

spring 2008

lifelines

the Blood Centers of the Pacific Newsletter



**Blood Centers
of the Pacific**

a member of the Blood Systems Family

9 Seconds

by *Angela Woon*

Every three seconds, someone somewhere needs blood. Here are just three stories of lives saved by blood donors. Nine seconds. Three people who needed blood.



Stuart's story

Stuart was crossing a busy street when he was struck by a passenger van. He sustained multiple injuries, including traumatic brain injury, broken limbs and severe injuries to the arteries connected to his heart.

During the 15-hour emergency surgery to repair the tears to his aortic arch, Stuart needed 38 pints of blood.

Halfway through the surgery, doctors told Stuart's family they had used every pint of blood available in the area. "If he needs more blood, we're in trouble," the surgeon told them. Stuart's mother, Martha recalls, "I remember thinking to myself, 'You mean my son might die because there's not enough donated blood?'"

Fortunately, Stuart's surgery and recovery were successful. "He's doing just fine," said Martha. "And part of the reason why, is that 38 people I will never know cared enough to donate blood to someone they would never meet."



Jamie's story

Just after giving birth to her son, Jamie developed a rare and life-threatening condition that required multiple procedures to save her life. As a result, the 21-year-old mother used 120 pints of blood, which gave her a second chance at life and the opportunity to be there for her newborn.

"Not a day goes by that I don't think about...how lucky I am and how grateful I am to so many people for making my life possible," said Jamie. "Some day, I will be able to tell my son about how all this came to be...how important it was for so

many people to give their blood so that I might be here to watch him grow up. Every milestone in his life is a reminder of my own life and how I would have missed it all, if there had been no blood to save me."



Hayley's story

Hayley suffers from Diamond Blackfan Anemia, a condition where her bone marrow doesn't produce red blood cells. Steroid treatment helps most patients with the disorder but unfortunately, it did not help Hayley. As a result, she was placed on chronic blood transfusion therapy.

Hayley receives blood transfusions every month and has received 62 pints so far in her young life. "We rely on the kindness of strangers to keep our daughter playing, jumping and laughing," said Hayley's mother, Melana. "No other medical treatment will do that."

Her parents are especially grateful to blood donors who take the time to give blood regularly. "They are true heroes," said Melana. "Their generosity really restores my faith in humankind."

continued on page 4

*inside
this issue*

**Help Wanted at High School
Blood Drives, page 2**

Teaching By Example, page 4

Boost Your Iron, page 5

Lifelines

Lifelines is published quarterly by Blood Centers of the Pacific.

Editor: Lisa Bloch

Associate Editor: Angela Woon

Graphic Design/Layout: 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

260-C Main Street
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

Vallejo Center

480 Redwood Street, Suite 31
Vallejo, CA 94590

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

Quick Bits

Help Wanted at High School Blood Drives

Do you like to work with young people? Do you like helping out? If your answer is "yes," we need your help at high school blood drives!

Volunteers are an integral part of the BCP lifesaving team — helping to ensure we meet our mission of saving lives. As a volunteer at a high school blood drive, you'll help us out as a canteen host, keeping an eye on the health and safety of our blood donors after their donation, and serving refreshments. At the same time, you'll meet and get to know our young community heroes!

Please contact BCP's Volunteer Supervisor Debbie Bingham at dbingham@bloodcenters.org or (415) 567-6400, if you would like to assist. We also have many other volunteer opportunities available!

Remember, every minute counts — whether it is one or four hours of your time, we welcome you and will work with you to find a schedule that fits your life best. Contact us!

New Year, New Locations!

BCP kicked off the new year with the opening of two new locations:

San Jose Donor Site

Cambrian Park Church
of the Nazarene (lobby)
2575 Coit Drive, San Jose, CA 95124
(one block west of Leigh)
Mondays: 2:30 p.m. to 7:30 p.m.

Ukiah Valley Donor Site

Ukiah Valley Medical Center
275 Hospital Drive, Ukiah, CA 95482
Every 2nd and 4th Mondays: 2:00 p.m.
to 6:00 p.m.

