

The National Partnership of The NHBCUAAF & the American Red Cross



Tracy Crooks
Biomedical National Partnership Manager and Community Impact

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Partnership Overview

Our national partnership was created to make a positive, sustainable impact in our diverse communities and nationwide.

Objectives:

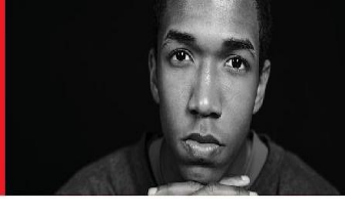
- Establish life saving blood programs with the members of NHBCUAAF.
- Connectivity to diverse communities – building the NHBCUAAF brand locally and nationally. Also, trust within our communities as advocates.
- Close the gap on sickle cell
- Change lives!

Opportunities:

- Local Account Managers will work hand in hand to establish a blood program, training, set up dates for blood drives, recruitment of donors and marketing
- The ARC offers incentives which the Account Manager will include as a part of the marketing available for promoting your blood program/drives. Based on monthly marketing offerings.
- Invite community leaders, other professional organizations, faith-based, D9, etc. to join forces
- Build/Strengthen chapter's local brand and strategic plan for community engagement.



Our Blood Saves Lives



Blood Donations a Lifeline
for Patients with Sickle Cell Disease



**American
Red Cross**

It's About Health Equity

“As an organization dedicated to alleviating suffering, the Red Cross is committed to the health and well-being of all communities, and a diverse blood supply is critical to improving health outcomes for all patients – especially those with sickle cell disease. For someone facing a sickle cell crisis, a blood transfusion can make a lifesaving difference.”

Gail McGovern, CEO and president of the Red Cross



About Red Cross

Fast Facts:

- **ARC was founded May 21, 1881, in Washington, DC.**
- Founder: Clara Barton, angel of the battlefield
- Chapters: Nearly 270 chapters nationwide, which create a deep community presence
- Red Cross movement: Nearly 200 Red Cross and Red Crescent societies, which comprise the largest humanitarian network in the world
- Operating budget: \$2.7 billion
- Funding: Charitable donations from the American people, corporations and foundations
- Dr. Charles Drew, African American surgeon, educator, innovator of modern blood banking in 1941. He was the first Medical Director of the American Red Cross.

What We Do Today:

- Supporters, volunteers and employees of the American Red Cross provide compassionate assistance in five critical areas:
 - Disaster response, recovery and preparedness
 - Blood collection, processing and distribution
 - International relief and development
 - Global support for military members, veterans and their families
 - Health and safety education and training

Our Lines of Service

- **Disaster Cycle Services:** We respond to disasters every day and have the capacity to help survivors on a massive scale. During times of disaster, we rely on forward-thinking gifts to provide immediate relief and help people begin to recover. Includes the Home Fire Campaign and Sound the Alarm.
- **Blood Saves Lives:** Supporting the arm-to-arm journey of lifesaving blood from recruiting blood donors to collecting, testing, processing and safely storing products and delivering blood to hospitals and cancer treatment centers for patients in need across the country.
- **International Services:** As a member of the global Red Cross and Red Crescent network, we support our partners around the world in responding to and recovering from disasters, building healthier communities and keeping communities connected.
- **Service to the Armed Forces:** Emergency communications, financial assistance and support for social services that enable service members, veterans and those with family members serving in the United States Armed Forces to resolve family emergencies.
- **Training Services:** Classes in first aid, CPR, lifeguarding, swimming and water safety education - plus other lifesaving training - all helping to make our communities safer.

We Impact Lives Every Day

Nearly 20,000 people are assisted by the American Red Cross daily

- 170 times a day, we help a family affected by a disaster
- 12,000 times a day, the Red Cross must collect blood donations to help patients in need.
- 1,400,000 weather alerts are sent by Red Cross apps every day.
- 1,500 times a day, we provide services to military members, veterans and their families.
- 400,000 children receive a measles or rubella vaccination each day worldwide with partners.
- 13,000 times a day, a person receives lifesaving Red Cross training.

