

the difference
in life
workbook



The San Diego Blood Bank is the primary supplier of blood to the majority of hospitals in our region, including:

- Rady **Children's** Hospital San Diego
- Sharp Healthcare Hospitals (Grossmont, Memorial, Chula Vista, Coronado)
- Scripps Hospital – Chula Vista
- VA Medical Center
- Alvarado Medical Center
- Tri-City Medical Center
- Fallbrook Hospital
- Inland Valley Medical Center
- Rancho Springs Medical Center
- Kaiser Permanente Hospital
- Pioneers Memorial Hospital
- El Centro Regional Medical Center

Every day, patients at these hospitals need transfusions to battle a variety of life threatening injuries and diseases, including:

Condition	Average Blood Usage*
Cancer (including leukemia)	8 pints/week
Aplastic Anemia	1 pint/week
Sickle Cell Anemia	1 pint/week
Car Accident Victims	50 pints
Heart Surgery	25 pints
Bleeding Ulcer	30 pints
Hip Replacement Surgery	5 pints

* (according to America's Blood Center)

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Mailing Address

San Diego Blood Bank
440 Upas Street
San Diego, CA 92103

Main Phone Line

1-800-4MY-SDBB (469-7322)

Coordinator Help Line

Phone: 1-800-4MY-SDBB
Fax: 619-299-5473

Web Site

www.SanDiegoBloodBank.org

Site Coordinator Web Site

www.mySDBB.org/sitecoordinator

Donor Difference Web Site

(Donor Appointments, Wellness Profile)
www.mySDBB.org

San Diego Blood Bank Contacts

**The San Diego Blood Bank is asking you to
make a difference in life.**

The San Diego Blood Bank provides you the opportunity to make a difference in the lives of others... by coordinating successful blood drives at your company or organization.

All we ask is that you host one more successful drive each year.

For those who are already hosting four drives per year, we ask that you make a difference in life by increasing participation at your existing drives.

Group Difference Steps

1. Agree to host one more successful blood drive each year or increase participation at your existing drives.

2. Form a committee of talented people to assist in your recruiting efforts.

3. Encourage pre-scheduling of appointments using the mySDBB online scheduling tools.

The Group Difference Story & Steps

the *group* difference
a difference in life program

Benefits

lifelevel1 lifelevel2 lifelevel3 lifelevel4

Lives Saved	●	●	●	●
Difference in Life Workbook	●	●	●	●
Access to mySDBB.org/site coordinator	●	●	●	●
Access to Online Drive Coordinator Store	●	●	●	●
Customized Marketing Materials	●	●	●	●
Adopt A-Patient Program	●	●	●	●
Chairperson Help Line (1-800-4MY-SDBB)	●	●	●	●
Access to "Difference Plus" Recruiting Tool	●	●	●	●
Invitation to Chairperson Conference		●	●	●
Subscription to "Group Difference" E-Newsletter		●	●	●
Quarterly and Annual Goal Statements		●	●	●
Annual Certificate of Appreciation			●	●
Recognition on SDBB Web Site			●	●
Two Invitations to Appreciation Event				●
Recognition at Appreciation Event				●
Participation in "Group Difference" Appreciation Television Commercial				●

GROUP DIFFERENCE BENEFITS EXPLANATIONS

Lives Saved

Blood drive coordinators will be educated about the impact blood donations have on patient's lives. Each pint of blood can save up to two lives.

Difference in Life Workbook

Coordinators will have access to a Difference in Life Workbook, which provides simple guidelines for hosting a successful blood drive.

Access to mySDBB.org/site coordinator

Coordinators will have access to special recruitment tools on www.mySDBB.org/sitecoordinator. Tools include online scheduling, marketing materials and donor management.

Access to Online Drive Coordinator Store

Coordinators will earn points for hosting each blood drive and bonus points for achieving their blood drive goals.

Customized Marketing Materials

Coordinators will receive customized marketing materials for their specific drives. Materials include email flyers, paper flyers, posters, banners and patient stories.

Adopt-a-Patient Program

Coordinators may select one of the San Diego Blood Bank's many blood recipients to highlight as their blood drive focus patient.

Coordinator Help Line (1-800-4MY-SDBB)

Coordinators will have access to a team of Group Difference customer service representatives who are trained to assist them in all facets of the Group Difference program.

Access to "Difference Plus" Telemarketing Team

The San Diego Blood Bank "Difference Plus" Telemarketing Team will assist blood drive coordinators by recruiting donors to their drives by telephone. The "Difference Plus" team will schedule appointments and place reminder phone calls.

