Young Street and Neighbor Island donors. You can search for yourself, family or friends. Have the competitive spirit and want to see who else has donated in your category? It's fun and easy to do.

Say Cheese

We hope we didn't miss anyone during the transition from physical to digital displayed photos.

If your photo is not displayed just let us

know. Want a new photo?

50 or more donations and no photo yet? No problem. It's easier than ever to submit your photo and get the recognition you have earned.



1. Simply email your favorite photo* of yourself to photos@bbh.org.
2. Link to photo consent sent as confirmation.
3. Submit the electronic photo consent form.
4. See your smiling face at the annual update in January. **

*One person per photo please. Selfies welcome.

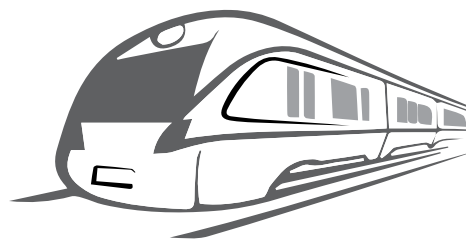
**For this inaugural year a second update of photos will be done in June.

Rail Update

As rail construction approaches Dillingham corridor, BBH remains focused on fulfilling our mission of providing a safe and reliable blood supply for Hawaii's patients. Our phased rail response plan is well underway with the launch of the new primary donor center on Young Street and the implementation of virtual donor centers on Oahu. The work on the first phase isn't complete yet as more than 50% of Dillingham donors have not yet found their new home. We are grateful for the Neighbor Island donors who are jumping in to help meet the immediate needs.

Our next phase includes relocating blood component manufacturing, testing lab, rare blood repository, blood storage and distribution to facility that meets the strict regulatory requirements. While finding a suitable location is challenging, we are exploring all options. This second phase is critical so BBH can maintain accreditation and licensure.

We are working diligently to overcome the challenges the rail construction pose as it threatens the State's blood supply. We have been actively reaching out to government leaders for their assistance. As we go through these tumultuous times, we appreciate the community support and rely on the commitment of donors to continue lifesaving donations.



Priority of Being Proactive

Out of challenge comes opportunity. BBH is in the forefront of national discussions on Zika. We are proactively engaging in conversations on a national level to prepare ourselves should Hawaii see local Zika cases.

As biotechnology companies race to develop a licensed Zika screening test, we are planning participation in clinical trials. We have also been in discussion with Cerus, a company making a pathogen inactivation method for platelets and plasma. Cerus is applying to Health and Human Services (HHS) for funding to support implementing this technology in virus vulnerable areas like Puerto Rico and Hawaii.

In the meantime, following FDA and AABB (American Association of Blood Banks) guidelines, BBH implemented all of the Zika safety measures on March 15th. Donors will see revised pre- and post-donation education materials, as well as additional Zika travel questions to donor history questionnaire. BBH also implemented additional 28-day deferral for evidence of infection and risk factors.



As more information and updates on Zika become available, BBH is not only ready to respond, but proactively engaging with national organizations to lead the way for solutions.

Engage with us online!

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

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

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

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

Culture is passed down from one generation to the next, taking time and effort to grow roots. Organizations across Hawaii have created a company culture of service including blood donation programs where giving starts with new hires, enlivened by veterans, and carried on by alumni. Developing a kind of 'giving back' atmosphere in the workplace takes time, ingenuity and inspiration. Just ask these Lifesaver Clubs (LSC).

Building a Tradition

As Hawaii's oldest bank, First Hawaiian Bank's LSC team is no stranger to a culture of tradition. When developing their blood donation program, they wanted to incorporate it as part of their corporate culture of giving back to the community. Branding the program was the first step to give the program life and sustainability.

The blood donation program logo is used in the promotion of their upcoming blood drives, along with

announcements in the company intranet, and is printed on all things associated with the annual employee recognition event. From awards to favors; this logo is for FHB employees who save lives. Decades later, hosting four blood drives a year at three of their largest locations; a strong, consistent employee donor base has taken root.

A Way of Keeping in Touch

Building homes and building memories for others occurs both on and off the job here. Every April, for a decade, Ono Construction has celebrated their company anniversary by hosting a donor day at a Blood Bank of Hawaii donor center.

An annual meeting is the kick off of the company's efforts, where all employees are introduced to the importance of giving blood, to understand the community need and encouraged to sign up. The morning of their donor day starts with a big team breakfast (the boss' treat) with everyone wearing special, matching Ono Construction t-shirts. The color changes every year, and is source of bragging rights, shared LSC coordinator, Carol Thamtrachai.

