

Blood Bank of Hawaii

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**Blood Bank
of Hawaii**

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Blood Donors are Good for Life

Blood donors are unique. But you know that. You give your time and your blood because you're needed; without knowing who you're helping, expecting nothing in return. We call, you answer. It's a one-of-a-kind, lifelong dedication to saving lives in Hawaii's community.

Despite changes facing BBH, our mission never waivers, just like you and your commitment. We must ensure a safe supply of blood is always on the shelves and we count on you not letting change derail your legacy of giving. As we relocate Dillingham Donor Center and BBH headquarters, we are taking this as an opportunity to improve for you.

"New Getting Newer" renovation project update

Young Street Donor Center (YSDC) renovation is well underway. The bulk of the first phase, completed on schedule at the end of September, was the reconfiguration of the interior including the expansion of the donor floor and canteen.

The expanded collections center features a bright open design to accommodate up to 14 beds, initially four for apheresis and six for whole blood. We took advantage of the new floor space by setting up the beds for donors to engage in conversation, plug in and get online, or simply relax. The choice is yours. The spacious canteen area

mirrors the same multipurpose intention with table and counter seating, depending on your preference, along with wi-fi and charging stations.

The second phase of YSDC improvements is in progress. Still to come is a signature art wall to welcome you as you enter the donation area. Also in the works is the new donor recognition program. Stay tuned for more details in December as that project advances.

Expect to see changes outside as well. The exterior of the building is undergoing a transformation to make the center easier to find and recognize. We want our Moiliili neighbors to know what great things are happening in their backyard. When you walk or drive into the parking lot, people will know you are there to save lives. Improved lighting and a more welcoming entrance will be a bright start to your donation experience.

When one door closes, another opens.

January 5, 2016 is the planned date to celebrate the completion of the YSDC renovation project and the opening of the doors to apheresis collections. Monday, January 4th will be the last day for blood collections at Dillingham Donor Center (DDC).

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NEW

Young Street Donor Center Hours

Effective Tuesday, January 5, 2016

Monday – Thursday

6:30am-6:30pm

Friday – Saturday

6:30am-4:30pm

Sunday

Apheresis by appointment only



Vein Drain

Move over Dracula. This Halloween, BBH is calling dibs on the veins in Hawaii. We're also including a special edition Vein Drain t-shirt* for those who donate at our Dillingham or Young Street Donor Centers on Halloween, October 31st.



*While supplies last



Shop Til You Drop

Holiday shopping is tough. Donating blood is easy.

Give the ultimate gift at any Oahu blood donation locations between November 22nd – 29th and you could win a \$500 gift certificate to Pearlridge Shopping Center.

First-time and regular donors who bring a new donor receive two entries!

To make an appointment or see official sweepstakes rules, go to BBH.org.

No Questions Asked

Bob Kulesa is a dedicated blood donor. So committed in fact, when he saw we called, he immediately drove to Dillingham Donor Center only to find out it was too soon for him to donate. We were actually calling him with the news he had won the trip to Disneyland!



Wireless at YSDC



YSDC is now wireless. Feel free to bring your laptops, tablets and phones to stay connected while you are donating. While you're at it, inspire others and post your lifesaving efforts with [#bloodbankhawaii](https://twitter.com/bloodbankhawaii). Outlets and charging stations are available throughout the center. Please ask staff for the password.

Finding a New Home

What donors had to say about adapting to change.



Michael Medina, apheresis donor who commutes from Kona

"I hope that blood donors consider the importance behind the blood product and do not get disrupted by a new location. The difference between Young Street and Dillingham locations is less than 5 miles; however, the impact that you can make on a person's life due your blood donation is immeasurable."

Neal Shinyama, Maui donor

"The rail construction impacts Oahu donors and therefore longer blood drives on Maui are important. Maui donors will always come through. It's a great time for a new generation of blood donors to step up."



Alyssa Lapitan, UH Student and blood donor

"My goal is to one day be a doctor and save lives. Until then, donating blood is the next best thing. Last year I couldn't donate as much as I wanted. Now that UH has a virtual donor center, I will be able to donate more often."

Kimo Moore, Nanakuli, whole blood donor

"I donate when I'm in town. It might be far for some, but if it's your child: Would you rather your child be a 'convenience' or a priority?"



Gary Sturdy, Big Island donor

"I look forward to the blood drives every eight weeks. I hope others will step up to the plate, be regular donors and beat my 20-gallons."

Bryant de Veneca, UH Student and blood donor

"Donating blood takes just a small fraction of time. It's a great idea to have weekly blood drives on campus. I donate here because it's convenient."



Randall Fukunaga, Mililani, apheresis donor

"I'll probably start donating whole blood more often at the mobile blood drives and just donating platelets at Young Street when I'm in town and it's convenient. No matter what, I'll still be donating."

Blood Donors are Good for Life continued from page 1

Blood donation should be easy and convenient. For Oahu donors who maximize their opportunities to help patients and keep regular appointments, YSDC gives you the most flexible times to accommodate your schedule. Based on feedback from donors and historical data, YSDC hours will change as of January 5, 2016, with easy-to-remember center hours and more appointment times available for you (see cover).

For those donors who want to donate closer to home or work, one of our new virtual donor centers (VDC) in your neighborhood may work best (see page 4 for options). For our neighbor island donors, we have increased donation locations and times.

Once a blood donor, always a blood donor.