GROUP DIFFERENCE BENEFITS EXPLANATIONS

Invitation to “How to Make a Difference” Coordinator Conference

Coordinators will be invited to a special conference where blood drive coordinators share their best practices for hosting a successful blood drive.

Subscription to “Group Difference” E-Newsletter

Coordinators will receive a bi-annual email newsletter that features helpful articles and inspirational stories about successful blood drives.

Quarterly and Annual Goal Statements

Coordinators will receive a quarterly and annual report that reflects their blood drive collection goals and their actual collection results.

Annual Certificate of Appreciation

The blood drive coordinator and the sponsoring company/organization will be awarded a customized certificate of appreciation from the San Diego Blood Bank for their lifesaving efforts.

Recognition on SDBB Web Site

The sponsoring company/organization’s logo will be displayed in a rotating pop-up window on the Group Difference section of the San Diego Blood Bank’s web site.

Two Invitations to Appreciation Event

Each blood drive coordinator who hosts four successful drives in a 12 month period, will be invited to bring a guest to our annual coordinator appreciation event.

Recognition at Appreciation Event

Drive coordinators who host four drives and meet their annual goal for the year will be presented a special award at the annual coordinator appreciation event.

Chance to be Featured in “Group Difference” Television Commercial

Each quarter, four blood drive coordinators will be selected to be featured in a special Group Difference commercial spot airing on Cox Cable. To be eligible, the coordinators must host at least four drives per year and meet their goals for each drive.



Blood drive coordinators will accumulate points for every pint collected at their drive. In addition, they will receive bonus points for meeting or exceeding goal and by hosting drives on critical dates. Points can be redeemed on the Group Difference Online Store.

The Group Difference Store will feature all of the same items available on the Donor Difference Store, plus some special “group oriented” items such as gift certificates for pizzas, sub sandwiches, doughnuts and bagels.

Coordinators are encouraged to share these items with their blood drive committee members or with donors at their next drive.

GROUP DIFFERENCE POINTS SYSTEM

Site coordinators will earn 10 points per pint collected at their drive.

***Bonus Points:**

Total points are doubled if coordinator meets or exceeds goal.

Example:

ABC Company is hosting a drive, with a goal of 30 units.

They collect 35 pints, five units over their goal.

Points:

They receive 350 points for total units collected (35 units x 10 points/unit).

Plus, they receive an additional 350 bonus points (double the total points) for meeting and exceeding their goal.

Total points awarded: 700

Group Difference Store

In addition to all these store items available on the Life Saver Store, Group Difference members will be entitled to some group oriented items including gift certificates for pizzas, sub sandwiches and bagels that can be shared with blood drive committee members and/or donors.



DONATE POINTS BACK



225 POINTS



225 POINTS

375 POINTS



550 POINTS



550 POINTS



550 POINTS

900 POINTS



1200 POINTS

Group Difference Store

Benefits of Forming a Blood Drive Team:

- Reduce the amount of work for one individual
- Bring in new ideas
- Expand outreach

Forming the right blood drive team is instrumental to the success of your drive. Team members will help organize and promote the event, as well as help recruit donors. When selecting team members, look for people who are positive, motivated, committed and passionate about the cause.

Blood Drive Team Roles:

- **Blood Drive Coordinator:** Leads the blood drive program and serves as the main contact with the San Diego Blood Bank. The coordinator schedules the blood drives, oversees the progress toward the annual goal and handles the logistics of the drives.

Your Blood Drive Coordinator: _____

- **Recruitment/Scheduling Coordinator:** Leads the effort to recruit and schedule appointments for blood donors.

Your Blood Drive Recruitment/Scheduling Coordinator: _____

- **Promotions Coordinator:** Distributes and posts promotional materials.

Your Blood Drive Promotions Coordinator: _____

- **Volunteer Coordinator:** Organizes the volunteers who will assist and staff the sign-up tables, recruit donors and welcome donors at the registration table.

Your Volunteer Coordinator: _____

- **Executive Partner:** The leader in your organization who will champion the blood drive program and challenge the organization to achieve its goal.

Your Executive Partner: _____

Who Are Good Team Members?