Make an appointment to donate blood at www.bloodcenters.org or 1-888-393-GIVE.

See you there!

Getting to know our blood donors...

There's no doubt about it, blood donors are important and special people. They take time out of their busy day to unselfishly give of themselves – to help save lives.

There are many reasons and motivating factors as to why someone donates blood. Some donors have shared their personal stories with us, which will be published in upcoming issues of *Lifelines*. Here, one BCP donor, Sarah Pickler, tells us why she donates blood...

Why do you give blood?

Because I can; because I like to help others; because Irwin (BCP's headquarters) is a great place to hangout, get waited on, have good snacks! I became a platelet donor to help more people with cancer.

When was your first blood donation?

1975, Ithaca, New York, when I was 18, and my sister had Hodgkin's Disease. It was one way to help her (and others with cancer).

Have you or do you know someone who's used blood?

My sister, who died of Hodgkin's Disease; a friend who's had a brain tumor for years; my mother-in-law, who has needed transfusions.

BCP thanks Sarah Pickler for sharing her story. If you'd like to tell us why you donate blood, just take a moment to answer the following questions.

We'd Love to Hear from You!

Simply mail your answers to: Blood Centers of the Pacific, PR Dept, c/o Angela Woon, Irwin Center, 270 Masonic Ave, San Francisco, CA 94118. Or, bring it in to the blood center when you donate blood.

With your permission, we'll use that information to motivate others to become blood donors too!

Name: _____

1) Why do you give blood?

2) When was your first blood donation? Tell us about it.

3) What memorable experience have you had with blood donation?

4) Have you or do you know someone who's used blood? If so, please explain.

5) Would you be interested in sharing and talking about your experiences at donor appreciation events? Yes No (circle one)

6) May we contact you for follow-up questions? If yes, please fill out the following information, which will not be shared with outside parties. Phone: _____

Email: _____

Thank you for sharing your comments with us!

Blood Centers of the Pacific has my permission to use my name and comments in blood center materials (Website, brochures, newsletters, etc...)?

Yes No (circle one)

Please sign and date:

Teaching By Example

by Angela Woon

Next to our parents, teachers play an important part in shaping our lives. Richard Epstein wasn't only a teacher by profession, he taught by example as well. Sadly, Richard passed away on January 18, 2008, at the age of 90, but not without leaving behind a legacy and having touched the lives of those who crossed his path.

An elementary school teacher for 40 years, Richard was also a volunteer for several organizations, including BCP. Helping out as a canteen volunteer, he gave more than 2,722 hours of his time to BCP.

Recently, Sinclair Crockett heard of Richard's passing, and wrote to BCP telling us how he touched her life more than 40 years ago when she was a fifth grade student, and how she now chose to honor his life — by becoming a regular blood donor.

"Mr. Epstein taught at both Grattan and Twin Peaks (now Rooftop) elementary schools. He was a fantastic teacher, but did not suffer fools gladly! He always expected his students to do their very best, he always knew what your very best was, and if you hadn't reached it, you were required to do it over again! He had a wickedly funny sense of humor and was genuinely interested in the dreams and aspirations of his students. He was particularly interested in math and science and had a giant erector set in the classroom that you could use if you'd earned the privilege. I remember that when I became interested in archeology, he and I

were looking to find the Rift Valley on a map of Africa...and found out that our school map was so old it had Tanzania under the colonial name of Tanganyika. The next morning I came to school and there in my desk was a small plastic 'kit' that had maps, charts and descriptions of the archeology being done by Louis Leakey in the Rift Valley... of Tanzania. I went on from there to study anthropology at U.C. Berkeley.



BCP Volunteer Richard Epstein

Mr. Epstein asked that when I wrote my first science book, I dedicate it to him. Well, life had other plans for me, but I think that the next best thing I can do is to make sure his legacy of dedicated service to the youngsters of San Francisco lives on, through my commitment to become a blood donor and give every time I'm eligible."

Sinclair gave her first blood donation in February and has pledged to continue donating on a regular basis.

BCP extends our sympathy to the family and friends of Richard Epstein — BCP dedicated volunteer and friend. We will miss Richard dearly.

