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**Blood Bank
of Hawaii**

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Is It True? It's All in Your Blood

In the United States, "What's your type?" would be a prequel question to the setup of a blind date. However, in some countries, such as Japan and Korea, the answer to that question can determine everything from matchmaking to job suitability. Move over astrology, blood typology might be the guiding factors in one's decision making process.

Although not scientifically proven, it has been suggested that personality, diet and even compatibility are related to a person's blood type.

Fate by hemoglobin

Are you generous but stubborn? Or over-anxious and a sensitive perfectionist? Your blood type could be the reason. Blood type was even used by Japan's reconstruction minister Ryu Matsumoto as an explanation during his 2011 resignation. "I'm a type B and can have the tendency to be simplistic and straightforward at times," he said. "My intentions don't always come across perfectly."

The belief that blood type may define personality, temperament and ability has led to unusual applications in commerce, business, sports and matchmaking. Some Asian companies have made organizational decisions based on their employee's blood types. In 1990, it was reported that Mitsubishi Electronics had created a team composed of entirely AB workers for "their ability to make plans."

Are you my type?

Finding a partner in life and making a relationship last involves love, trust and in some countries, a hematic match. Blood-type compatibility tests have been distributed by

Asia based matchmaking services following the idea that certain blood types go well together. For example, according to blood typology, a person with type A would be best suited with someone who is type AB because they are reliable for one another and would turn to each other for advice and help.

Eating right for your type

Whether or not you believe blood type attributes to a person's success at work or in love, sports nutrition is a multi-billion dollar industry. It should come as no surprise then that blood type theories were purportedly used to customize the training and nutrition of Japan's gold winning softball team at the 2008 Beijing Olympics. Blood group diets claim a person will thrive by consuming foods based on the genetic traits of their ancestors. The use of defining names such as type A, the cultivator - similar to a vegetarian lifestyle, and type O, the hunter; resembling the paleo regimen have been popularized by celebrities such as model Miranda Kerr, and actresses Demi Moore, Elizabeth Hurley and Courtney Cox.

From daytime TV shows offering "blood horoscopes" to newspapers, magazines and anime, blood typology is a pervading topic in popular media and culture. A whole industry of blood type customized products exists offering everything from soft drinks, chewing gum and bath salts. However, in the end, the lack of scientific evidence places blood typology in the same category as astrology; some believe it and some don't. Sure makes for a fun conversation.



BBH AT-A GLANCE



Donate & Dine

In celebration of the unveiling of Blood Bank of Hawaii's primary donor center, neighborhood McCully and Moiliili restaurants are thanking Young Street blood donors by offering a 20% discount coupon to those who donate in the month of January.

- Jimbo Restaurant • Minato Japanese Restaurant
- Pint & Jigger • The Social Eatery & Bar
- Yama's Fish Market • Zippy's

Visit BBH.org for complete details and any restrictions that may apply.

The Ultimate Gift



The Ultimate Gift

Looking to give the ultimate holiday gift? Give the gift of life. Donate blood between now and January 16th and you could win a Las Vegas vacation package for two including:

- Roundtrip airfare from Vacations Hawaii
- Four or five nights at the California Hotel
- 3 meals daily with roundtrip Las Vegas airport transfers

Double your chance to win by bringing your favorite travel buddy along to donate. First-time donors will receive two entry forms as well.

To make an appointment or see official sweepstakes rules, go to BBH.org or call 848-4770.

Join the Club

Ask an H2D Club member how many times they've donated and they'll most likely say, "I don't know. I don't count." Such is the humility of Hawaii's most dedicated blood donors. However, our pride for these amazing individuals (you) can't be contained. We are excited to launch the new rejuvenated donor recognition program, H2D Club. The name comes from "Honoring Hawaii's Donors," which is after all the intent of the program.

Going digital

New donor recognition displays will be implemented at the renovated primary donor center at Young Street and on the Neighbor Islands (Maui, Hawaii and Kauai). The digital displays will include existing photos from the DDC and Neighbor Island (NI) donor walls,* new H2D Club member photos, and number of donations in the whole blood / apheresis milestone categories. Oahu and NI donors can look forward to new touch screen tablets featuring donor search capabilities by name or milestone. In the meantime, all existing photos are being scanned and inventoried at headquarters.