"Every year there is a mixture of first-timers with the regulars. The blood drive has become a way for us to keep in touch with one another.

◀ Lauren Kalawe was recognized at this year's FHB appreciation breakfast for reaching her 56 donation milestone.



FHB CREATED A LOGO to brand their internal blood donation program. The heart and blood drop reflect the spirit of blood donors, with the two hands holding the blood drop symbolizing the belief that the ability to save lives is within donors' hands. Together they create a cohesive design resembling a Hawaiian quilt, with the FHB logo at the center driving the effort.

Since this is an annual event on the same day every year, our former employees will come join us too. It is a special part of our company culture that really brings us together as a team."

Whether big or small, churches, companies, schools and clubs across Hawaii have made saving lives part of their corporate culture and tradition.

Hotels Saving Lives

Courtyard by Marriott Kauai • Fairmont Orchid • Four Seasons Hualalai • Grand Hyatt Kauai Halekulani Hotel • Hapuna Beach Hotel • Hilton Hawaiian Village • Grand Wailea • Mauna Kea Resort • Mauna Lani Bay Hotel & Bungalows Outrigger • Pacific Beach Hotel • Starwood Hotels and Resorts (Sheraton Waikiki • The Royal Hawaiian Hotel Sheraton Princess Kaiulani Hotel • Sheraton Kauai The Westin Princeville Ocean Resort Villas) • The Kahala Hotel and Resort • Turtle Bay Resort • Waikiki Beach Marriott Resort & Spa • Embassy Suites – Waikiki Beach Walk Waikoloa Beach • Wyndam Bali Hai



New Meaning to Hospitality

With the closing of our donor center on Dillingham Boulevard, BBH reached out to different industries to help us shore up the blood supply. High schools and neighbor islands are stepping up, and joining them are Hawaii's hotels.

Hawaii Hotel and Lodging Association committed to do their part in establishing blood donation programs and becoming LifeSaver Clubs. Hotels are up for the challenge of getting 10% of their employees to donate blood. With more than 7,000 employees statewide, the impact of 700 donors would help ensure there's enough blood on the shelves for all Hawaii's patients. That takes the meaning of hospitality to a whole new level.



donor, I became a volunteer, and because I volunteer I keep on donating. Both are easy ways to help and give back to others."

Making a Connection

Aolana Banes was born with an ABO blood type incompatibility between her and her mother. Placed in an incubator as a newborn, she received blood transfusions as part of her treatment. Later on, a desire to donate at a high school blood drive revealed her connection to blood donors and BBH. Unable to donate, she was discouraged and didn't find her motivation until she attended UH Manoa.

"My perspective on how to give back has changed. Even though I can't give blood, I'm doing something with my time to help others; spreading the word and encouraging the people around me to donate."

Reinforced Resolve

While studying towards her dual degree in Biology and Chemistry at UH Manoa, Shirley So wanted to add to her college experience. She decided to start volunteering. Her choice to be a part of BBH was partly out of appreciation for blood donors but also directly related to her interest in becoming a doctor. Now studying for her MCATs, her experience has reinforced her resolve to attend medical school and help others.

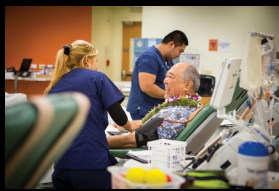
"Seeing the different perspectives of blood donation, from meeting the selfless people who take time out of their day and give a part of themselves, to learning about the process of how that blood gets to the patients.

Volunteering reminded me of why I want to help people."



◀ Snacks with a smile. Volunteers Diane Nonaka, Margarita Camacho, Aolana Banes and Sarah Mollina are ready and waiting for you.

Young Street's Grand Opening A New, Primary Donor Center



Important Date to Remember

TUE | MAY 17

Young Street closing early at 1pm for Staff Education Day

**DID YOU
KNOW?**

Even if you can't donate, you can help save lives.

We understand you may be disappointed if you aren't eligible to donate blood, whether the deferral period is temporary or permanent. Even if you're deferred, you can still help save lives.

Support Hawaii's patients and the need for blood in any of the following ways:



Volunteer

Host a blood drive

**Recruit an eligible donor
to give blood on your behalf**

◀ Have you checked out the new donor center at 1907 Young Street yet?

HOURS: **M–Th** 6:30a – 6:30p | **F–Sa** 6:30a – 4:30p | **Sun** Apheresis by appointment

Not getting Circulate? Go to [BBH.org](https://www.BBH.org) donor login to set up your donor account and add your email address.