- Existing volunteer group within your company or organization, i.e. United Way, Health & Safety Committee, Special Events Committee
- Longtime blood donors or those who are not eligible to donate.
- Someone who's used blood in the past
- People who are positive, motivated, committed and passionate

Blood Drive Team

In addition to managing the appointment sheet, mySDBB will send you automatic emails at the intervals below:

- 5 weeks before your drive: you will receive an email reminder with general information about your blood drive.
- 4 weeks prior to drive: you will receive an email flyer promoting the blood drive which can be forwarded to any potential donors in your address book.
- 2 weeks prior to drive: you will receive an email flyer similar to the one above; however this one will feature the story of a patient whose life was touched by blood donations.
- 10 days prior to drive: SDBB will send an email to all donors who have previously donated at this drive to remind them of the upcoming event.
- 1 day prior to drive: you will receive an email reminder with information about setting up for the next day's drive.

Coordinator Web Site

Schedule Appointments, View Wellness Profile and Donor History

1. Instruct donors to visit www.mySDBB.org.
2. If they are an existing member, they can log in using their donor ID and password.
3. If they are a new donor, they should click on the “Not Yet a Donor” link and fill out the brief online form.
4. Only those donors who have joined the Donor Difference program will be able to access their Wellness Profile and store points.
5. Once logged in, donors can click on the “Schedule an Appointment” link and enter your sponsor code. This will take them directly to the appointment slots for your blood drive.

Donor Web Site

1 Year to 6 Months

- Sign Life Saving Agreement And Set Annual Goal
(total number of pints you will collect this year)
- Schedule Blood Drive Dates
- Select Blood Drive Team
(one team member for every 10 pints collected)
- Reserve Blood Drive Locations

10 Weeks to 8 Weeks

- Confirm Blood Drive Details
(Hours, Location, Main Contact)
- Plan Promotions with Blood Drive Team
- Order Promotional Materials

6 Weeks to 4 Weeks

- Receive Promotional Materials
- Host Kick-Off Meeting
- Train Team Members
- Forward 1st Blood Drive Email Flyer to Potential Donors

3 Weeks to 2 Weeks

- Set up Speaking Engagements and Sign-up Tables
- Distribute and Post Promotional Materials
- Begin Scheduling Donors

2 Weeks to 1 Week

- Forward 2nd Blood Drive Email Flyer to Potential Donors
- Fill Appointment Schedule
- Confirm Team Member Roles for Day of Drive

Your Personal Event Planning

3 Days to 1 Day

- Confirm Room Set-Up and Parking Reservations
(See Site Requirements)
- Remind Security of Drive and Obtain Security Badges for Staff (if necessary)

Day Before Drive

- Clear Furniture from Room or Cone Off Bloodmobile Parking

Day of Drive

- Post Directional Signs and Banners
- Meet Blood Bank Staff Upon Arrival
(45 minutes/1 1/2 hours prior to start time)
- Give Copy of Donor Schedule to Blood Drive Charge Nurse
- Call Missed Appointments
- Recruit Additional Donors if Necessary

Day After Drive

- Evaluate Results with Account Marketing Manager
- Confirm Next Blood Drive

Your Personal Event Planning

INSIDE BLOOD DRIVE (ROOM)

The following tasks should be completed the day before your blood drive. Once you have completed this checklist, please give it and your appointment sheet to the Charge Nurse who arrives with the San Diego Blood Bank staff on the day of your blood drive. Thank you!

Where the chairperson can be reached during the blood drive.

Phone: _____ Ext.: _____

Co-chairperson designated as alternate if chairperson is not available.

Phone: _____ Ext.: _____

San Diego Blood Bank Consultant notified of any last minute changes.

Meet the equipment truck driver 1 1/2 hours before start of drive.

Room cleared.

30 chairs and six tables placed in room.

Meet charge nurse at blood drive 45 minutes before start of drive.

Restrooms available and to remain open for duration of drive.

Phone available.

Call missed appointment/recruit additional donors if necessary.

Bloodmobile Chairperson Checklist

BLOODMOBILE DRIVE (BUS)

The following tasks should be completed the day before your blood drive. Once you have completed this checklist, please give it and your appointment sheet to the charge nurse who arrives with the San Diego Blood Bank staff on the day of your blood drive.

Thank you!

Where the chairperson can be reached during the blood drive.

Phone: _____ Ext.: _____

Co-chairperson designated as alternate if chairperson is not available.

Phone: _____ Ext.: _____

A level parking space has been designated and blocked off for the bloodmobile(s). (Approximately 8 level parking spaces).

San Diego Blood Bank Consultant notified of any last minute changes.