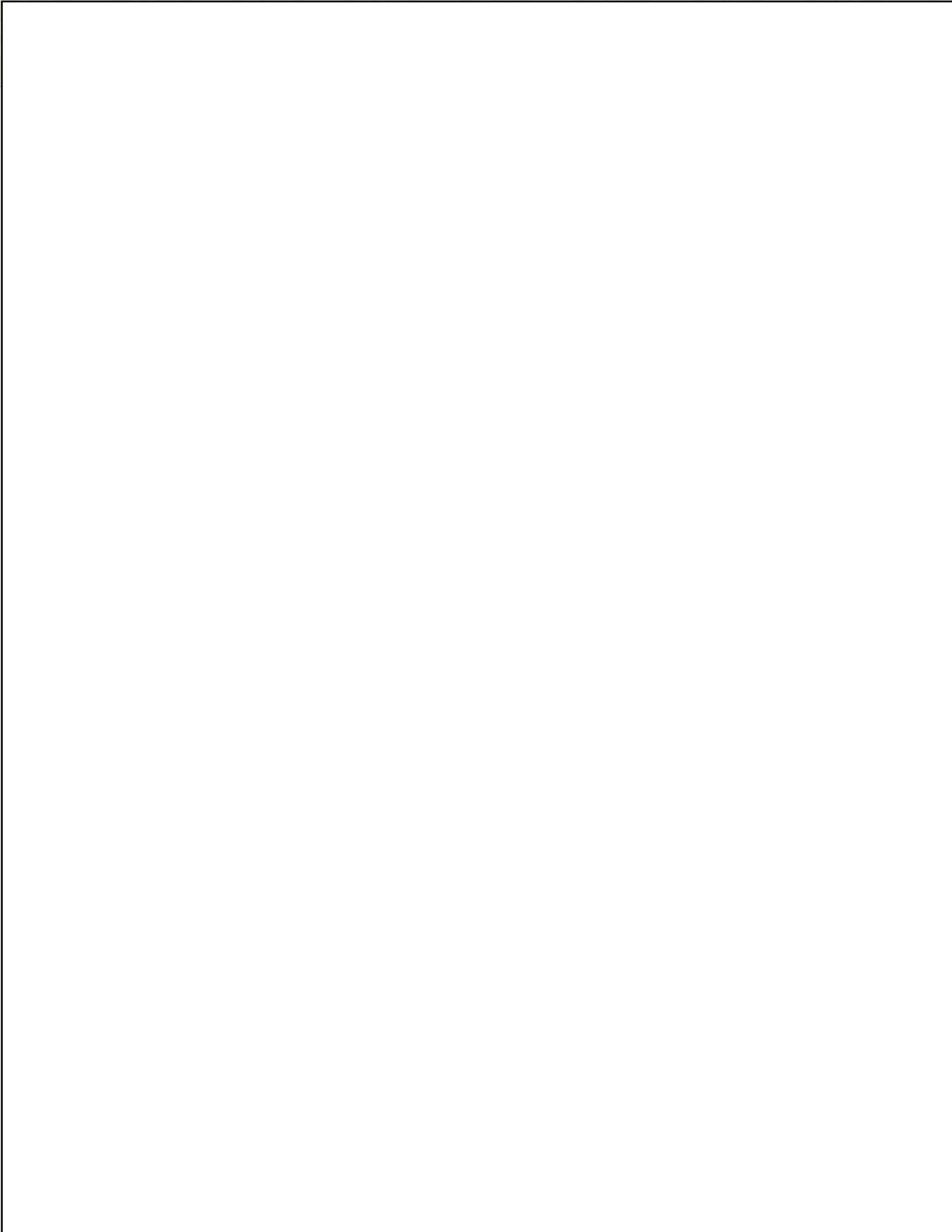