This is a new chapter in BBH history and you are part of that history. There is a legacy of giving in Hawaii and our blood donors are simply good for life.

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)

IN THE SPOTLIGHT

Counting on Platelets

Four months ago, Kevin Schmidt brought his wife, Casey to the ER. A recent low blood cell count had her scheduled for a follow-up doctor's visit but she was feeling so tired and weak. Her fingernails were stark white and she had a rapid heart rate. Kevin knew something was seriously wrong.

At the ER, they were shocked to discover Casey had one third the amount of blood a person needs to live. Her life-threatening condition made it impossible for her heart to pump enough blood through her body. She was at a high risk for organ failure. Saline intravenous therapy and blood transfusions saved her life that day; but nothing could have prepared them for the next diagnosis. Casey had leukemia.

Having a blood cancer meant her body was struggling to produce blood. Although aggressive chemotherapy could fight the cancer, both the leukemia and the treatment decreased her blood cell counts. That's when Kevin realized her desperate need for platelets. "Before this, I didn't even know what platelets were," he said with a shrug. "Now, I know how important they are. She needs platelets to keep her alive," he added.



Casey thinks back to when she would hear the call for blood donors on the radio. "I used to think, if I had the time I would stop and donate," she recalls. "Now I need it for my own survival. Once I was waiting during a crucial time in my treatment when my blood counts were low and no platelets were readily available. It made me realize how essential platelet donors are."

"She counts on platelets being there. I count on it. Our nine children, we all count on people we've never met to give," Kevin added. High school sweethearts, they recently celebrated their 20th anniversary in the hospital. Their family is close and Casey can't wait to get back home and see all her children, including her youngest, one-year-old Delilah.

"It's not just red blood cells and platelets; it's the life blood donors have given me. My leukemia is a whole family experience. It's a scary time for us because we don't know what to expect. Which is why I'm so thankful; thanks to blood donors I have more time with my children and my husband."

Apheresis collections move to Young Street Donor Center on January 5th.



Students Lead the Way

The news of DDC's blood collections relocating was announced at the recent annual high school workshop. Students were challenged to lead by example and give back to the community in a big way; and did they ever. High schools across the state have stepped up and succeeded with record-breaking blood drives.

Iolani School sponsored our first high school advisory meeting on Oct. 15th. They are also one of five schools who have increased their number of drives per school year. Other schools have collected more blood than ever. This summer, Kailua high school's Surfriders surpassed their blood drive record, spurring Kalaheo high school's competitive spirit. Kalaheo's most recent blood drive came in 20 pints over their goal. Also Farrington High School will host a blood drive after a two-year hiatus.

We can't wait to see other high schools rise to the challenge. The future of Hawaii's patients is in great hands. For more information about our High School Blood Program; grants and scholarship opportunities, contact Jonette Correia at 848-4770.



Raising the Bar



Starting mid-November, the Donor History Questionnaire (DHQ) is getting a new look and an additional privacy feature. The oversized form has been replaced by an easy-to-handle standard sized sheet with an easy-to-read larger font. Questions will be easier to answer because the yes/no responses are at the end of each query.

Your DHQ should be private. With that being said, consolidated and confidential are two words to describe the benefits of our new

privacy folders. Tucked into this folder are the DHQ and educational material packet.

These new changes are more than cosmetic. Thanks to our new enterprise computer system and wireless technology, registration will be in real-time at all donation locations. The top portion of your DHQ will be pre-populated with your demographic information and ready for you to simply review. More convenient for you, more efficient for improving donor flow, and no more handwriting to decipher. Wins all around.

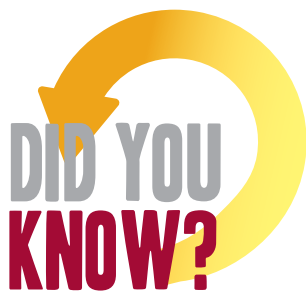
Where everybody knows your name

For many of you, that friendly face that knows you and greets you is what makes your blood donation experience special. Now you'll get to see those familiar faces throughout your donation.

We are excited to announce registrars were recently promoted and trained as collection specialists. That means they'll be with you from check-in, through the mini-physical and DHQ review, until you're comfortable and ready for our phlebotomists. Their growth will benefit donors by improving the donation experience with simplified processes and better coordination of the overall flow.



New title, but same familiar faces. BBH's collection specialists will be there to get your blood donation experience off to a great start.



NOW Available!

Kailua Town Center

Every 1st and 3rd Thursday
from 3:00pm-7:00pm

UH Manoa

Every Tuesday
from 11:00am-4:00pm

Where will you donate next? *Find your new home!*

BBH has plans for six new virtual donor centers. What is a virtual donor center you ask? It's a regularly scheduled blood drive you can count on to keep your blood donation routine, uninterrupted and convenient.

Starting January 2016

Oahu Veterans Center* – Every 1st and 3rd Friday from 11:00am-3:00pm

Bishop Street – Every 2nd and 4th Friday from 10:00am-1:45pm

Mililani Gateway – Every 1st and 3rd Wednesday from 3:00pm-7:00pm

Queen's West – Every 1st and 3rd Monday from 3:00pm-7:00pm

*Due to the holiday, Oahu Veteran's Center will be on the 2nd and 3rd Friday in January.

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

2043 Dillingham Boulevard | Honolulu, HI 96819-4024 | Phone: (808) 848-4770 | Neighbor Islands: (800) 372-9966 | www.BBH.org