Meet charge nurse at bloodmobile site 45 minutes before start of the drive.

Restrooms available and to remain open during blood drive.

Phone available.

Call missed appointments/recruit additional donors if necessary.

Bloodmobile Chairperson Checklist

Your Account Marketing Manager will help determine the best location for your blood drive, be it an inside room set-up (if space allows) or a bloodmobile(s) outside. If space is available, we encourage you to host your drives inside, in order to provide the best possible experience for your donors.

Room Set-Up Requirements:

- A clean, ample space with adequate lighting, ventilation, temperature control and electrical outlets.
- Tables and chairs for registration, canteen and staff use (extra furniture must be moved before the start of the drive).
- Telephone access.
- Clean restrooms with hand washing facilities.
- Easy access for loading and unloading.
- High visibility and easy access for donors!

Bloodmobile Requirements:

- A level parking space – 12' x 50' is the minimum required.
- A full-size bloodmobile is 42 feet long, 12 feet high and 12 feet wide (7 – 10 parking spaces).
- A mini-bloodmobile is 29 feet long, 12 feet high and 10 feet wide (4 parking spaces)
- The parking location should be close to your building, visible and convenient for donors.
- Bloodmobile must park so that donors waiting outside face away from traffic.
- Clean restrooms with hand washing facilities within walking distance of blood mobile.
- If your blood drive is open to the public, also consider the accessibility, available parking and the positioning of promotional and directional signs.

Site Requirements



Daniel Davila— When Daniel was diagnosed with neuroblastoma, a type of bone cancer, at age three, he turned to volunteer blood donors to make a difference in his life. Daniel received several blood transfusions before undergoing a successful stem cell transplant and is responding well to the procedure. He now enjoys spending time playing with his brother and sisters.



Connie McAvene - Connie was critically injured in an accident in Mexico and used a great deal of blood during several surgeries. After a lengthy and very grueling recovery, the UCSD oncology nurse went on to fall in love and get married. On November 2, 2003, Connie gave birth to her first child and again needed blood after hemorrhaging. Connie knows, all to well, the difference volunteer blood donors make every day.

Patient Spotlights



Stefon Harris – Volunteer blood donors have had a huge impact on Stefon’s young life. The gregarious San Diego teen is battling severe aplastic anemia and requires blood transfusions on a regular basis. Doctors ultimately hope to find a matching bone marrow or stem cell donor for Stefon, but so far, transfusions have been his most effective treatment. Thanks to volunteer blood donors, Stefon can live a happy life.



Angie Freeman – After receiving more than 200 blood transfusions over the past 13 years as part of her treatment for aplastic anemia, Angie understands the difference that volunteer blood donors make in her life. “If people don’t donate, I can’t keep on living my life,” said Angie, a mother of two beautiful daughters.

Patient Spotlights



Life Saving Event Flyer (2 Up)

5.5 x 8.5 inserts are half sheets to fit inside church bulletins, company newsletters, or event programs.



Life Saving Event Poster and Flyer

11 x 17 posters are great for elevator banks, lobbies, and entry ways, and break rooms.

8.5 x 11 flyers work well on bulletin boards, reception desks, and other places with limited display space.

Marketing Materials

Basic Requirements

- Be in generally good health and feel well
- Be at least 17 years of age -- no upper age limit
- Weigh at least 110 pounds
- Automated collection donations may have additional requirements

Donation Frequency

- Whole blood donors may donate every 56 days
- Platelet donors may donate every 48 hours (up to 24 times per year)
- Plasma donors may donate every 4 weeks
- Double red cell apheresis donors may donate every 112 days

Immunizations

- Flu, Pneumonia, Tetanus, Diphtheria, Hepatitis B
-- can donate if feeling healthy and well
- Polio (oral), MMR (Measles, Mumps, Rubella)-- 4 week wait
- Please check with us regarding other immunizations.

Medications

- Accutane -- 4 week wait after last dose
- Antibiotics -- cannot donate if taking for an infection; okay if taking for prevention or maintenance
- Aspirin-containing products, Feldene and Lodine XL --
Platelet donors only: 48 hour wait after last dose
- Avodart -- 6 month wait after last dose
- Insulin from cows (bovine/beef) -- cannot donate if ever taken
- Plavix -- Platelet donors only: 5 day wait after last dose
- Propecia -- 4 week wait after last dose
- Proscar -- 4 week wait after last dose
- Soriatane (Acitretin) -- 3 year wait after last dose
- Tegison -- cannot donate if ever taken
- Ticlid -- Platelet donors only: 14 day wait after last dose

All Other Medications:

- You may be able to donate depending on the reason that you are taking the drug.

