

New East Bay Blood Services Volunteers

Welcome to new East Bay volunteers in November, December, and January! Did you know that East Bay Blood Services has nearly 500 volunteer shifts every single month? Currently, we are staffing 125 to 150 of those shifts. By June, we hope to be staffing 200 of them on a consistent basis. Every one of you makes a huge difference in expanding our reach into the community to make sure blood is always available when it is needed. You are all — new and seasoned volunteers both — so critical to this mission. A special thank you to all and a special welcome to our newest volunteer teammates.



Ryan Woo, Chris Keohane, Tina Sears, Cindy Wong, Dan Franco, Farhana Currinbhoj, and Christine Bunla



Standing: Kate Semenikhina, Jenny Cornet, George Tsubula, Bonnie Hagstrom; *Seated:* Ryan Hall, Wazhma Masarweh



Michelle Spurling and Margaret Profeta



Suheir Khalaf and Simon Thaler

Also, welcome to those not pictured - Kelly Chen and Javed Khan.

New Donor Reaction Job Aid

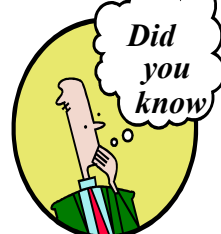
By now you will have received the new **Donor Reaction Job Aid** in the mail. This new Job Aid was created to ensure maximum possible safety for our blood donors and to make sure all staff and volunteers are following the same procedures.

Team Supervisors will be reviewing the Job Aid with all volunteers at the beginning of each volunteer shift at both blood centers and blood drives. This review will help us all stay current about these procedures and also provide volunteers with an opportunity to ask questions or address any concerns.

As you have been told in orientation: we do NOT want you, as volunteers, to do anything medical. We ask simply that you monitor donors for signs of reaction so that you can alert staff should a donor need assistance and to try to keep the donor from falling until staff arrives. As always, we thank you for your critical partnership in this life-saving work.

If you have not received your new Donor Reaction Job Aid in the mail yet, please contact Anne or Duffy.

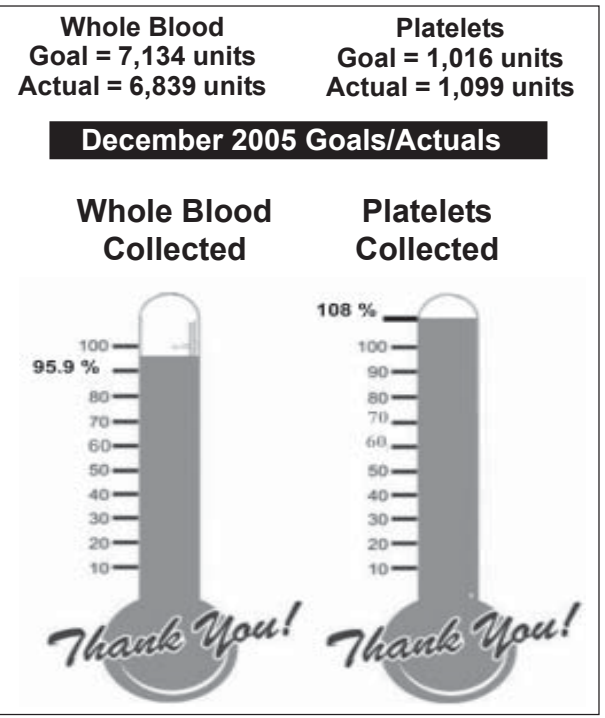
Fact:



The American Red Cross ranks second in public confidence among 17 institutions including police, Center Disease Control and church/religious organizations. Ninety-one percent of the public has confidence in the Red Cross. The only group to rate higher is firefighters at 97%.

Web Site has New Info

We've added more information to the volunteer section of our web site. You can find it at www.redcross.org/CA/Norcal.



American Red Cross

From A Volunteer's Heart

Winter 2005-2006 Issue

a volunteer news publication of the American Red Cross Blood Services, Northern California Region

Red Cross Names New Region CEO



Jay Winkenbach has been selected as the CEO for the American Red Cross Blood Services, Northern California Region. Winkenbach has been Acting CEO of the Northern California Region since August 1, 2005.

Winkenbach has been repeatedly recognized for delivering superior customer service through exceptional team building. In his role as Director of Hospital Services and Marketing, Winkenbach received the American Red Cross Tiffany Award for Outstanding Achievement in Management, as well as the National Hospital Sales Executive Award.

National Red Cross CEO Update

As you may be aware, **Marty Evans** resigned as President and CEO of the American Red Cross effective December 31, 2005 after 3 ½ years of service to the organization.