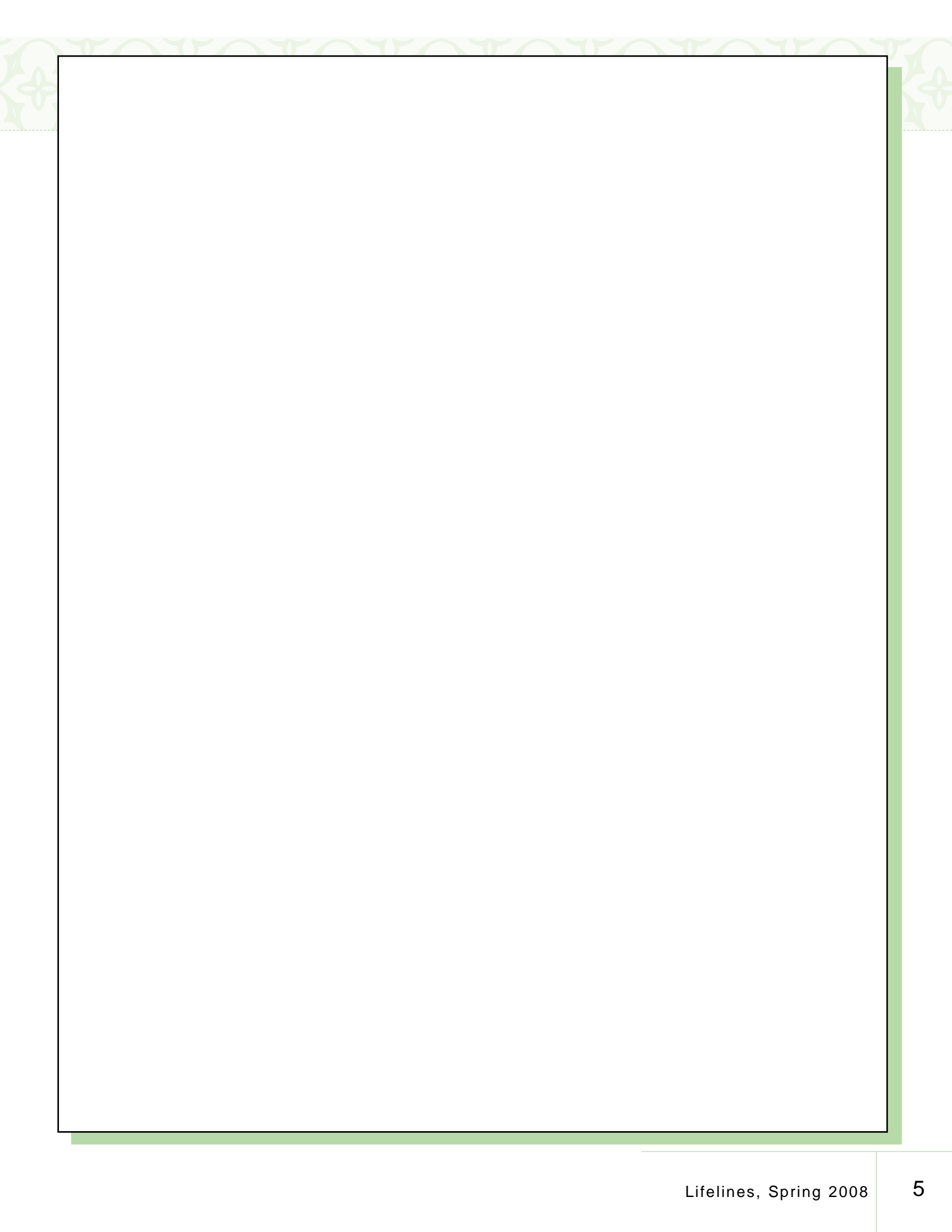
9 Seconds, continued from Page 1