Donor Requirements

Medical Requirements

Allergies

can donate if no infection present

Asthma

can donate if no symptoms

Body/Ear Piercing/Acupuncture

can donate if done with a sterile, single use, needle
or piercing gun, otherwise, 1 year wait

Cancer

Basal Cell, Squamous Cell Skin Cancers, and Keratosis -- can donate
Melanoma, Malignant Tumors -- 1 year wait
after last treatment and considered resolved

Colds, Fever, Flu, Sore Throat, Cough

wait until feeling healthy and well

Cold Sore, Fever Blister

wait until gone

Dental work

routine work - wait until next day; root canal/tooth extraction - 3 day wait

Diabetes

can donate if stable

Heart Attack

1 year wait

Heart Surgery

Coronary Artery Bypass Surgery (CABG);

Angioplasty

6 month wait

Hemochromatosis

cannot donate

Hepatitis or undiagnosed jaundice after age 10

cannot donate

Herpes (genital)

wait until lesions are gone

Major/Minor Surgery

wait until healed

Pregnant/Abortion/Miscarriage

6 week wait

Stroke

12 month wait

Tattoo

1 year wait; no wait for cosmetic tattoo done in a physician's office

Donor Requirements

Travel Restrictions

Malaria Area

1 year wait if spent up to 5 years in a malaria area; 3 year wait if spent 5 consecutive years or more in a malaria area. See the Frequently Traveled Areas list on next page.

England

cannot donate if spent time that adds up to 3 months or more in the U.K. from 1980-1996 (England, N. Ireland, Scotland, Wales, Isle of Man, Channel Islands, Gibraltar, Falkland Islands)

Europe

cannot donate if spent time that adds up to 5 years or more in European countries since 1980 (including time in the U.K. during 1980-1996)

Iraq

1 year wait after leaving

Military

cannot donate if spent 6 months or more in military bases in northern Europe 1980-1990 or Southern Europe 1980-1996

SARS affected area

14 day wait after returning to the United States

Individuals at risk for AIDS (HIV)

Do not donate blood if you have ever tested positive for HIV or if you:

Have ever used needles to take drugs, steroids,
or anything not prescribed by your doctor.

Are a male who has had sexual contact with another male, even once, since 1977.

Have ever taken money, drugs, or other payment for sex since 1977.

Have had sexual contact in the past 12 months with anyone described above.

Donor Requirements

Frequently Traveled Areas

This list is not complete. Please ask us about other travel outside of the U.S. and Canada.

OK to Donate

Mexico

Acapulco

Baja

Cancun only

Cozumel

Guadalajara

Isla Blanca

Isla Contoy

Isla Mujeres

Manzanillo

Mazatlan

Mexico City

Puerto Vallarta

(Nuevo Vallarta just north of Puerto

Vallarta is NOT OK)

Zamora

Costa Rica

Cartago in Cartago Province

Golfito in Puntarenas

Limon City in Puerto Limon

Monteverde in Puntarenas

Playa Hermosa in Puntarenas

Quepos in Puntarenas

San Jose

China

Cities and popular tourist areas,
including Yangtze River cruise.

Not OK to Donate 1 year wait after visit

Mexico

Huatulco

Ixtapa

Playa del Carmen

Zihuatanejo

Nuevo Vallarta

Cities, towns and rural areas of the states
of: Nayarit

Tulum Costa Maya

Costa Rica

Arenal Volcano in Guanacaste &

Alajuela Province

Heredia in Heredia Province

Orosi Volcano in Guanacaste

China

Please ask us about all other
areas in China.

Donor Requirements

Deciding to give blood is quite possibly more difficult than the action itself. Anxiety about a new experience and fear of the unknown causes many people to think twice about giving blood.

Be assured: Giving blood is safe, easy and it saves lives. Since the needle is sterile and used only once, it is impossible to contract any disease by donating blood.

To donate you must be at least 17 years old, in good health and weigh at least 110 pounds. A good meal is recommended prior to your donation. The donation process involves four steps and takes about an hour.

1. Registration

Valid identification, such as a driver's license, is needed. You will also be asked for your name, address, phone number and Social Security Number.