American Red Cross Mission & the Sickle Cell Initiative



The Red Cross, born of a desire to bring assistance without discrimination and to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples. The ARC brand is known world-wide and are responsible for over 40% of blood needed daily in the United States. **There is no cure for the sickle cell disease.**

Many people do not understand the impact of sickle cell disease and the struggles that families face daily. It is important to raise the awareness and advocate for policies that support people with sickle cell. In 2021 the Red Cross launched the Sickle Cell Initiative to inspire support for patients and their families. In the initiative's first year, the number of first -time African American and Black donors who gave with the Red Cross increased by 60%. **With more education on sickle cell, let's expand our donor numbers with our diverse communities. Our blood save lives!**

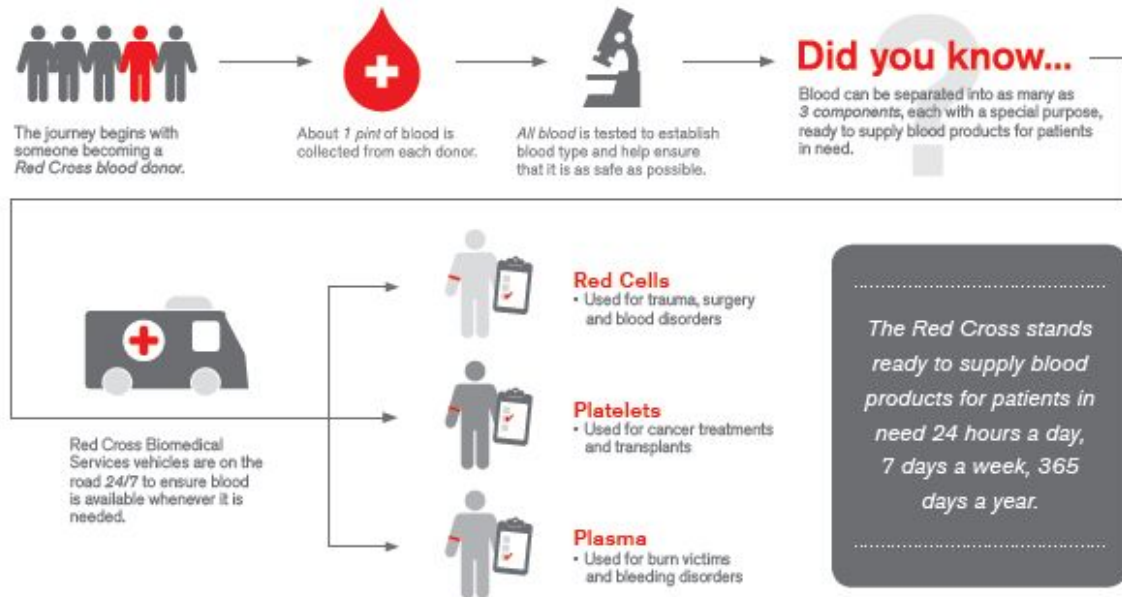
Fundamental Principles

Fundamental Principle	Meaning
Humanity	The Red Cross, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors - in its international and national capacity - to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation, and lasting peace amongst all peoples.
Impartiality	It makes no discrimination as to nationality, race, religious beliefs, class, or political opinions. It endeavors to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.
Neutrality	In order to continue to enjoy the confidence of all, the Red Cross may not take sides in hostilities or engage at any time in controversies of a political, racial, religious, or ideological nature.
Independence	The Red Cross is independent. The national societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with Red Cross principles.
Voluntary Service	The Red Cross is a voluntary relief movement not prompted in any manner by desire for gain.
Unity	There can be only one Red Cross society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.
Universality	The Red Cross is a worldwide institution in which all societies have equal status and share equal responsibilities and duties in helping each other.

OVERVIEW

Blood Services

- Since 1941, the American Red Cross has supplied lifesaving blood to people in need. Today, the Red Cross provides 40 percent of the nation's blood and is the single largest supplier of blood and blood products in the country.
- The need for blood is constant and urgent. In fact, every two seconds, someone needs lifesaving blood.
- The journey from blood donor to blood recipient is complex and costly. Significant infrastructure, supplies, staff and vehicles are needed to ensure the Red Cross can collect, test and distribute blood and blood products.



The Sickle Cell Initiative

Sickle cell disease is the most common genetic blood disorder in the U.S., and regular blood transfusions are critical to manage extreme pain and life-threatening complications.

