



LIFELINES

The Newsletter of Blood Centers of the Pacific • Fall 2011



101 Heroes Blood Drive

by Angela Woon

There was a flurry of activities at Studio One Art Center, Oakland: kids outside drawing and coloring, radio stations playing music, a beauty queen and basketball star visiting... and they all came out for one reason – to help raise 101 blood donations.



Miss Black California 2011 Constance Reese (l) and Basketball star Stephen Curry (r) showing their support at the 101 Heroes Blood Drive

In celebration of Sickle Cell Awareness Month in September, BCP held a “101 Heroes Blood Drive” to encourage at least 101 people to give blood on Saturday, September 24th, 2011, in Oakland.

“Why 101? That number is significant because it’s been 101 years since sickle cell anemia was first written about in a medical journal,” said Fred McFadden, Diversity Blood Donor Program Specialist at BCP. “About 98 percent of people suffering from sickle cell anemia in the United States 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.” (see related story on page 4)

About 98 percent of people suffering from sickle cell anemia in the United States are African-American

In addition to hosting the blood drive, BCP held a “What Sickle Cell Means to Me” art contest. Patients and non-patients alike were invited to express their answer through art in any medium. Winners were awarded prizes and selected artwork was displayed at Studio One Art Center during the event.

Continued on back page

Lifelines is published quarterly by Blood Centers of the Pacific.
Editor: Lisa Bloch
Associate Editor: Angela Woon
Graphic Design: Gregory Berger
Contributors: Lisa Bloch and Angela Woon

Irwin Center

270 Masonic Avenue
San Francisco, CA 94118

Downtown Center

250 Bush Street
Suite 136 (Mills Building)
San Francisco, CA 94104

Marin Center

4050 Redwood Hwy
San Rafael, CA 94533

Cupertino Center

19450 Stevens Creek Blvd
Cupertino, CA 95014

Peninsula Center

111 Rollins Road
Millbrae, CA 94030

Redwood City Center

570 Price Avenue
Redwood City, CA 94063

Diablo Valley Center

325 N. Wiget Lane, #140
Walnut Creek, CA 94598

North Bay Center

1325 C1 Gateway Blvd
Fairfield, CA 94533

Napa Center

3230 Beard Road
Napa, CA 94559

Santa Rosa Center

2324 Bethards Drive
Santa Rosa, CA

Shasta Blood Center

2680 Larkspur Lane
Redding, CA 96002

For more information or to schedule an appointment, please contact us at 1-888-393-GIVE.

www.bloodcenters.org
www.facebook.com/bloodcenters



Donors Paul and Kimberly using the toughbook to register

Going Green

BCP recently kicked off its new online donor registration at the Irwin Center to great success! Now, instead of using social security numbers, we take a quick picture of you and then invite you to fill out your donor history questionnaire on nifty handheld devices called “Toughbooks.” Your information is automatically available for our staff to review before your donation. And of course, it saves paper!

We hope to roll it out to other centers in the near future!



Bernard Haines Award recipient Helen Horen (l) with Volunteer Supervisor Debbie Bingham(r)

*Helen has
contributed
an amazing
4,527
hours of
her time!*

Mahalo (Thank-you) BCP Volunteers!

by Angela Woon

The skies were grey and foggy in San Francisco, and it was a tad chilly as well. But as volunteers came through the doors of BCP's headquarters, the Irwin Center, they were whisked away... to sunny "Hawaii."

Decorated with seashells, leis and Polynesian torches, and with Hawaiian music playing in the background, BCP's conference rooms were the site of this year's Volunteer Recognition Luau Party.

Volunteers were honored for their contributions throughout 2010 for their time and talent – from helping out at canteens and mobiles, to the laboratories and to the administrative offices. They were treated to an "ono" (delicious in Hawaiian) buffet spread of pulled pork, chicken, seafood, tropical fruits and rice washed down with guava punch.

And to cap off lunch, coffee and tea were served with pineapple upside-down cake!

The highlight of the event was when longtime volunteer Helen Horen was awarded the Bernard Haines Award (name for a dedicated volunteer who passed away) for her excellence and commitment to the blood center. Helen began volunteering in 1983 at the Marin Center, and has since contributed an amazing 4,527 hours of her time!