2. Medical History and Mini-Physical

A medical interviewer will ask you a series of confidential medical questions to determine your eligibility to donate. Then, your temperature, pulse, blood pressure and iron level will be checked. Low iron is the most common cause of blood donor deferral. To avoid low iron donors should eat iron rich foods (see iron rich food insert in this packet).

3. The Blood Donation

A nurse will gently cleanse and sterilize your arm before inserting a needle that will cause a slight, momentary sting. The needle is sterile, used only for your donation, then disposed. After five to seven minutes, you will have given a lifesaving pint of blood to a patient in need.

4. Rest and Refreshments

Relax and enjoy fruit juice, donuts and assorted snacks for 15 minutes. Indulge yourself for a deed well done!

In the 24 hours after your visit, your blood donation will be tested, typed and separated into various components to be safely transfused to as many as two patients.

The Blood Donation Process

As a regular volunteer blood donor and a member of the Donor Difference program, you can receive Family Blood Plan coverage for your family or any family you designate with each donation to the San Diego Blood Bank.

100% supplemental coverage

Patients covered by the Family Blood Plan have 100% supplemental coverage to their health insurance for ALL standard blood services.

- This includes all basic blood components, as well as routine costs for Autologous Donations and Directed Donations.
- Benefits apply to patients in hospitals affiliated with the San Diego Blood Bank.

Patients using blood in hospitals not affiliated with the San Diego Blood Bank are considered on a case-by-case basis.

Immediate family is covered

The individual named on the plan, his/her spouse and all dependents legally listed on the family's Federal Income Tax return are eligible for Family Blood Plan coverage.

Easy to manage

As a donor, you get the benefit of being covered immediately, and the San Diego Blood Bank automatically extends your coverage one year from your most recent donation.

- No 90-day waiting period for coverage to take effect.
- No specific time-frame for plan renewal.

Cover yourself and a friend too!

As a donor you can cover yourself AND replace blood in a patient's name.

- You receive complete supplemental coverage.
- You can donate in any patient's name to replenish the community blood supply, ensuring blood for anyone who needs it

Donors and Super Donors can cover those who cannot donate:

- You can enroll a friend or family member in the Family Blood Plan who is unable to donate.
- You will be given a special Family Blood Plan gift card to let whomever you enroll know that you have provided coverage for them.
- Some Super Donors can give Family Blood Plans to a maximum of 24 families in one year!

Family Blood Plan Explained

Exclusions from coverage:

- Persons who have hemophilia, leukemia, aplastic anemia, melanoma, chronic liver disease, renal failure or test positive for antibodies to the probable causative agent of AIDS are not eligible for coverage under the plan.
- Persons with a history of heart disease or solid tumor malignancies will not be covered for the use of blood directly attributed to the existing condition, but will be covered for all other blood needs.
- Donors who are diagnosed with any of the above conditions after establishing a Family Blood Plan will retain benefits until the end of the 12-month period following the most recent qualifying donation. Thereafter, another person may provide continuing coverage for the patient and their family by donating in their name to the Family Blood Plan Gift Program.
- Autologous and Directed Donations do not provide Family Blood Plan coverage to donors.

Reimbursement for fees is easy:

It is easy to obtain reimbursement from the San Diego Blood Bank for blood processing and special handling fees when you have Family Blood Plan coverage. The patient must first bill his or her insurance company. Then he or she should submit both the insurance company's explanation of benefits and a copy of the itemized hospital bill to the Blood Bank. Once this information is received, the San Diego Blood Bank will issue a check directly to the patient for any blood component fees not covered by the patient's insurance. If the covered service is provided directly to the patient by the San Diego Blood Bank, then the patient's account with the San Diego Blood Bank will be reduced for covered services in lieu of sending a check to the patient.

If you donate as part of a group or organization, you will also receive recognition.

- Groups will continue to receive donor activity reports of blood given in the name of the group.
- Group chairmen may collect Family Blood Plan gift cards from their members who donate. Then these cards can be given to those in the organization who can not donate and/or who have used blood.

Family Blood Plan Explained

Iron Rich Foods for Blood Donors

The average woman needs 18 mg. iron a day. The average man needs 10 mg; infants and children need 10-15 mg. Use the worksheet below to figure out how much iron you eat every day. If you are not getting enough iron, you may want to change your eating habits. If you are unable to include more iron-rich food in your diet, check with your physician about a possible iron supplement.

