

summer 2006

lifelines

the Blood Centers of the Pacific Newsletter



**Blood Centers
of the Pacific**

a member of the Blood Systems Family



Laurice Levine receives lifesaving blood every two weeks.

Blood Donation and Thalassemia

by *Laurice Levine, MA, CCLS
Thalassemia Outreach Coordinator
Children's Hospital & Research Center at Oakland*

Thalassemia, also called Cooley's Anemia, is one of the most common genetic blood disorders. Dr. Thomas Cooley and Dr. Pearl Lee first diagnosed thalassemia in 1925 when they discovered the disease was prevalent among people from the Mediterranean

region, including southern Italy, Sicily, Cyprus, Malta and Greece. Thus, it became widely known as "Mediterranean Anemia." Today, thalassemia has a wide geographic origin, occurring also among people from the Middle East, South Asia, Southeast Asia, southern China, and parts of the Pacific Islands and North Africa. Worldwide, almost 150 million people (2.9 percent of the population) carry the trait for thalassemia and approximately 100,000 children are born with severe forms of thalassemia every year. In the United States, 2 million people are estimated to be trait carriers.

Thalassemia trait, also known as thalassemia minor, developed as a protection against malaria. There is no scientific evidence that thalassemia trait causes symptoms and a person with thalassemia trait will never get the disease in the major form. However if two trait carriers have a child, that child has a 25 percent chance of inheriting thalassemia major, which is the severe form of this blood disorder.

People with thalassemia major are unable to make hemoglobin, which is the protein in red blood cells that carry oxygen to all parts of the body. This lack of hemoglobin production causes severe anemia. Consequently, the primary treatment for thalassemia major is routine blood transfusions every two to four weeks. People with thalassemia require blood transfusions throughout their lifetime in order to survive. A person with thalassemia major receives approximately 36 units of blood each year. There are 40 blood dependent thalassemia patients

who receive care at Children's Hospital and Research Center Oakland (CHRCO).

I am one of those patients. I receive two units of blood every two weeks. I require a lot of blood to maintain an active and healthy lifestyle. The amount of blood used by the thalassemia population at CHRCO alone totals approximately 1,440 pints of blood a year!

As a result of routine blood transfusions, patients with thalassemia are at risk for iron overload. Consequently, patients must undergo a nightly infusion of the drug, Desferal, which

People with thalassemia require blood transfusions throughout their lifetime in order to survive.

is administered subcutaneously (in the fatty tissue) or intravenously (in the vein) using a needle attached to a small pump. Patients must wear the pump for 12-15 hours, five to seven nights a week in order to remove excess iron from the body. If left untreated, excess iron causes severe toxicity and organ damage, especially to the heart, liver and endocrine system.

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Lifelines

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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 (Temporary location)

1730 S. Amphlett Blvd. Suite 116
San Mateo, CA 94402

Redwood City Center

260-C Main Street
Redwood City, CA 94063

North Bay Center

1325 C1 Gateway Blvd
Fairfield, CA 94533

Napa Center (New center!)

3230 Beard Road
Napa, CA 94559

Vallejo Center

480 Redwood Street, Suite 31
Vallejo, CA 94590

Shasta Blood Center (New center!)

2680 Larkspur Lane
Redding, CA

Ukiah Valley Center

620 Kings Court, #110
Ukiah, CA 95482

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

www.bloodcenters.org

President's Message



The science and industry of blood banking has come a long way since Blood Centers of the Pacific opened its doors in June of 1941. Advances in blood collection, testing, storage and distribution have helped make life-saving blood transfusions commonplace. But without one vital part of this equation, none of it would be possible—the generosity of our blood donors.

As we celebrate our 65th anniversary as the first community-sponsored blood center in the nation, we look to our heroes as our inspiration. These heroes are here at our blood centers. They're at their company, school or place of worship blood drive. They're rolling up their sleeves every day across Northern California and quietly doing what no modern medicine can—giving the gift of life.