Everyone had a fun time and we just wanted to say, "Mahalo" to all our volunteers. We couldn't do the work we do to help save lives if it weren't for your contributions!



The Magazine Project

by Angela Woon

Safia Abdul-Sabur was born in Jamaica and diagnosed with sickle cell anemia at birth. Upon arriving in the United States at the age of 6, she became aware that she had the disease when she started first-grade.

Hospitalized with a high fever, pneumonia and lower back pain, doctors confirmed the diagnosis. These hospitalizations continued throughout high school and college, sometimes weeks at a time. And even today.

Following is a letter from Safia appealing for stories about sickle cell for a magazine she is creating:

Dear Fellow Sickle Cell Patients and Families,

My name is Safia Abdul-Sabur, I am 23-years-old and I have Sickle Cell Disease (HbSC). I graduated from UC Davis in June 2010 and I am in the process of creating a magazine highlighting Sickle Cell to help the public become more aware of this disease.

I am a member of the SCD Solider Network, based in Atlanta, and I am creating a magazine that will allow those with Sickle Cell and their families to share their stories. By you sharing your story and allowing us to potentially get it published you will help to spread awareness by teaching the larger public about the daily struggles of dealing with this disease. This platform will give you and your family a space where your voices will be heard. I feel that for us to bring greater awareness we must feel comfortable about sharing our stories with others. This to me is one of the best ways that we can teach others about Sickle Cell. Presenting facts is one thing but presenting real stories will help the larger community understand exactly how serious this disease is.

By compiling each person's story I will have content needed to produce a magazine that will be shared with others as a teaching tool that highlights our struggles as a result of this disease. As a Sickle Cell patient myself, I would like to also highlight our experiences, needs and achievements that we have been able to accomplish. For those who are family members I would like you to share your thoughts and experiences of how you dealt with taking care of your family member with Sickle Cell. I have high hopes that each of you will be willing to tell your story and make this project a success. The vision that I have for this is not only to help educate those in the larger community about Sickle Cell but also to help educate and encourage the younger generation of children and their families growing up with this disease. By you sharing your story, I strongly feel that it can be a great help and encouragement to others.

This will be the first time that a project like this has been done in the United States and with your contribution it will be a great success. Please provide me with a brief one and half page write-up. A question that I would specifically like answered is: "What does having sickle cell mean to you?"

If you are interested in sharing the story of what motivates you and having it published, please email me your name, age and the type of Sickle Cell you have to: abdul_sabur49@hotmail.com. I look forward to hearing from you.

Thank you,

Safia Abdul-Sabur
SCD Solider Network Advocate
Phone: 510-230-8242

Congratulations Bob!

by Angela Woon

Saving lives seems to be Bob Arzave's lifelong profession. Not only does he take on this immense role in his "day" job as a firefighter, but Bob can also be found at BCP's headquarters three times a year helping to save lives too. He is the longtime blood drive coordinator for the San Francisco Firefighter's Local 798. For all his outstanding dedication and commitment to helping ensure that the lifesaving gift of blood is available to patients in need, BCP nominated Bob for the Fenwal Donation Hall of Fame... and he was selected as one of the winners!

For the past 20 years, Bob has shown selfless dedication, hard work and support for the cause of blood donation in the Bay Area, holding three-day drives triannually. So far, he has brought in more than 6,000 pints of blood, which means he has helped save more than 18,000 lives (one pint saves three lives)... and that number continues to grow!

As a firefighter, Bob knows all too well the need for blood. In his career, where he has served at many of the firehouses throughout San Francisco, Bob has seen just about everything, from accident victims, the injured, etc... who have required this precious substance for a second chance at life. His motivation

to continue helping save lives through blood donation stems from his many years of experience and being with his fellow firefighters who put their lives in danger every day to save the lives of total strangers. There are 350 firefighters on duty in San Francisco each day.

A true champion in our eyes, Bob even adds a personal touch to his blood drives, bringing in his homemade goodies for the donors. He is on site every day of his blood drives and makes sure he greets and thanks every firefighter for giving the gift of life. Bob ensures his blood drives are fun and an all-day party, complete with lots of food, drinks, prizes and laughter.

BCP has recognized his efforts for many years, honoring him with several awards for his commitment to saving lives in the community. Bob and the Fire Department have also been presented with outstanding achievement awards for "Most Productive Government Agency Blood Drive," "Highest Average Blood Drive" and "Special Recognition for Most Blood Donations."