	FOOD	AMOUNT	AVG. MG. IRON
GRAINS	Bread - White or Whole Wheat	1 slice	0.5
	Muffin - Bran	1	1.5
	English	1	1.5-1.9
	Tortillas	1	1
	Cereal - Cooked	1/2 cup	0.7
	Dry	3/4 cup	read label
	Wheat Germ	1/2 cup	4
MEAT	Organ Meats		
	Liver	3 oz.	7
	Liver Sausage	3 oz.	8-9
	Shellfish	3 oz.	4-6
	Red Meats	3 oz.	4-5
Fish & Poultry	3 oz.	4	

Iron Rich Food Breakdown

the *donor* difference
a difference in life program

Iron Rich Food Breakdown

	FOOD	AMOUNT	AVG. MG. IRON
MEAT SUBSTITUTES	Tofu	4 oz.	2-3
	Seeds - Sunflower	1 oz.	2.3
	Pumpkin	1 oz.	2
	Cooked dry peas	1/2 cup	2-3
	Lentils	1/2 cup	2-3
	Lima Beans	1/2 cup	2-3
	Beans	1/2 cup	2-3
	Egg	1	1
	Nuts	1/3 cup	0.5-2.0
	Peanut Butter	1 tbsp.	0.3
FRUIT	Water Melon	6" x 1/2" slice	3
	Strawberries	1 cup	1.5
	Banana	1 cup	1
DRIED FRUIT	Raisins, Dates, Prunes, Figs, Apricots	1/2 cup	3-4
JUICES (Canned)	Prune Juice	3/4 cup	7.4
	Tomato Juice	3/4 cup	1.6
	Apple Juice	3/4 cup	1.1
VEGETABLES	Dark Leafy Greens (spinach, collards, kale)		
	Cooked	1/2 cup	3
	Raw	1 cup	2
	Jicama	1/3 cup	0.8
MISCELLANEOUS	Molasses	1 tbsp.	3.2
	Brewer's Yeast, dry	1 tbsp.	1.4
FAST FOODS	Pizza (cheese or pepperoni)	1/2 of 10" pizza	4.5-5.4
	Hamburger	1	2.5
	Cheeseburger	1	2.5
	Burrito - Beef	1	4.6
	Bean	1	2.8
	Taco (beef)	1	2.9

Did You Know? Hospital Patients Need Your Blood

In the United States, a blood transfusion takes place every two seconds.

To adequately supply the Southern California hospitals served by the San Diego Blood Bank, approximately 400 donations are needed everyday.

One Donation Can Save Multiple Lives

- Donated blood is separated into components that can be used for more than one patient.

Red blood cells control anemia.

Platelets help blood clot and are needed by patients undergoing chemotherapy.

Plasma is used for burn victims.

Giving Blood Is Safe, Easy And It Saves Lives

Everything used in the donation process is sterile, disposable and used only once. You cannot contract any disease by giving blood.

You Can Give In Many Ways, Many Times

- A whole-blood donor can donate every 56 days, or six times a year.
- An apheresis (“Super”) donor can donate up to 24 times a year. A Super Donation is an automated collection of blood cells or plasma (blood components). Donors who participate in this program are designated as Super Donors because they pledge to donate for patients in need of blood components due to leukemia or other disorders, or due to an organ transplant or open heart surgery.
- An autologous donation (blood given before one’s own planned surgery) may be possible regardless of weight, age or medical history.

You Have A Lot To Give

The average size man has 12 pints of blood. The average size woman has 10 pints.

- Each whole blood donation is one pint.
- Seven percent of your body weight is blood.
- When you donate blood, your body immediately begins to restore the blood that was given.