- Sickle cell disease distorts soft and round red blood cells and turns them hard and crescent-shaped. As a result, blood has difficulty flowing smoothly and carrying oxygen to the rest of the body, which may lead to severe pain, tissue and organ damage, anemia, and even strokes.
- **In the U.S., it is estimated that over 100,000** people have sickle cell disease and may require frequent blood transfusions throughout their lifetime — as many as 100 units of blood per patient each year.

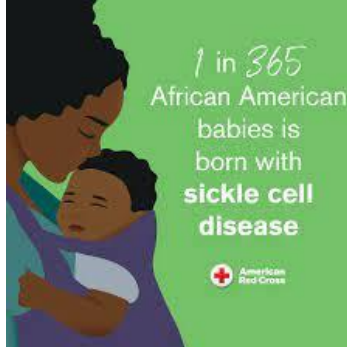
Hospitals need blood 24/7 days a week. The blood must be on the shelves!

- Unfortunately, frequent transfusions can make finding compatible blood types more difficult when patients develop an immune response against blood from donors that is not closely matched to the blood of the recipient. One in 3 African American blood donors are a match for people with sickle cell disease. To help ensure patients have the blood products they need, the American Red Cross is working with partners in the Black community to grow the number of blood donors who are Black. **First-time African American blood donors to more than 45,000, nearly doubling the number of new donors ace the launch of 2021.**

Since launching the initiative, more than 138,000 sickle cell trait screenings have been provided to donors who self-identified as African American. Most recently, the Red Cross has expanded the screening to include those who self-identify as multiracial.

The Why

- Blood can not be manufactured. It must come from humans.
- Arm to Arm is the only way to save lives.
- A gunshot wound could use up to 100 units.
- If sickle cell patients do not receive blood they could die.
- When we make appointments with donors, hospitals count on each unit. This is how they schedule surgeries, treatments, transfusions. People are literally waiting.
- It's healthy to donate, generates new blood cells in your body.
- You can donate every 52 days for whole blood and 112 days for power red donations.



Facts About Blood Needs

- **Every 2 seconds someone in the U.S. needs blood.**
- **Approximately 29,000 units of red blood cells are needed every day in the U. S.**
- Nearly 5,000 units of platelets and 6,500 units of plasma are needed daily in the U.S.
- Nearly 16 million [blood components](#) are transfused each year in the U.S.
- Sickle cell disease affects up to 100,000 people in the U.S. About 1,000 babies are born with the disease each year. [Sickle cell patients](#) can require [blood transfusions](#) throughout their lives.
- The average red blood cell transfusion is approximately 3 units.
- **A single car accident victim can require as many as 100 units of blood.**
- **Blood and platelets cannot be manufactured; they can only come from volunteer donors.**
- **The [blood type](#) most often requested by hospitals is type O.**
- One donation can help save more than one life.
- According to the American Cancer Society, more than 1.9 million people are expected to be diagnosed with cancer in 2023. Many of them will need blood, sometimes daily, during their [chemotherapy treatment](#).

Play video:

- <https://www.youtube.com/watch?v=gR13UMXs3ck&list=PLcC8i7LdqNep1BztBEfDKBE0XqYOOw-LW>

Importance of a Diverse Blood Supply

- Blood donors play an important role in sickle cell disease treatment
- Blood from individuals that are of similar ethnic or genetic background to the patient is more likely to match the patient's own blood more closely than from the general donor pool
- 1 in 3 African-American blood donors are a match for a patient with sickle cell disease¹



1. America's Blood Centers and Association of Donor Recruitment Professionals, (2022). U.S. Blood Donation Statistics and Public Messaging Guide. Retrieved from: https://americasblood.org/statistics_guide/

Sickle Cell Initiative




Patients with sickle cell disease need **blood donors.**





Sickle Cell Disease

A blood disorder that distorts soft and round red blood cells...





...into hard and crescent shapes. This can cause extreme pain.



Blood transfusions are **essential** to treating sickle cell disease.




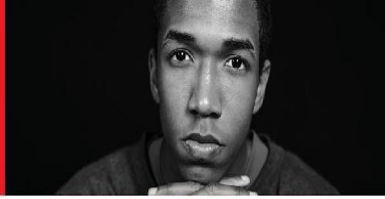
People with **sickle cell disease** may need as many as **100 units of blood** each year.



