

Everyday Heroes

Blood Centers of the Pacific's Quarterly E-newsletter

February 2012

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Save a Life, Cruise the Bay!

BCP and [Hornblower Cruises & Events](#) are once again teaming up to save lives and take YOU on a bay cruise!

Throughout January and February, all BCP blood donors will receive a certificate for \$50 off a dinner or brunch cruise for two on the San Francisco Bay. Enjoy a leisurely cruise accompanied by fine cuisine, entertainment, world-class views and that good feeling you get from saving lives. The certificate is valid until the end of 2012.



Many thanks to Hornblower who's generously donated these gifts to blood donors for the past eight years!

To make your appointment, visit www.bloodheroes.com.

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February is American Heart Month



According to the American Heart Association (AHA), coronary heart disease is America's number one killer. Yet, only 55 percent of women realize that fact, and less than half know what are considered healthy levels for cardiovascular risk factors like blood pressure and cholesterol.

February is American Heart Month, drawing attention to the "Go Red for Women" movement, which elevates awareness of women and heart disease as an important public health issue. National Wear Red Day was on February 3rd, 2012, serving as a reminder that we should know the warning signs, reduce risk factors and know how to respond quickly and properly if warning signs occur.

Heart disease and stroke kill one in every 3.6 men, and one in 2.4 women. They are the No. 1 and No. 3 killers of women. It is important for women to know that heart disease and stroke are deadly. For more information, please visit www.americaheart.org.

And remember, whenever you donate blood at [BCP](#), you'll get a wellness screening which includes getting your blood pressure tested and you'll also be able to check your cholesterol results! All blood donors will now be able to track not only their cholesterol but their blood pressure, body mass index and iron level (hemoglobin). Results are available [online](#) usually within seven days of donation.

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Saving Lives Through Research



Blood Systems Research Institute

Many of our blood donors aren't aware that in addition to providing lifesaving blood donations to hospitals, BCP is on the cutting edge of transfusion medicine research.

Through its [Blood Systems Research Institute \(BSRI\)](#), groundbreaking research is conducted in the areas of blood safety, immunology, virology, cell processing and epidemiology.

Its researchers work in tandem with the [Centers for Disease Control](#), the [National Institutes of Health](#) and UCSF. In 2011 alone, BSRI scientists published over 65 manuscripts in major journals and conducted extensive research on 49 different programs.



Additionally, BSRI and collaborators at UCSF and in Brazil and South Africa were awarded nearly \$33 million in research contracts for projects as part of a major new research initiative designed to improve the safety and effectiveness of blood transfusions in the United States and abroad. The new “Recipient Epidemiology and Donor Evaluation Study III (REDS-III)” is an extension of the REDS and REDS-II program that BSRI helped establish and lead for over the past two decades. It will span the next seven years.



BSRI was also awarded the contract for a central laboratory that will provide support and expertise to seven clinical centers in the United States and overseas.

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Celebrating Black History Month: Blood History, Our History Blood Drive



In celebration of Black History Month in February, BCP is hosting a [“Blood History, Our History” blood drive](#) to encourage at least 86 people to give blood on Saturday, February 25, 2012, from 10am to 4pm in Oakland’s Jack London Square area.

Why 86? “That number is significant because it’s been 86 years since, Dr. Carter G. Woodson initiated Negro History Week to bring national attention to the contributions of black people throughout American history,” said Fred McFadden, Diversity Blood Donor Program Specialist at BCP. “Through blood donation we as African-Americans can make a lifesaving contribution to chronically-transfused sickle cell and other patients here in our community.”

About 98 percent of people suffering from sickle cell anemia are [African-American](#), and patients with the disease may need 15 to 25 blood transfusions each year. Usually, the safest blood for them to receive comes from other African-Americans. To mark Black History Month, we need 86 heroes to help save lives by donating blood.

To add to the family fun and festivities, there will be free food, art workshops for the kids, live music, raffle prizes, and more. All blood donors will receive a free movie ticket to any Regal Cinema and a T-shirt, and are eligible to win a football signed by Oakland Raiders' wide receiver Denarius Moore. And as if that weren't enough, all blood donors will also get a chance to meet R&B recording artist and former American Idol finalist [La Toya London](#)!