O+	38%	O-	7%
A+	34%	A-	6%
B+	9%	B-	2%
AB+	3%	AB-	1%

Facts about Blood Donation

1. Red blood cells must be used within 42 days.
2. Blood makes up about 7 percent of your body's weight.
3. The average adult has 10 pints of blood in his or her body.
4. Blood fights against infection and helps heal wounds, keeping you healthy.
5. Red blood cells carry oxygen to the body's organs and tissue.
6. There are about one billion red blood cells in two to three drops of blood.
7. Red blood cells live about 120 days in the circulatory system.
8. Platelets must be used within five days of collection, hence blood donations are especially needed around 3-day weekends.
9. Plasma can be frozen and used for up to a year.
10. Healthy bone marrow makes a constant supply of red cells, plasma and platelets.
11. People who have been in car accidents and suffered massive blood loss can need transfusions of 50 units or more of red blood cells.
12. Plasma is a pale yellow mixture of water, proteins and salts.
13. Plasma, which is 90 percent water, constitutes 55 percent of blood volume.
14. Cancer, transplant and trauma patients and many patients undergoing open heart surgery require platelet transfusions to survive.
15. White cells are the body's primary defense against infection.
16. There is no substitute for human blood.
17. Much of today's medical care depends on a steady supply of blood from healthy donors.
18. People donate blood out of a sense of duty and community spirit, not to make money.
19. Every two seconds someone needs blood.
20. Approximately 32,000 units of blood are used each day in the United States.
21. Blood centers often run short of type O and B blood.
22. Shortages of all types of blood occur during the summer and winter holidays.
23. Anyone who is in good health, is at least 17 years old, and weighs at least 110 pounds may donate blood every 56 days.

42 Facts About Blood Donation

24. The actual blood donation usually takes less than 10 minutes. The entire process, from when you sign in to the time you leave, takes about an hour.
25. Giving blood will not decrease your strength.
26. Apheresis (ay-fur-ee-sis) is a special kind of blood donation that allows a donor to give specific blood components, such as platelets.
27. You cannot get AIDS or any other blood disease by donating blood.
28. More than 10 tests are performed on each unit of donated blood.
29. Sickle cell disease is an inherited disease that affects more than 80,000 people in the United States, 98 percent of whom are of African descent.
30. Some patients with complications from severe sickle cell disease receive blood transfusions every month.
31. The average bone marrow transplant requires 120 units of platelets and about 20 units of red blood cells.
32. Severe burn victims can use 20 units of platelets during their treatment.
33. Children being treated for cancer, premature infants, and children having heart surgery need blood and platelets from donors of all types.
34. If you began donating blood at age 17 and donated every 56 days until you reached age 76, you would have donated 48 gallons of blood.
35. About 3 gallons of blood supports the entire nation's blood needs for one minute.
36. One out of every 10 people entering a hospital needs blood.
37. The average red blood cell transfusion is 3.4 pints.
38. Females receive 53% of blood transfused; males receive 47%.
39. A newborn baby has about one cup of blood in his or her body.
40. 60% of the US population is eligible to donate – only 5% do on a yearly basis.
41. After donating blood, you replace your red blood cells within three to four weeks. However, it takes four to six weeks to restore the iron lost after donating.
42. Since a pint is a pound, you lose a pound every time you donate blood.

42 Facts About Blood Donation

Volunteer Positions

You can make a difference by becoming a San Diego Blood Bank Ambassador

Canteen Host

Canteen hosts are the friendly folks who serve refreshments to the donors at our centers and monitor the donors after they've given. Canteen shifts last two to four hours. Hosts can choose to work at the Upas Street, East County, North County, North Coastal, South Bay or Valley Blood Services donor center as hours become available.

Bloodmobile Greeter

Our greeters' warm smiles and knowledgeable nature make the all-important first impression on donors at our San Diego Blood Bank bloodmobiles. Greeters instruct donors on how to fill out the donor card and answer general questions. Greeter shifts last three to five hours and are usually outdoors, in various areas of San Diego County.

Health Fair Volunteer

Health fair volunteers oversee information tables at various companies, campuses and organizations throughout San Diego County. They are trained to answer general questions about blood donation, and bone marrow and stem cell donation. Health fair volunteers educate the public about the importance of blood, the gift of life.

Special Event Volunteer

Special event volunteers handle a variety of responsibilities during the annual Chargers Blood Drive, Padres Blood Drive, NBC 7/39 Blood Drives, as well as other San Diego Blood Bank large scale events.

For more information about volunteering, call 619-400-8202.

Other Ways to Make a Difference

Contributions at Work

Our financial contributors and sponsors help the San Diego Blood Bank make a difference in life every day. Financial donations enable the blood bank to secure new hope for premature babies, people with cancer and leukemia, organ transplant recipients, and accident victims.

Whether you chose to donate money, donate a vehicle, name the San Diego Blood Bank in your will, or become a sponsor, you will have the satisfaction of knowing that your contribution strengthens our ability to make a difference in our community.

The San Diego Blood Bank Foundation was organized for the sole purpose of raising funds for the life-saving programs and services of the San Diego Blood Bank.

Contributions to the San Diego Blood Bank Foundation are tax deductible for income and estate tax purposes.

For more information about becoming a Financial Donor, please call 619-400-8188.

Other Ways to Make a Difference