We're proud to know these extraordinary heroes—proud to serve as the critical link between blood donors who generously give the gift of life and the patients who need this lifesaving substance.

The only problem is, we need more of them.

With less than 4 percent of those people eligible to donate blood actually doing so, our region's patients are put at serious risk. The lives of the many should not rest in the hands of the few. So, as we salute our dedicated and selfless blood donors, we hope their generous spirit will inspire more people to become quiet lifesaving heroes.

Nora Hirschler, M.D.
President & CEO

65 Years of Saving Lives

by | Angela Woon

This year, Blood Centers of the Pacific celebrates its 65th birthday! BCP, the first community-based blood bank in the nation was founded in 1941 by two San Francisco physicians who were seeking a way to store blood for later use — by both our military and by our community hospitals.

The fledgling blood bank, then named the Irwin Memorial Blood Bank, was housed in the basement of a San Francisco mansion owned by the San Francisco Medical Society. BCP has grown by leaps and bounds since that time, running hundreds of blood drives throughout the region and operating 12 donation centers.

In 1997, Irwin Memorial Blood Bank merged with the Peninsula Blood Bank to form Blood Centers of the Pacific — a name that better encompasses the area served. We currently provide volunteer blood donations to 40 hospitals throughout Northern California.

BCP also has the distinction of housing the Blood Systems Research Institute, which conducts groundbreaking original research into transfusion safety.

BCP is a proud affiliate of Blood Systems, the nation's second largest blood collection organization, providing BCP access to a

state-of-the-art blood testing facility and a national network of blood centers.

As we celebrate this auspicious year, we look forward to many more years of helping to save lives in the community.

Happy 65th Birthday, BCP!



Saving lives, then and now!

Honoring our Lifesavers

by | Angela Woon

North Bay Center Apheresis Donor Recognition Luncheon

One hundred and twenty donors and staff attended the North Bay Donor Awards Recognition event in Napa on April 29th. Blood recipient and BCP's own Amanda Forrest, an account representative from the Donor Recruitment department, spoke about her need for blood.

Amanda was diagnosed with Hodgkins Disease, a cancer that begins in the lymphatic tissue. Lymphatic tissue includes the lymph nodes and other organs that are part of the lymphatic system, which produces blood and protects against germs. Amanda underwent treatment and also received blood transfusions, which helped save her life. She is doing well now and helps save other people's lives in her current position at BCP, as she recruits organizations and businesses to sponsor blood drives.

Special thanks to Blockbuster for their generous donations, and to Mary Kelley, for her time, hard work and dedication as a BCP volunteer.

Peninsula Center Whole Blood and Apheresis Donor Recognition Brunch

The Peninsula Center honored its donors at the Embassy Suites, Burlingame, on May 6th. Director of Recruitment Don Burghardt, emceed the event while Medical Director Kim-Anh Nguyen, M.D., spoke and thanked the donors on behalf of BCP.

More than 120 attended the buffet brunch. Blood recipient and KCBS reporter George Harris, who was featured in the Winter issue of *Lifelines*, was the guest speaker. George was crossing a highway when he was struck by a van four years ago. He was literally on the verge of dying. Fortunately, he received several blood transfusions, which ultimately saved his life.

Special thanks to the Embassy Suites for their generous donation to the event.

He's Back!

by Angela Woon



Blood Donor and BCP volunteer, Alan Chan

BCP has many wonderful high school students who volunteer at our centers and mobile blood drives. One of them is Alan Chan.

Last year, Alan began donating blood at his school, Archbishop Riordan High School, San Francisco. While at the blood drive, he learned about volunteer opportunities at BCP.

"I contacted BCP and decided to give back to the community by being a volunteer there," said Alan, who will be a

senior next year. "I volunteered more than 71 hours last summer as a canteen host at the Irwin center and on mobiles, and also helped with office work."

Riordan High School students must complete 100 volunteer hours for graduation. Alan started early, volunteering and fulfilling some of his hours during his freshman year at the St. Anthony's homeless shelter serving food.