In one day, there are 86,400 seconds, which means 28,800 patients need blood every day. This past January was a reminder of that need.

Several patients' lives were put at risk recently as BCP experienced a critical blood shortage at the start of the new year. Hospitals were notified that their orders for type O negative blood could not be fulfilled and asked to postpone some surgeries. Low donation rates during the holidays and heavy usage due to several trauma cases contributed to the shortage. In addition, BCP's efforts to import blood from out of state were also hampered due to bad weather.

To alleviate future blood shortages, BCP encourages donors to give the gift of life at least three times a year. Stuart's, Jamie's and Hayley's stories are just a sampling of the thousands of people from all walks of life who need blood to survive. One never knows when he or she will need blood. It could be your mother, father, son, daughter or friend.

To donate blood, please make an appointment at www.bloodcenters.org or call 1-888-393-GIVE.





A LITTLE PIECE OF HISTORY

In one of the single most influential technical developments in blood banking, Carl Walter and W.P. Murphy, Jr., introduced the plastic bag for blood collection in 1950. Replacing breakable glass bottles with durable plastic bags allowed for the evolution of a collection system capable of safe and easy preparation of multiple blood components from a single unit of whole blood. Development of the refrigerated centrifuge in 1953 further expedited blood component therapy.

source: www.aabb.org

Thank You Heroes!

Congratulations to the following blood drive sponsors for hitting or beating their blood drive goals for the fourth quarter 2007.

OCTOBER 2007

Starbucks - Anderson
 United Methodist Church - Burlingame
 Concord High School - Concord
 BMW of Concord - Concord
 Ygnacio Valley High School - Concord
 Symantec - Cupertino
 Symantec - Mountain View - Cupertino
 Fall River Mills Community - Fall River
 Fort Jones Community - Fort Jones
 @Road - Fremont
 Sea Crest School - Half Moon Bay
 Happy Camp Community And High School
 - Happy Camp
 Siemens - Hayward
 Redwood High School - Larkspur
 Our Savior Lutheran Ministries - Livermore
 Mad River Community - Mad River
 Peninsula School Ltd. - Menlo Park
 Sausalito Woman's Club - Mill Valley
 Outdoor Art Club - Mill Valley
 Mt. Shasta Community - Mt. Shasta

Fireman's Fund - Novato
 Bank of Marin - Novato
 Holy Shepherd Lutheran Church - Orinda
 Oceana High School - Pacifica
 Our Lady Queen of the World - Pittsburg
 Pittsburg High School - Pittsburg
 Fireside Bank - Pleasanton
 West Marin Community Resource Center -
 Point Reyes
 Tractor Supply - Red Bluff
 Redding Christian Fellowship - Redding
 Movies 10 - Redding
 CH2M Hill - Redding
 Shasta College - Redding
 San Mateo County Employees-RWC -
 Redwood City
 Fish & Richardson P.C. - Redwood City
 Refinery at Richmond - Richmond
 American Legion - San Carlos Post 585 -
 San Carlos
 IRS - San Jose
 San Jose High Academy - San Jose

Andrew Hill High School - San Jose
 Flea Market - San Jose
 Pipe Trades Training Center - San Jose
 San Jose State University - San Jose
 College of San Mateo - San Mateo
 San Rafael High School - San Rafael
 Hitachi-Central Expwy - Santa Clara
 State Bar of California - San Francisco
 San Francisco Police Dept. - San Francisco
 City College of San Francisco -
 San Francisco
 First Republic Bank - San Francisco
 Immaculate Conception Academy -
 San Francisco
 USF-Omicron Theta Chi - San Francisco
 SFSU - Nursing School - San Francisco
 Fibrogen - South San Francisco
 Tomales High School - Tomales
 Vallejo High School - Vallejo
 Armijo High School - Vallejo
 California Maritime Academy - Vallejo
 Mounted Patrol of San Mateo County -
 Woodside