How **your blood** can help sickle cell patients

- ✓ Your blood is tested for unique protein structures that are most compatible to help individuals with sickle cell disease.
- ✓ If you're a match, we'll notify you.
- ✓ Your donation will be used to help sickle cell patients.



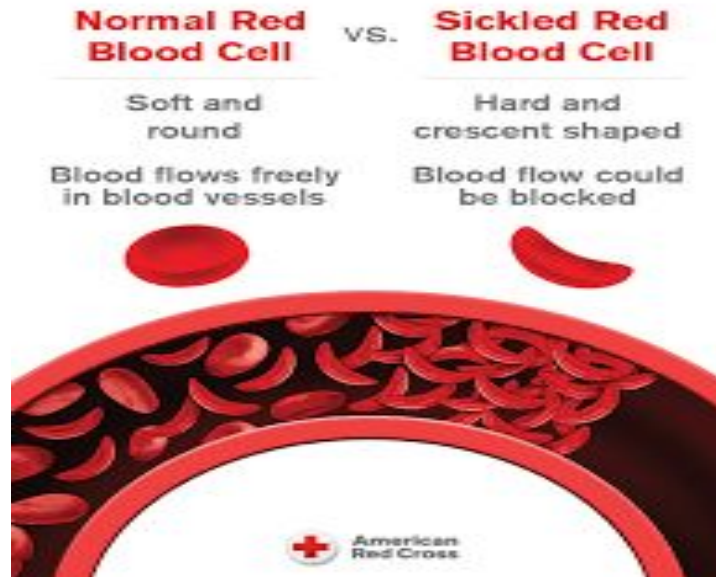


Blood Types in General the Population

	Caucasians	African American	Hispanic	Asian
O +	37%	47%	53%	39%
O -	8%	4%	4%	1%
A +	33%	24%	29%	27%
A -	7%	2%	2%	0.5%
B +	9%	18%	9%	25%
B -	2%	1%	1%	0.4%
AB +	3%	4%	2%	7%
AB -	1%	0.3%	0.2%	0.1%

Normal Blood Cell vs Sickled Red Blood Cell

It's extremely painful and affects all organs



SCD – Complications (every organ)

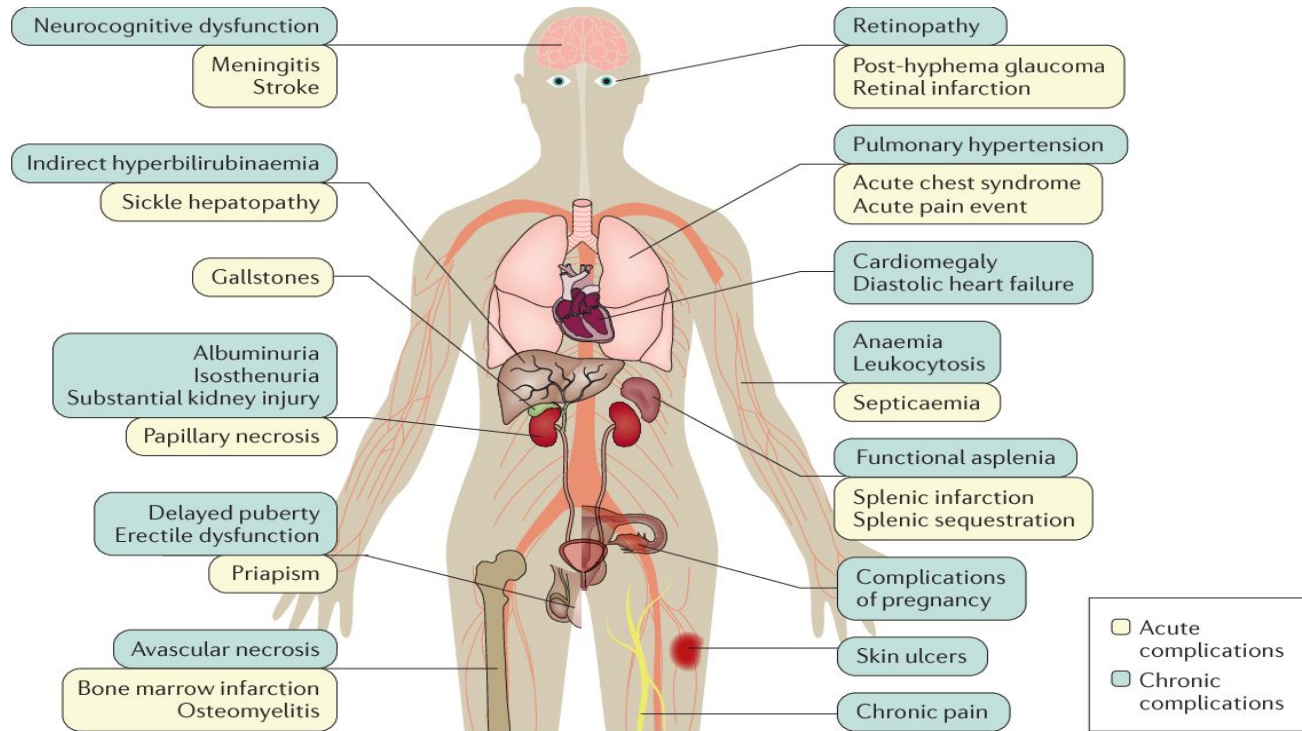
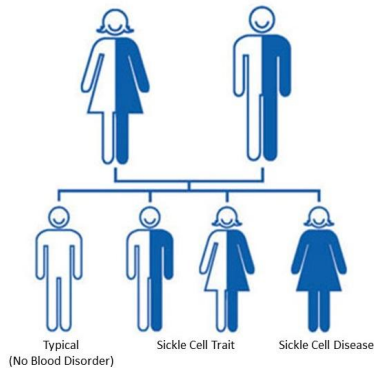