Celebrating milestones

All blood donors save lives, whether you donate via apheresis or whole blood, you give voluntarily, without reward or expectation. New sophisticated real-time information from hospitals' gives donors the chance to adapt their donation type based on patient needs.

As such, donations are no longer about units and pints. We recognize the donation itself. Acknowledging every person walking in the door is there for the same reason—to save lives.

Milestones start at 50 donations and continue in multiples of 50 (100, 150, 200, etc.). For those of you who are chasing a goal, we will celebrate the largest number of donations in both whole blood and apheresis, separately. For example, if you had 10 whole blood donations then shifted to apheresis and have 90 apheresis donations, you will be invited to the donor recognition event as a century donor. However, the milestone gift will be



given once you reach the 100th apheresis donation. We know you don't ask for accolades, but we want to recognize all the time and effort you give to saving others.

For those reaching milestones between October 1 – September 30 each year, you will receive an invitation to our annual donor recognition events in January and will receive a special gift recognizing that milestone.

As blood donations evolve over time, so may the milestones. The most important thing is that every donation counts.

Say Cheese

It's now easier than ever for donors to get your photos included on the H2D Club digital display. Have photo up, but want a new one? No problem. Are you new to

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Engage with us online!

Facebook.com/BloodBankHawaii

Twitter @BloodBankHawaii

YouTube.com/BloodBankHawaii

Instagram @BloodBankHawaii

IN THE SPOTLIGHT

Matt Nishimura, affectionately called Matt-Matt by his family, was such a calm and well-behaved toddler. He was always willing to sit still and rarely displayed the usual crazy toddler antics that his parents, Guy and Kelly, expected.

After a while though, they noticed he was tired all the time, perspired a lot, and one side of his chest was protruding. An initial visit to the pediatrician indicated nothing was wrong with him, but parental intuition convinced them to get a second opinion. Their instinct proved right. Matt-Matt had been born with atrial septal defect; he had a quarter-sized hole in his heart.

At just 20-months-old Matt-Matt needed to have open-heart surgery. His tiny body endured a five-hour surgery during which his heart was stopped and connected to a heart-lung machine, functioning like a heart for him and requiring multiple blood transfusions.

"I remembering asking the nurse if I could donate the blood for Matt-

Living Proof



Matt-Matt's before and after, recovering at 20-months-old and now a healthy and active 13-year-old.

Matt," said Kelly. That's when she learned about how the blood donation process works. "At the time I didn't really think about where or how the blood got there. The bags of blood just appeared," she recalled.

Although the surgery was a success, Matt-Matt wasn't out of the woods yet, requiring additional units of red blood cells, platelets and plasma to heal and recover.

Going over Matt-Matt's baby pictures, Guy reflects, "I'm still in awe. These people, blood donors, give out of the kindness of their heart, not knowing who's going to receive it, or when and how it will be needed."

Today, Matt-Matt is a healthy 13-year-old, scholar athlete. His parents go to all of Matt-Matt's football and baseball

games and gush with pride over all that he has accomplished. Looking at him you can't tell that at one time he would've struggled just to run around the living room. Guy and Kelly are grateful to blood donors because their son is living and thriving.

“ Blood donors are people who focus on what can be done, what can they do and what can they contribute to society. ”



It's Your Call

Our goal at BBH is to make donating blood the best experience possible, including how you make your appointments. Many donors have opted to make and manage their donations through our real-time online appointing system. Lots of donors even keep track of their lifetime donations online. However, we hear repeatedly many of you still like getting calls from your favorite BBH staff to make and remind you of your appointments.

For your convenience we are expanding our calling times to include early mornings, evenings and even weekends! Next time you pick up our call, let us know if you prefer to be contacted before/after work, during the week, or on weekends. If you have questions about your eligibility or schedule, we will be there to answer those too.

Whether online or on the phone, day or night, weekday or weekend, we are here to serve you. It's your call.