A Message from Marty Evans, former American Red Cross President & CEO

I cannot overstate what a privilege it has been to serve with each and every one of you, the employees and volunteers who sacrifice so much for our vital mission of service. In all my years of experience I have never encountered a group of people who spring from so many diverse walks of life and yet are so unified in their dedication to a single cause. Your achievements are truly without peer.

Jack McGuire, Executive Vice President for Biomedical Services, has been appointed the Acting President and CEO while a search for a new permanent President is launched by the Board of Governors. This is the first time in the history of the American Red Cross that a Biomedical Services executive has been appointed the Acting President of the organization.

Local Platelet Donor Named to Hall of Fame



Left to right: Gail Nelson, Dave Toschik from Baxter, Rhiannon Stickney, John Kilbuck, Delores Herring, Carol Kilbuck, Kelly Neil, Vicky Berania, Chris Rodriguez and Betina Perez at the induction ceremony.

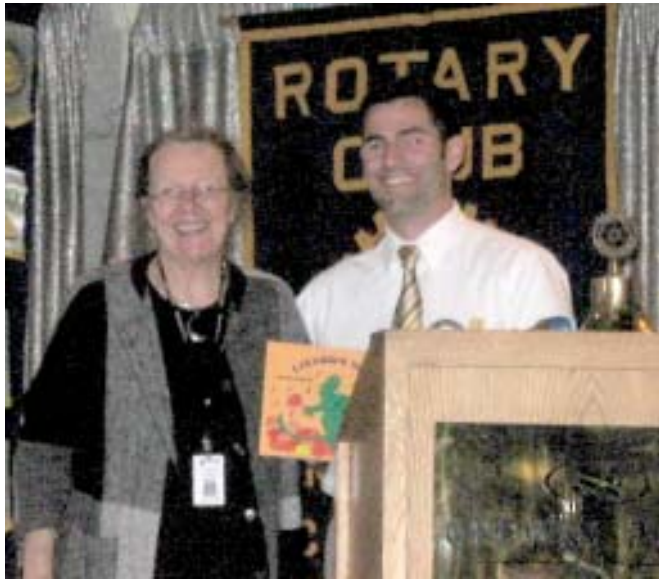
John Kilbuck has been selected by Baxter Healthcare for the Apheresis Donation Hall of Fame for his extraordinary dedication as an apheresis donor. He is featured in Baxter's 2006 calendar.

Since he retired in 1990, John has made 328 platelet donations at our Pleasant Hill Blood Center — he continues to donate platelets 24 times per year even though he's 85-years-old. And John started donating blood in 1938! He is one of 14 inspiring donation stories across the country selected for the 2005 Donation Hall of Fame.

Brief Biography by Jack McGuire

"Before I came to the Red Cross, I spent more than 22 years in the biomedical field, most recently as head of Whatman, PLC North America, a UK-based manufacturer of laboratory and industrial products. I'd previously been the President of Hemasure, Inc. for four years before it was bought by Whatman, making blood safety products. I've also worked at Johnson and Johnson's Ortho Diagnostics and DuPont. In addition to management, my background is mostly in the areas of strategic planning and marketing. Also, I was a Captain in the Marine Corps and have an MBA from Harvard."





Sam Vesser, president of the Concord-Diablo Rotary Club, thanks East Bay Volunteer Coordinator **Anne Blackstone** for her presentation to the Club by donating a children's book to a local library. Anne provided club members with an update on hurricane response efforts in the Gulf as well as on the impact of the Club's work as Adopt-a-Drive volunteers. The busy Concord-Diablo Rotary members are generously supporting three blood drives at Mt. Diablo High School this year.



Cheryl Canning, donor at the Mountain View YMCA drive, puts on her Red Cross cap that volunteer **Jason Spiller** presented to her at the canteen. Jason regularly helps at blood drives in Cupertino and Milpitas as well as Mountain View. Thanks Jason!

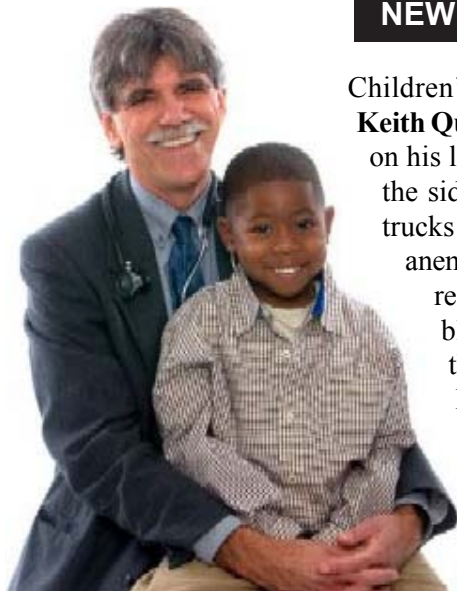


Volunteer **Shelley Stone**, left, interviewed blood donors at the Pleasant Hill Blood Center to learn more about what got donors started and what keeps them motivated to return again and again. One of her first interviews was with **Bob Klein**, a long-term blood donor and Blood Services volunteer!