Congratulations Bob!

Connect with BCP!

Find us on:



Blooddrops

www.bloodcenters.org/blog



Twitter

twitter.com/blooddrops



Facebook

www.facebook.com/bloodcenters

Don't forget to also add us to your email signature, and invite your friends to join our networks!

Thank You Heroes!

Congratulations to the following blood drive sponsors for hitting or beating their blood drive goals for the second quarter 2011.

April

50 California - San Francisco
Advanced Technology Center - Palo Alto
Advent Software - San Francisco
American Legion-San Carlos Post 585
- San Carlos
BAE Systems - Milpitas
Burney
Cadence - San Jose
Canada College - Redwood City
Centennial High School - Corning
Chevron Richmond Refinery - Richmond
Chico CCC - Chico
Citigroup Center - San Francisco
City College of San Francisco
- San Francisco
El Cerrito High School - El Cerrito
Fireman's Fund - Novato
Fish & Richardson P.C. - Redwood City
Goodrich - Fairfield
Guru Nanak Sikh Temple - Fairfield
Hotel Sofitel - Redwood City
IBEW - Local #617 - San Mateo
IDES-Coastside - Half Moon Bay
Illumina Inc. - Hayward
International High School/French American
International School - San Francisco
IRS - San Jose
Kiewit - Fairfield
Kool April Nights - Redding
Letterman Digital Arts Center
- San Francisco
Liberty Tax - Redding
Lick-Wilmerding High School
- San Francisco
Marin Brewing Company - Larkspur
McCann World Group - San Francisco
Moms Club of American Canyon
- American Canyon

Mounted Patrol of San Mateo County
- Woodside
Movies 14 - Redding
Nature's Nexus - Redding
Nova Group - Napa
Oceana High School - Pacifica
Oracle - Great America Parkway
- Santa Clara
Oracle - Pleasanton
Pacific Plaza - Daly City
PG&E - Beale - San Francisco
PG&E - Oakland
Queen of the Valley - Napa
Red Bluff Community - Red Bluff
Redding CCC - Redding
Responsys - San Francisco
San Mateo County Employees
- Redwood City
San Mateo Information Technology &
Accounting Service Center - San Mateo
SF Firefighters Local 798 - San Francisco
SF State - Nursing School - San Francisco
Shasta Outlets - Anderson
St. Joseph Parish - Mt View
St. Helena Community - St Helena
TechSoup - San Francisco
Thornhill Property Services - 221 Main
- San Francisco
Tinseltown - Chico
Tyco Electronics - Menlo Park
USF - Delta Sigma Pi - San Francisco
USF Law School - San Francisco
Vestra Resources, Inc. - Redding
Walmart.com - Brisbane
WonderCon Convention - San Francisco
YouTube - San Bruno
Yreka Community - Yreka

May

AAA California State Automobile
Association - Fairfield
Administrative Office of the Courts
- San Francisco
Alturas Community - Alturas
Ariba Fitness Center - Sunnyvale
Bacich Elementary School - Greenbrae
Benicia Community - Benicia
Big Valley Community - Adin
Blood Drive in Honor of Elijah Leung
- Napa
Bridgepointe Parkway Blood Drive
- San Mateo
CBS Interactive - San Francisco
City Of Santa Clara - Santa Clara
Club Sport Pleasanton - Pleasanton
College of San Mateo - San Mateo
Country High School - Vacaville
Curtis PMC Division - Livermore
Enterprise High School - Redding
Fall River Mills Community
- Fall River Mills
Fully Alive Community Church
- Redwood City
Golden Gate Nat'l Rec Area/SF Maritime
& US Park Police - San Francisco
Hogan High School - Vallejo
Institute for Business & Technology
- Santa Clara
Keller-Williams Red Day - Redding
Kublacon Game Convention - Burlingame
Movies 14 - Redding
Napa County Health and Human Services
- Napa
New Tech High School - Napa
Northrop Grumman - Sunnyvale
Novellus Systems - San Jose
Oakwood Athletic Club - Lafayette