— Jill Matro, Blood recipient and donor

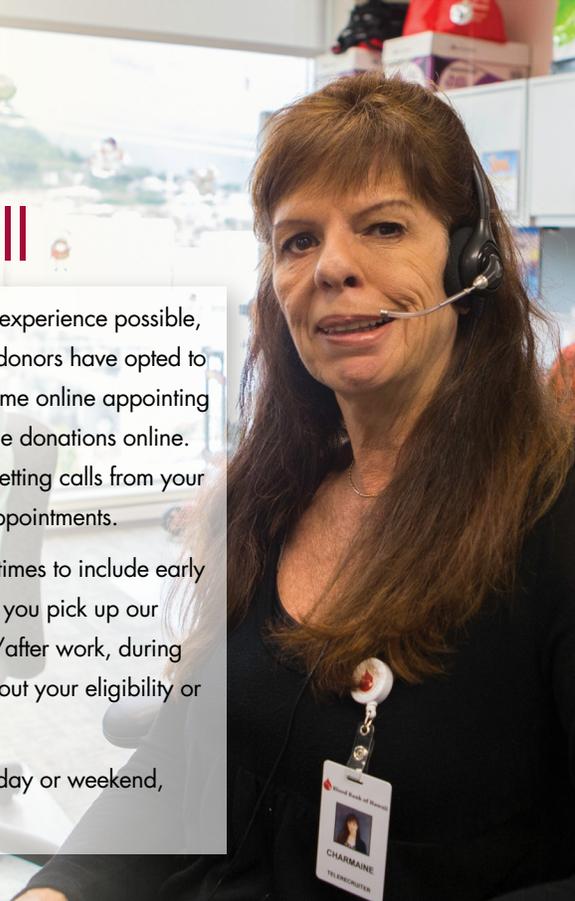


photo submitting, but want to? Let's do it.

For donors with 50 donations or more, simply email us your favorite photo of yourself by February 29, 2016 and we will send you an electronic photo consent form for permission to display it. Photos will be updated at the beginning of each year. One person per photo; selfies or headshots, simply email your photo to photos@bbh.org.

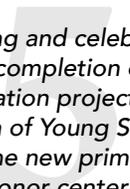
Becoming a member

Becoming an H2D Club member takes time and dedication. Those who have already celebrated a milestone of 50 or more donations will be

grandfathered into the H2D club. For you others, we look forward to welcoming you into the H2D Club when you reach your 50th donation. You'll be in great company!

*All photos have been digitally saved. Blood donors are more than welcome to pick up their physical photos at the 2016 annual donor recognition events. For any special arrangements, donors can email photos@bbh.org or call 848-4755.

Important Dates to Remember 

SUN JANUARY 3	MON JANUARY 4	TUE JANUARY 5
 Last day for apheresis collections at Dillingham	 Last day for whole blood collections at Dillingham	 Unveiling and celebration of the completion of the renovation project and launch of Young Street as the new primary donor center.

DID YOU KNOW?

Are you creative and passionate? So is Johnny Depp. Find out what you may have in common with celebrity artists, actors, athletes and politicians.

A	AB	B	O
<p>Traits: Conservative, introverted, stubborn, patient and punctual. Perfectionists.</p> <p>Famous As: George H.W. Bush, O.J. Simpson, Britney Spears, Jet Li, Miranda Kerr</p>	<p>Traits: Controlled, rational, introverted and empathic, critical and indecisive.</p> <p>Famous ABs: John F. Kennedy, Marilyn Monroe, Jackie Chan, Bill Clinton, Barack Obama</p>	<p>Traits: Creative, passionate, optimistic, individualistic, forgetful and self-centered.</p> <p>Famous Bs: Johnny Depp, Jack Nicholson, Tom Selleck, Paul McCartney, Leonardo DiCaprio</p>	<p>Traits: Ambitious, athletic, vain and self-confident. Natural leaders.</p> <p>Famous Os: John McCain, Taylor Swift, John Lennon, Elvis Presley, Ronald Reagan</p>

Not getting Circulate? Go to BBH.org donor login to set up your donor account and add your email address.