Figure 5 | **Sickle cell disease clinical complications.** Acute complications bring the individual with sickle cell disease
 Hallmark symptom – Vaso-occlusive crisis/pain (acute/chronic)

Lifespan of an individual



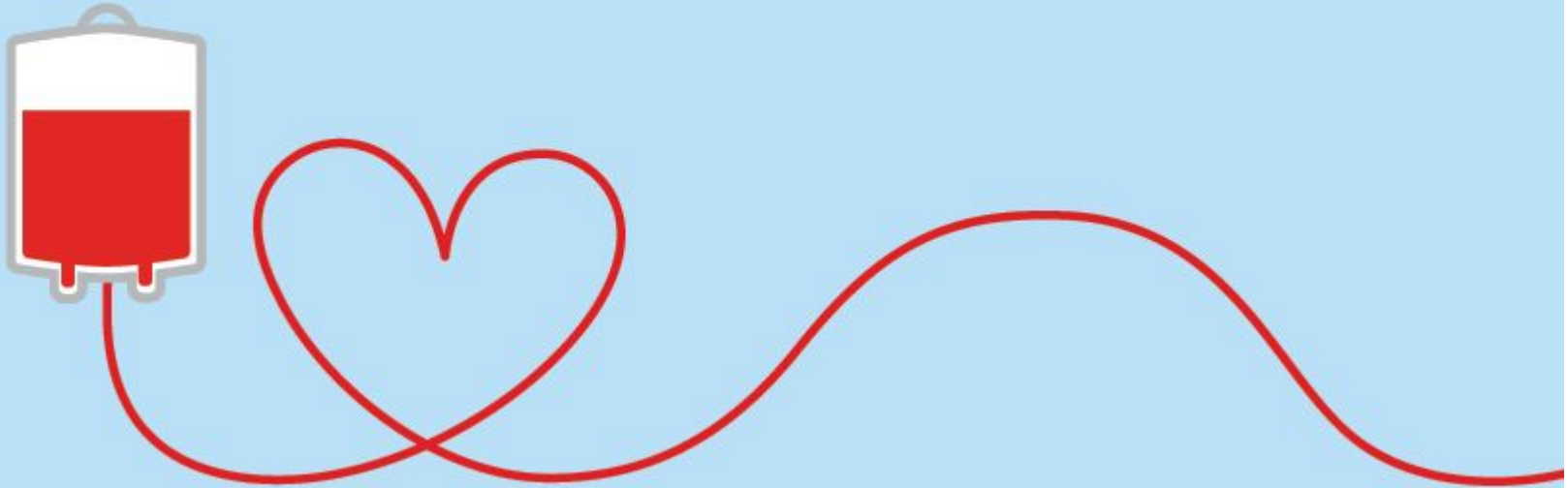
People who have SCT inherit one sickle cell gene (“S”) from one parent and one normal gene (“A”) from the other parent. This is called *sickle cell trait* (SCT). People with SCT usually do not have any of the signs of the disease and live a normal life, but they can pass the trait on to their children.