OMRON Scientific Technologies, Inc.
- Fremont
Pacific Union College - Angwin
Pleasanton Corporate Commons
- Pleasanton
Red Bluff Community - Red Bluff
San Ramon Valley High School - Danville
Sequoia Hospital - Redwood City
Seton Medical Center - Daly City
Siemens - Hayward
Tinseltown - Chico
Vallejo High School - Vallejo
Wente Vineyard - Livermore

June

1550 Bryant - San Francisco
500 12th St. - Oakland
ACCO Engineered Systems - San Leandro
Advanced Technology Center - Palo Alto
Advent Software - San Francisco
Alza Corporation - Vacaville
Balboa Café - San Francisco
Balboa Café - Mill Valley
Bank of Marin - Novato
Brayton Purcell - Novato
Burney
Cal Trans - Redding
California Highway Patrol - Fairfield
California Pacific Med Center
(Pacific Campus) - San Francisco
Campus - San Francisco
California Public Utilities Commission
- San Francisco
California Veterans Home - Yountville

CB Richard Ellis - San Francisco
Century Centre Blood Drive - San Mateo
City Hall - Redwood City
Codexis - Redwood City
Contra Costa Water District - Concord
County Blood Drive - Martinez
CSP Solano - Vacaville
Dolby Labs - San Francisco
Embarcadero Center - San Francisco
EMC - Pleasanton
EMC - 2421 Mission College Blvd
- Santa Clara
Foster City Community - Foster City
GoKart Racer - Burlingame
Golden Gate Bridge - San Francisco
Heald College - Concord
Holy Spirit Church - Fremont
IBM-Bailey Road - San Jose
IRS - San Jose
Kaiser Permanente - Pleasanton
L-3 Electron Devices - San Carlos
Life Technologies - Foster City
Lockheed Martin - Sunnyvale
Marvell Fitness Center - Santa Clara
Merck - San Francisco
Missionary Church of God in Christ
- Berkeley
Movies 14 - Redding
Napa Bar & Napa Superior Court
Blood Drive - Napa
Napa State Hospital - Napa
Palo Alto Medical Foundation - Palo Alto
Paradise Fit One - Paradise
Parkside Towers - Foster City

Pasta Pomodoro - San Bruno
PG&E - Beale - San Francisco
Red Bluff Community - Red Bluff
Saint John The Baptist - El Cerrito
Saint Patrick's Church Community
Blood Drive - Larkspur
Saint Peter's Catholic Church - Pacifica
San Mateo Bay Center - Foster City
Seagate Properties - San Francisco
SF Chronicle - San Francisco
SF Federal Building - San Francisco
Shasta Regional Medical Center - Redding
Shops at Tanforan - San Bruno
Solano Assoc.of Realtors - Vallejo
Solyndra LLC - Fremont
St. Helena Community - St. Helena
St. Mary's Medical Center - San Francisco
State Comp Insurance Fund - Redding
Thoratec Corporation - Pleasanton
Tinseltown - Chico
Treasure Island Job Corp Center
- Treasure Island
Tulelake Community & High School
- Tulelake
United Airlines - San Bruno
Valero - Benicia
Weil, Gotshal & Manges LLP
- Redwood Shores
Willows - Willows
Wix.com - San Francisco
World Journal - Millbrae
Yreka Community - Yreka
ZYNGA - San Francisco

Why do you give blood?

"We give blood to help save lives, and on behalf of people who are not eligible but who would like to donate."

– Melissa DiMeglio and Rachel Moore



Blood Centers
of the Pacific

BLOOD CENTERS
of the PACIFIC
270 MASONIC AVE.
SAN FRANCISCO, CA
94118



Heroes, continued from cover



Oakland Tech Teachers Janice Lord-Walker (donating blood) and Maureen Nixon-Holtan at the 101 Heroes Blood Drive

To add to the family fun and festivities, there were art workshops for kids, free food, raffle prizes and more. All blood donors received a free T-shirt and a chance to meet basketball star Stephen Curry and Miss Black California USA Constance Reese, whose mother has sickle cell anemia.

The “101 Heroes Blood Drive” was sponsored by BCP and Novartis Diagnostics, in partnership with Children’s Hospital & Research Center Oakland, CoachArt, Sickle Cell Community Advisory Council, Sickle Cell Disease Soldier Network, The Links Incorporated, Oakland Technical High School, “Be the Match,” and the California Transplant Donor Network.