When the school year began in the fall, BCP bid Alan adieu and wished him good luck as he left to focus more on his studies.

"Alan's one of the nicest and sweetest volunteers," said Debbie Bingham, BCP Volunteer Supervisor. "We enjoyed his company

and were sad to see him leave us after the summer ended. But we gave him an open invitation to visit us whenever he had the time."

And come back he did!

This past May, Alan contacted Debbie to offer his time again to BCP during his summer vacation. "We are thrilled that Alan remembered us and has returned as a BCP volunteer," said Debbie.

During the school year, Alan was busy not only with school work but was active in dance, track and field, the prom committee and also as a lancer, where he is a part of a group that organizes tours for guests who come to the school.

"I already met my 100 hours volunteer requirement for graduation," said Alan. "But I wanted to volunteer again because it's fun, for a good cause, and I like helping people out."

A San Francisco native whose favorite subjects include history and science, Alan graduates in 2007. Thereafter, he hopes to pursue dentistry or pharmacy at College of the Pacific or University of California, Davis.

BCP is certain Alan will go far in his endeavors. We thank him for his hard work and welcome him back anytime... once a BCP family member, always a BCP family member!

At press time, we recently found our Alan now works in the Telerecruitment Department of BCP!

continued from page 1

Compliance with Desferal therapy, although challenging, is often the key to a person's health and long term survival with thalassemia. There is no universal cure for thalassemia, but some patients may be cured by a bone marrow transplant (BMT). However, finding a matching donor is very difficult and a BMT is a high-risk procedure.

The Comprehensive Thalassemia Center at CHRCO is one of five Thalassemia Treatment Centers of Excellence in North America. Along with patient care, scientific research is a primary focus at CHRCO. As a result of improved technology, research, and a healthy blood supply, people with thalassemia are living longer than ever before. The most recent and most exciting breakthrough in thalassemia research occurred on November 2, 2005, when the U.S. Food and Drug Administration (FDA) approved the oral iron chelator Exjade (also known as ICL670) for the treatment of iron overload caused by blood transfusions. This marks a milestone for the care and treatment of people with thalassemia, especially in

the United States, as this is the first oral chelator to be approved by the FDA.

Getting tested for thalassemia trait is an easy process and a simple blood test. Ask your provider to check the following:

- Hemoglobin electrophoresis with quantitative hemoglobin A2 and hemoglobin F.
- Complete Blood Count (CBC).
- Iron Studies (free erythrocyte protoporphyrin, lead, ferritin, and/or other iron studies).

If you have any questions about thalassemia or our comprehensive program, please feel free to visit our website at www.thalassemia.com; contact us at 510-428-3885 x 5427; or email LLevine@mail.cho.org.

As a blood recipient, I want to thank all blood donors. It is because of you that I am alive. My gratitude is beyond measure. Please know that I hold a sacred place for all of you deep within my heart.

We'd love to hear from you!

We'd love to learn more about you and why you donate blood. Please take a moment to answer the following questions and simply bring it in to the blood center when you donate blood or mail it to: Blood Centers of the Pacific, PR Dept, c/o Angela Woon, Irwin Center, 270 Masonic Ave, San Francisco, CA 94118.

With your permission, we'll use this information to hopefully 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?

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

b) 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: _____



Thank You Heroes!

Congratulations to the following blood drive sponsors for hitting or beating their blood drive goals for the first quarter 2006.