NEW PHOTO ON ARC TRUCK

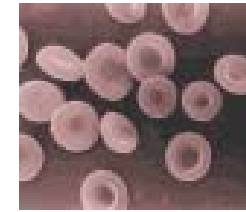
Children's Hospital Oakland physician **Dr. Keith Quirolo** is holding five-year-old **Aaron** on his lap. This photo will be displayed on the side of one of our mobile blood drive trucks soon (MU-2). Aaron has sickle cell anemia and needed blood for surgery. Our reference lab determined that Aaron's blood was unusual and sought a match through the Red Cross National Rare Blood Registry. Just three donors in the U.S. were a match.

If more people donated blood, Aaron would have more potential matches.



Is There A Substitute for Blood?

There is no substitute for blood that meets all the needs in human blood transfusion. Current blood substitutes are only designed for oxygen carrying capacity; they have no effect on the ability of blood to clot or prevent hemorrhaging.

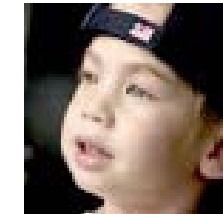


The current blood substitutes last for about one day after transfusion, versus human red blood cells that can last for two to four weeks. Substitute products could be used, such as to stabilize a car accident victim until they arrive at a

hospital. Such products can have viable uses because they don't need to be refrigerated or cross-matched with the patient's blood type during a trauma situation. But in many instances, where patients need long-term support from human red blood cells while undergoing treatments, blood substitutes do not meet the need. Cancer patients, bone marrow transplant recipients, and sickle cell patients are examples of patients who need the longer term oxygen carrying support that only human red cell transfusions provide.

Blood Saves Infant's Life

Victor Leon was born one month-and-a-half premature. Before his birth, doctors had informed the Leon family that an ultrasound had shown their newborn son would have an enlarged heart.



The doctors were mistaken. Victor's heart only looked enlarged on the ultrasound because his lungs and liver were unusually small. "I remember following the ambulance to hospital," said **Victor Leon, Sr.** "One of his lungs collapsed and the other was just too small to help him breathe.

Victor immediately received life saving blood and platelet transfusions. "Seeing how much blood my son needed opened my eyes to understanding how vital giving blood is," said Victor Senior.

Victor is one of the ten children featured on pins for you'll see on Red Cross staff. All of the children needed blood. And all of them received blood because of people like us.

Winter Theme Reflects Lack of Donors

Traditionally, it has been difficult to bring donors in once the holiday season kicks off with Thanksgiving. To help get the message out, sponsors will be using posters, flyers and handouts with the theme "We Can't Operate Without You. PLEASE GIVE BLOOD!"

There will be two different photos for the materials – one, seen above, shows an empty bed in an operating room. The other features a tray with just a few units of blood on it when it should be full.



Lessons Learned from Katrina

Over the course of the next several months, the Red Cross will continue our own top-to-bottom internal review of our practices and our response to Katrina, and we will continue to build upon our lessons learned.

On December 13, Joseph C. Becker, American Red Cross Senior Vice President for Response and Preparedness, testified before the House Ways and Means Subcommittee on Oversight. Below are highlights from his statement:

First, we need to convene community leaders to expand our reach to respond where needed... Second, preparedness – training, planning, and drilling – must become a way of life for every man, woman and child in this country... Third, we must also dedicate our attention to some larger public policy questions. For example, how much should we in the nonprofit sector – and the government – invest in our infrastructure to be ready to respond to the next catastrophic event when current funds are barely adequate for ongoing needs?... Finally, there is the biggest challenge of all: preparedness. If we in America ever thought we were prepared to face a major catastrophic event, we were wrong. We have been operating under the assumption that what we have done in the past – how we respond to smaller disasters – would simply need to be scaled up if we faced a larger one. This is simply not the case.

We need to do a better job engaging our nation's citizens in preparing for disasters big and small. And this is no small feat. As we look back on Hurricane Katrina, I hope that we will do a better job of ensuring that those who live in harm's way of disasters will better prepare their families, individually, for what may come their way... There are simple steps that every family can take to be safer and to ensure that if separated from their loved ones, they can reconnect. We need to convince every individual and family to make the effort to keep critical documents, medicines, and items they would need immediately in an emergency ready, keeping in mind that, unlike Hurricane Katrina, disasters often provide no warning at all.