The "Blood History, Our History" blood drive is sponsored by BCP, in partnership with: [Children's Hospital and Research Center Oakland](#), [Sickle Cell Community Advisory Council](#), [Sickle Cell Disease Soldier Network](#), [Black MBA Association](#), [The Links, Incorporated](#), [Oakland Technical High School](#), [National Marrow Donor Program](#), [American Diabetes Association](#), [California Transplant Donor Network](#), [Omega Psi Phi Fraternity](#) and [Riovida Networks](#).

What: "Blood History, Our History" Blood Drive and Black History Month Celebration
When: Saturday, February 25, 10am to 4pm
Where: [The Quad](#) in Jack London Square, 525 4th St., Oakland

To schedule an appointment to donate blood, visit www.bloodheroes.com, click on "Donate Blood" and enter sponsor code: HISTORY or call Fred McFadden at (415) 354-1381.

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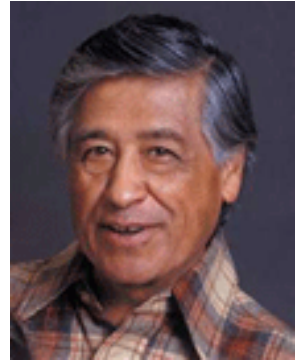
2012 Annual National Cesar E. Chavez Blood Drive Challenge



BCP is proud to be a part of the [2012 Annual National Cesar E. Chavez Blood Drive Challenge](#). Celebrating [Cesar E. Chavez's legacy](#) as an American civic leader, the Blood Drive Challenge engages students to promote health education, health professions, civic engagement and saving lives through blood donation.

The campaign culminates in a health education fair on campus featuring a one or two day blood drive to be held on or as close to March 31st as possible, celebrating Cesar E. Chavez's birthday by demonstrating the students' commitment to give of themselves for a better community. The Blood Drive Challenge hopes to accomplish two goals: 1) involve 250 colleges/universities; and 2) bring in 25,000 registered blood donors.

The national service learning initiative was launched in 2009 by students from 38 campuses with College Assistance Migrant Program (CAMP) federal grants and quickly expanded to 167 U.S. colleges/universities by 2011. Each campus campaign is led by a student organizer who is responsible for designing a donor recruitment program in collaboration with their local blood center representative.



The following BCP college/university blood drive sponsors are:

- [San Francisco State University](#)
- [Sonoma State University](#)
- [Santa Clara University](#)
- [The National Hispanic University](#)
- [College of San Mateo](#)
- [Contra Costa College](#)
- [Dominican University](#)
- [Los Medanos College](#)
- [Touro University](#)

BCP wishes all participants the best of luck in the challenge!

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6th Annual Bucket Brigade Blood Drive Challenge



During the month of December and January, fire departments in Sonoma, Lake and Mendocino counties came together to participate in the 6th Annual Bucket Brigade Challenge.

The notion of a Bucket Brigade originates from the Great London Fire of 1666, where lines of townspeople created "brigades" and passed buckets of water from the town's water source to the fires that threatened their community. This contemporary "Bucket Brigade" brings our community together in the same way, not to fight fire but to save lives through blood donation.

The challenge this season brought in more than 890 donors and collected more than 700 pints of blood. That's more than 2,000 lives saved (one pint saves 3 lives)!

The top 5 departments of the 6th Annual Bucket Brigade are:

1st– Windsor FPD: 152 donors
2nd– Geyserville FPD: 102 donors
3rd– Lakeport FD: 97 donors
4th – Healdsburg FD: 59 donors
5th - Wilmar and CAL Fire Petaluma: 56 donors

Thanks to all the fire departments and blood donors for your participation...in saving lives!

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Connect with Us

Find us on:



Blooddrops: www.bloodcenters.org/blog



Twitter: twitter.com/blooddrops



Facebook: www.fb.com/bloodcenters

And don't forget to add us to your email signature and invite your friends to join our networks!

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Donate Blood. Save Lives. | 1-888-393-GIVE | www.bloodcenters.org

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Blood Centers of the Pacific