SCD is diagnosed with a simple blood test. It most often is found at birth during routine newborn screening tests at the hospital. In addition, SCD can be diagnosed before birth.

People with SCD start to have signs of the disease during the first year of life, usually around 5 months of age. Symptoms and complications of SCD are different for each person and can range from mild to severe.



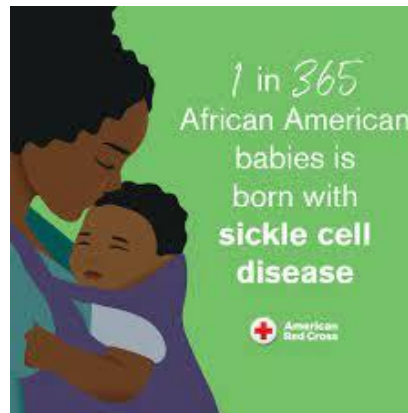
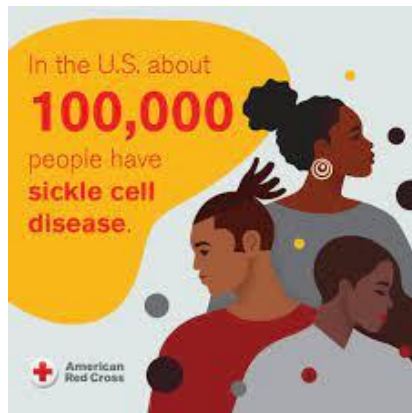
Help save lives. Give blood.



Blood Services

“I hope everyone who donates blood knows that it’s a very important and selfless contribution. Blood donations to the American Red Cross help save people like me.”

Marquita Gaines, who has sickle-cell disease and receives blood transfusions every six weeks





Quick Reference for a Successful Blood Program!

Welcome and Thank You for your participation as a partner with the American Red Cross to save lives! Every 2 seconds someone needs blood. With your commitment to hold 2 blood drives a year with a minimum goal of 25 successful units collected. Each chapter would be encouraged to recruit 40 donors to achieve the goal on 25. If the goal is higher, there will be additional slots to ensure you can reach your goal and account for deferrals. Those who may not be eligible to donate.

We would like you to be prepared for a successful blood program. Please use this quick reference guide to assist with ensuring you have all boxes checked. Please print information.

- Name _____ Title _____ Telephone number _____
- Location _____ Address _____
- POC (if there's more than 1, indicate logistics/ _____ name and telephone number _____)
- Reviewed the educational Blood Program Guide _____.
- Have you shared and educated the members/volunteers on the Red Cross Blood Program materials? _____
- **Have you located a room - 1,500 sq ft, temperature control at 66-68 degrees, good lighting, elevator if not on ground level, electricity with 6 or more outlets/extension cords accessibility, restrooms for men and women close by _____ Must be approved by university and Red Cross Local Account Manager. They will arrange with you a site visit and facilities.**
- Do you have volunteers for recruiting donors (2 months in advance) _____
- Do you have volunteers to set up table and chairs the day before or 2 hours before the blood drive _____
- Do you have someone to assist with checking in donors _____ The American Red Cross will show the volunteer the check in process. It's very user-friendly.
- Do you have someone to assist with removing tables and chairs after blood the drive _____?
- Need approximately 6 – 6ft tables or 8 4 ft tables for supplies, and refreshments.
- The American Red Cross provides water, juice, snacks for each blood drive. This is based on the goal of each drive – number of items.
- **The local Account Manager team will provide marketing electronic flyer for recruiting donors and for advertising your blood drive.**

Blood Services Resources/Best Practices

The blood that runs through our veins can ease the suffering of others — and patients battling sickle cell disease need your help now. When you are delivering your elevator speech, go ahead and ask everyone to download the ARC blood app. They can schedule a blood donation appointment today by visiting www.redcrossblood.org

Using the Blood Donor App or calling 1-800-RED CROSS.