JANUARY 2006

ABC Real Estate Team - Pleasant Hill
Advanced Technology Center - Palo Alto
Anheuser Busch - Fairfield
Avis - South San Francisco
Bay Area Air Quality Mgmt. District - San Francisco
Bethany Lutheran Church - Vacaville
C/Net Networks - San Francisco
Calif. College of the Arts - San Francisco
Calif. Maritime Academy - Vallejo
Chico - Chico
Church of Jesus Christ LDS - Napa
Congregation Kol Shofar - Tiburon
DeVry University - Fremont
Dolby Labs. - San Francisco
Electronic Arts - Redwood City
Farmers Insurance - Pleasanton
First Baptist Church - Vallejo
First Republic Bank - San Francisco
Hayfork Community - Hayfork
IBM-Bailey Road - San Jose
Int'l. Brotherhood of Electrical Workers - Napa
Kaiser - San Rafael
Kaiser-Shadelands - Walnut Creek
KGO - San Francisco
KQKE - San Francisco
Los Molinos - Los Molinos
Mad River Community - Mad River
Meridian Sports Club-Rolling Hills - Novato
Mills High School - Millbrae
Mt. Shasta Mall - Redding
North American Title - Napa
Oakwood Athletic Club - Lafayette
Orchard Nursery & Florist - Lafayette
Our Lady of Mercy Catholic Church - Daly City
Owens Corning - Santa Clara
Pacific Plaza - Daly City
PG&E- Beale - San Francisco
PG&E-Beale - San Francisco
PG&E-DeAnza Yard - Cupertino
Pillsbury, Winthrop, Shaw, Pittman - San Francisco
Pioneer HiBred - Redwood City
POKKA USA Inc. - American Canyon
Rosendin Electric Inc. - San Jose

Saint Patricks Church - Larkspur
Sam Trams-San Carlos - San Carlos
San Marin High School - Novato
San Quentin - San Quentin
SF Giants FanFest - San Francisco
Shasta Co. Public Health - Redding
Solano Assoc. of Realtors - Vallejo
Stanford Open 2006 - Gymnastics
Sun Microsystems-Menlo Park - Menlo Park
Symantec-Mountain View - Mountain View
The Gap Inc. - San Bruno
Thelen, Reid & Priest - San Francisco
Times Herald-In Assoc. with USA
Travis Air Force Base
Treasure Island Job Corp Center - Treasure Island
Triage Consulting Group - San Francisco
Trinity College - Fairfield
Univ. of Pacific School of Dentistry - San Francisco
Vax-Gen-Oyster Point - Brisbane
Village High School - San Jose
Walmart - Red Bluff
Walnut Creek Sports & Fitness - Walnut Creek
Weil, Gotshal & Manges, LLP - Redwood Shores
Wells Fargo- Market Street - San Francisco
Wells Fargo-5th. Street - San Francisco
West America Bancorporation - Fairfield
World Classics - Vallejo
XL Construction - San Jose
YMCA Hilltop - Richmond

FEBRUARY 2006

ABD Insurance - Redwood City
Advent Software - San Francisco
Alturas Community - Alturas
American Canyon VFW #11099 - American Canyon
Balboa High School - San Francisco
Bieber - Bieber
Blendz-Campbell - Campbell
Blue Shield of Calif. - San Francisco
Burney - Johnson Park
Calif. Veterans Home-Yountville - Yountville
Canada College - Redwood City

Charles Schwab-Main - San Francisco
Chico - Chico
College of Marin - Kentfield
Delta Dental of California - San Francisco
Drake High School - San Anselmo
Electronics for Imaging - Foster City
Elks-San Mateo - San Mateo
Enterprise High School - Redding
Exel - Hayward
Fall River Mills Community - Fall River Mills
Fireman's Fund - Novato
Fort Jones - Fort Jones
Foster's Wine Estate - Napa
Gateway Fellowship Church - Anderson
George Washington High School - San Francisco
Hastings College of the Law - San Francisco
Hines-55 Second St. - San Francisco
Hyperion Solutions - Santa Clara
IRS-San Jose - San Jose
Justin Siena High School - Napa
Marvell Fitness Center - Santa Clara
Modoc High School - Alturas
Notre Dame De Namur Univ. - Belmont
Omneon Video Networks - Sunnyvale
Pacific Union College - Angwin
Peninsula High School - San Bruno
Pittsburg High School - Pittsburg
Presbyterian Church of Novato - Novato
Riordan High School - San Francisco
Rotary Club San Rafael - San Rafael
San Jose High Academy - San Jose
San Mateo High School - San Mateo
Santa Clara University - Santa Clara
Sequoia High School - Redwood City
SF Superior Court - San Francisco
Siemens - Hayward
Sun Microsystems - Newark
Terra Nova High School - Pacifica
Weed Community - Weed
West Marin Comm. Resource Ctr. - Pt. Reyes
West Valley High School - Cottonwood
Yreka Community - Yreka