Heroes, continued

November

Adin Community - Adin
Alturas Community - Alturas
Anderson High School - Anderson
Sacred Heart Preparatory - Atherton
Notre Dame De Namur University - Belmont
Liberty High School - Benicia
Iron Workers Union - Benicia
Benicia Community - Benicia
Big Valley High School - Bieber
Walmart.com - Brisbane
Hyatt Regency - Burlingame
Chico - Chico
Corning - Corning
Westmoor High School - Daly City
Gurdwara Sahib - El Sobrante
Department of Child Support Services - Fairfield
Electronics for Imaging - Foster City
Scientific Technology, Inc. - Fremont
Half Moon Bay High School - Half Moon Bay
Neopost - Hayward
Addison-Penzak Jewish Community Center - Los Gatos
Tyco Electronics - Menlo Park
The Highway Community - Mountain View
Mt. Shasta Community - Mt. Shasta
Dey Laboratories - Napa
Napa Valley College - Napa
San Marin High School - Novato
Oroville - Walmart - Oroville
Advanced Technology Center - Palo Alto
Good Shepherd Catholic Church - Pittsburg
Tiburon - Pleasanton
Walmart - Red Bluff
Movies 10 - Redding
Shopko - Redding
Walmart - Redding
Friends & Family - SBC - Redding
Sequoia High School - Redwood City
Peninsula Covenant Church - Redwood City
ConocoPhillips - Rodeo
Drake High School - San Anselmo
Overfelt High School - San Jose
Novellus Systems - San Jose
Mt. Pleasant High School - San Jose
Saint Leander Church - San Leandro
Borel Private Bank - San Mateo
Junipero Serra High School - San Mateo
Aragon High School - San Mateo
Hillsdale High School - San Mateo
Franklin Templeton - San Mateo
Marinwood Fire Station - San Rafael
Gladstone Institute - San Francisco
Saint Ignatius College Prep - San Francisco
SF Water Department- San Francisco
Blue Shield of California - San Francisco
Hines interest -101 California - San Francisco
Ida B. Wells High School - San Francisco
City College of San Francisco - San Francisco
Thelen Reid Brown Raysman & Steiner - San Francisco
Burton, Phillip & Sala High School - San Francisco
Lincoln High School - San Francisco
SFSU - San Francisco
Lick-Wilmerding High School - San Francisco
San Francisco Marriott - San Francisco
U.S. Environmental Protection Agency - San Francisco
SFSU - Housing - San Francisco
Cell Genesys - South San Francisco
Lockheed Martin - Sunnyvale
Surprise Valley Community - Surprise Valley
Tiburon Fire Department - Tiburon
Tulelake - Tulelake
Vacaville High School - Vacaville
U.S. Forest Service Vallejo - Vallejo
Church of Jesus Christ of Latter Day Saints of Walnut Creek - Walnut Creek
Verizon - Walnut Creek
Trinity High School - Weaverville
Weaverville Community - Weaverville
Weed High School - Weed

December

Carlmont Village Shopping Center - Belmont
Chico - Chico
Calvary Temple - Concord

Harris & Associates - Concord
West Valley High School - Cottonwood
Sem Yeto High School - Fairfield
Angelo Rodriguez High School - Fairfield
Jelly Belly Candy Company - Fairfield
Home Depot - Fairfield
Visa International - Foster City
100 Shoreline Hwy - Mill Valley
Napa High School - Napa
Queen of The Valley - Napa
Dow Chemical - Pittsburg
Movies 10 - Redding
California Conservation Corps - Redding
Pacific Shores Club - Redwood City
OncoMed Pharmaceuticals, Inc. - Redwood City
Redwood City 20 (Cinemark) - Redwood City
Social Security Admin - Richmond
IBEW - Local # 617 - San Carlos
IRS - San Jose
IBM-Bailey Road - San Jose
Piedmont Hills High School - San Jose
San Mateo City Hall - San Mateo
Peninsula Temple Beth El - San Mateo
Genworth - San Rafael
Hillside Church of Marin - San Rafael
Marin Covenant Church - San Rafael
Presidio Trust - San Francisco
The SF Institute of Esthetics and Cosmetology - San Francisco
Calvary Baptist Church - San Francisco
China Basin Landing - San Francisco
Anshen & Allen Architects - San Francisco
PG&E - Beale - San Francisco
SF Firefighters Local 798 - San Francisco
U.S. Court of Appeals - San Francisco
Theravance - South San Francisco
St. Helena Community - St Helena
Will C. Wood High School - Vacaville
Hogan High School - Vallejo
Harley-Davidson/Buell of Vallejo - Vallejo
Woodside High School - Woodside
Yreka Community - Yreka
Yreka High School - Yreka



Blood Centers *of the Pacific*

270 Masonic Avenue
San Francisco, CA 94118

lifelines

“In the morning ask yourself, “What good shall I do today?” As the day draws to a close ask yourself, “What good have I done today?”

-Ben Franklin