The App is free! Download now on your mobile app: Mobile app store.

Reminder of blood donation schedule, how many units donated, track blood donation and more!

Video:

<https://www.youtube.com/watch?v=gR13UMXs3ck&list=PLcC8i7LdqNep1BztBEfDKBE0XqYOOw-LW>

- <https://www.redcrossblood.org/blood-donor-app.html>
- **Save Time With RapidPass®**
- RapidPass® can help save time during your donation. For the best donation experience, we recommend you schedule your appointment on [the app](#), then complete your RapidPass®.



How to schedule your blood drive!

Takeaways:

- Read and review the Quick Reference 1 page preparedness form to set you up for success!
- Develop your team to assist with planning, recruiting donors and executing 6 weeks or more before the blood drive.
- Educate your chapter: Share the videos of how sickle cell affects AAs & how to help patients with blood donations from African Americans and Blacks donors.
- Invite the local Red Cross Account Manager to give a presentation virtually/in-person. Participate in expos, build partners with local churches, schools, YMCA, other organizations to increase your bandwidth and community engagement. Invite them to donation.
- You will have your own sponsor code: example KSUACATL
- Be ready to celebrate your successes and efforts in saving lives!



Your Account Manager for State _____ Jane.Doe@redcross.org

Once we have the list of the chapters in first phase, we will establish a formal introduction via email. The AM will follow up for a meeting via in person/virtually first.

Combine your efforts – Expand Your Local Chapter’s Brand – Be

Strategic

- When you promote your blood drives/program – more people become aware of your members (HBCUs) mission & goals.
- Opportunity to share who the NHBCUAA is!
- Recruit HBCUs, students, supporters and sponsors.
- Recruit graduates to join the alumni chapters and become active.

Below are examples of e-flyers the local Account Manager will create for you. You can work with the AM for design. Use to promote via email, ads/tv, SM post, etc.



AMERICAN RED CROSS BLOOD DRIVE give

THE 19TH ANNUAL DR. CHARLES DREW BLOOD DRIVE

Recognizing blood donation pioneer, Dr. Charles Drew, a prominent African American physician and bloodbank pioneer, Dr. Drew's legacy lies not only in his breakthrough research, but also in his leadership promoting healthcare equality and racial justice. Transfusions provide life by providing, with ongoing blood needs, delivering supplies, and maintaining the lives of sickle cell patients may face.

Interested in testing for sickle cell trait? CALL: 583-249-1366

THE SICKLE CELL ANEMIA FOUNDATION OF OREGON & PWR
 4055 NE 87th Avenue
 Portland, Oregon 97220
 Questions? Contact Us: info@sicklecellregional.org

WHEN: JUNE 8, 2024
 7:30 AM to 5:00 PM

WHERE: RED CROSS PORTLAND BLOOD DONATION CENTER
 3131 N. VANCOUVER AVE.
 PORTLAND, OR 97227

PHONE: 583-284-1234

Our Blood Saves Lives. Donate Today.

UPLIFT OUR LOCAL COMMUNITY BY CLOSING THE GAP ON SICKLE CELL!

Alpha Kappa Alpha Sorority, Incorporated®, Alpha Alpha Psi Omega Chapter of Paulding County in conjunction with the Rho Phi Lambda Chapter of Alpha Phi Alpha Fraternity, Incorporated®

BLOOD DRIVE
9:00 AM - 2:00 PM | MAY 11, 2024

Wellstar Paulding Hospital
Charles & Jeanette Hardy Atrium
 2518 Jimmy Lee Smith Parkway Hiram, GA 30141

Inviting all members of the Divine 9, faith-based, other organizations, family and friends to make your appointment today! Represent your organization while you save lives! In 5 African American blood donors are a match for people with sickle cell disease.

To schedule an appointment go to redcrossblood.org and enter sponsor code: UOUC or use the QR code below. All donors will receive a \$20 Amazon e-gift card and a Red Cross t-shirt!

Our Blood Saves Lives. Donate Today.