MARCH 2006

American Legion Post 113 - Napa
Anderson High Choir - Anderson

Blood drive sponsors continued

Andrew Hill High School - San Jose
Applied Biosystems - Foster City
Aragon High School - San Mateo
Big Valley High School - Bieber
Brayton Purcell - Novato
Burlingame High School - Burlingame
Burton, Philip & Sala High School -
San Francisco
Cal Trans - Redding
Castilleja School - Palo Alto
Church of Jesus Christ LDS - Napa
Church of Jesus Christ LDS -
Walnut Creek
Codexis - Redwood City
College of San Mateo - San Mateo
Contra Costa County CHP - Martinez
Del Monte Corp. - San Francisco
Deloitte & Touche - San Francisco
Employee Wellness-Martinez - Martinez
ESS Technology - Fremont
Etna Community High School - Etna
First American Title - Napa
Fish & Richardson P.C. - Redwood City
Good Shepherd Lutheran Church - Novato
Grace Church of the Napa Valley - Napa
Hillside Church of Marin - San Rafael
Homestead High School - Cupertino
Immaculate Conception Academy -
San Francisco

John O'Connell High School -
San Francisco
Kaiser Permanente-South SF -
So. San Francisco
Kaiser-San Rafael - San Rafael
L3 Electron Devices - San Carlos
Lowell High School - San Francisco
Marin Covenant Church - San Rafael
Mt. Pleasant High School - San Jose
MTA - San Francisco
Napa Community - Napa
Overfelt High School - San Jose
Peninsula Sinai Congregation - Foster City
Pipe Trades Training Center - San Jose
Redwood High School - Redwood City
Roxie Food Center - San Francisco
Sacred Heart Preparatory - Atherton
Saint Peters Catholic Church - Pacifica
Saint Rita's - Fairfax
Sam Yeto High School - Fairfield
San Geronimo Lions Club - Kentfield
San Mateo City Hall - San Mateo
San Mateo Info. Svc. Center - San Mateo
San Rafael High School - San Rafael
Santa Teresa High School - San Jose
SF Chronicle - San Francisco
SF Police Department - San Francisco
SF Sheriff's Dept.-San Bruno - San Bruno
SF Water Department - San Francisco

SFSU-Park Rangers - San Francisco
Shasta High School - Redding
Sierra Club - San Francisco
St. Callistus - El Sobrante
State Compensation Ins. Fund -
San Francisco
Sunset Scavenger Co. - San Francisco
Tesoro - Martinez
The Gap Inc. - San Francisco
Theravance - So. San Francisco
Thomson Learning - Belmont
Thurgood Marshall High School -
San Francisco
Tishman-Speyer Properties-Bush -
San Francisco
Tulelake - Tulelake
Tyco Electronics - Menlo Park
US Postal Service-P&DC - San Francisco
Valero - Benecia
VISA International - Foster City
Walmart - Red Bluff
Wayside Methodist Church - Vallejo
Weed High School - Weed
Westin St. Francis Hotel - San Francisco
Woodside High School - Woodside
YMCA Presidio - San Francisco



DID YOU KNOW?
BCP is the first
community-sponsored
blood bank in the nation.



Blood Centers *of the Pacific*

270 Masonic Avenue
San Francisco, CA 94118

lifelines

Why do you donate blood?

“Visiting with the nurses. Watching movies I otherwise wouldn’t have time for.”

~ Alfred Jamison, BCP Blood Donor