Sickle Cell Blood Drive: DeSoto Battle of the Badges
Friday, June 17, 2022

Two Locations to Donate

8 am - 2:30 pm
 DeSoto Public Library, 211 S. Pleasant Road
 Mt. DeSoto, TX

11 am - 5 pm
 DeSoto Fire Station E. 200 S. Parks Drive,
 DeSoto, TX

All donors will receive a \$20 Amazon gift card via email & a Red Cross T-shirt (t-shirts avail. while supplies last)

Schedule your appointment today! Visit RedCrossBlood.org and enter sponsor code: **DeSotoBOD** or scan here.

Sickle Cell is a disease that predominantly impacts individuals of African descent. African American blood donors are needed to help provide the most compatible units for patients with sickle cell disease from all six nations and encouraged to donate blood. Scan here to learn more.

All donors receive a free health screening prior to donating.



1 Donation can save up to 3 lives!

Diverse Blood Drives

1st in Cedartown history - Theta Omicron Omega Chapter Blood Drive 2/24/24

Goal :25 units

Collected:35 units = 140% of goal

African American Donations: 68.6%

Up to 105 lives will be saved!

**1st in Paulding County history – Alpha Alpha Psi Omega Chapter Blood Drive
5/11/24**

Goal:32 units

Collected: 41 = 128% of goal

African American Donations: 66%

Up to 123 lives will be saved!

With just these 2 blood drives up to 228 lives will be saved! Congratulations!

Pics from Diverse Blood Drives!



Blood Saves Lives Elevator Pitch

Every two seconds someone in the U.S. needs blood. • For people with cancer, trauma patients, premature babies and transplant recipients, the availability of blood can mean the difference between life and death. In addition; **one unit can save up to 3 lives.**

- But during a global pandemic - perhaps more than ever - blood serves as a critical, irreplaceable part of our nation's healthcare infrastructure.

- The American Red Cross is the largest single supplier of blood and blood products in the U.S., providing **nearly 40% of nation's blood supply.**

- Every year, the Red Cross **collects nearly 4.5 million units of blood at one of approximately 500 blood drives held daily across the country.**

- The journey of blood - from donor to patient - is complex and costly. Continual investments in infrastructure, supplies, staff and vehicles are needed to ensure the Red Cross can provide lifesaving blood in our communities and across the country.



Best practices in Donor Recruitment

A Strategic Planning Tool for Increasing African American Blood Donation¹:



1. Singleton, A. Spratling, R., (2019). A Strategic Planning Tool for Increasing African American Blood Donation. *Health Promotion Practice*, 20(5),770-777.

Each chapter will receive a post blood drive overview

KSUNAA – Chapter name Here!

Sponsor Group

May 11, 2024

Total Number of Donors	59	First-Time Donors	17
Total Number of AA Donors	27	Units Collected	41

Goals/Recognition



We want to build momentum and recognize the accomplishments by chapter.

First year

- 2024-2025: 500 units collected
- 2025-2026: 750 units collected
- 2026-2027: 1k units collected

Annual recognition (based on chapter goal/size)

- For achieving goal
- Chapter with highest percentage over goal



Call to Action!

Our Blood Saves Lives! Let's Get Started!

Call to action!

How to contact the American Red Cross to start your own blood program:

President or the "A Healthy KSU" designated POC for chapter . We do ask that each president be involved.

- Chapter's name _____
- POC: President or designated POC _____
- Email _____

- Mobile _____

- Address of potential blood drive location (example-church/school/gym if known).

Send to Tracy Crooks - Tracy.Crooks@redcross.org. Tracy Crooks will forward to the local Donor Recruitment Account Management Team in your region. Give 2 weeks to reach out. Book blood drives 3-6 months out. Planning is key!



**American
Red Cross**

Questions?

Remember the call to action!

www.redcrossblood.org

Thank you!
Tracy Crooks
Biomedical National Partnership
Manager

Tracy.Crooks@redcross.org

Mobile: 678-283-1612



eeting



Barry Johnson

Zoom meeting control bar and Windows taskbar. The Zoom bar includes: Stop Video, Participants (2), Share Screen, Summary, AI Companion, Record, Reactions, Apps, Whiteboards, Notes, and More. The Windows taskbar shows: File Explorer, Edge, Teams, American R..., PowerPoint..., Outlook, Post Attend..., and Zoom Meet... The system tray shows: microphone, battery, Wi-Fi, and speaker icons. The time is 1:23 P on 7/27/2024.