

# Lifeline



ISSUE 3

WINTER 2017

## A WORD FROM OUR CEO



First and foremost, I'd like to wish all of you a very happy, healthy and prosperous New Year! With the holidays behind us, we face the challenge of maintaining an ample supply of blood for hospital patients who need blood to survive. January is typically a difficult month for blood centers across the country due to fewer people donating over the holidays, poor weather, and more people generally not feeling well. However, the need for blood remains the same, but with a lower donor turnout, blood inventory drops to critically low levels.

With this in mind, please join us in recognizing January as National Blood Donor Month. We hope you'll consider a New Year's resolution to donate blood, and continue to do so on a regular basis. It's the blood already on the shelves that saves lives in our community every day.

We again sincerely thank you for your support of our mission. Please spread the word to friends, family members and co-workers, and encourage them to help save lives by donating blood this month and throughout the New Year.

Best always,

David Wellis, Ph.D.  
Chief Executive Officer

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## SAN DIEGO STATE UNIVERSITY BLOOD DRIVE

Enter to win 2 VIP Hospitality tickets to an SDSU Aztec basketball game!

The San Diego Blood Bank and SDSU Aztecs are teaming up to increase much needed blood donations, January 30th through February 20th. Mention code **SDSU** when donating at any San Diego Blood Bank donor center before 2/10 and you'll be entered into a drawing for 2 VIP hospitality tickets for the 2/12 game against Nevada. Donate before 2/20 and you'll be entered into a drawing for 2 VIP hospitality tickets for the 2/22 game against Fresno State.

Don't forget to mention the code **SDSU** and help the Aztecs hit their 250 pint goal.

[Roll up your sleeves and visit a center soon!](#)

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## JANUARY IS NATIONAL BLOOD DONOR MONTH

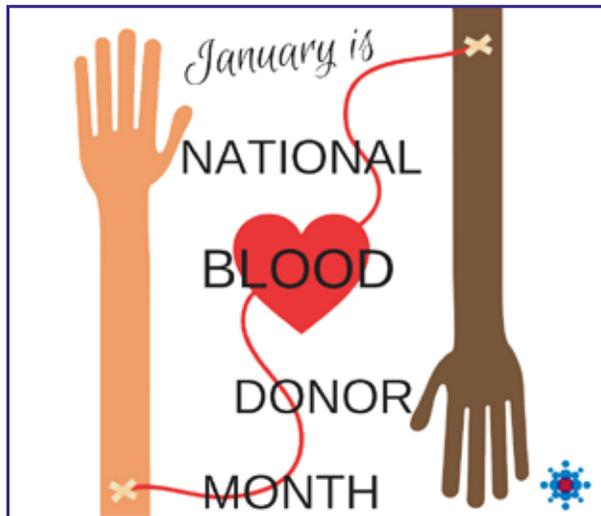
A New Year is upon us and that means one thing: creating New Year's resolutions! Resolutions are made with the best of intentions, yet there's one resolution we think is obtainable—donating blood. Donating blood can easily become your new and positive habit. All it takes is a quick trip to one of our Donor Centers or mobile blood drives. Better yet, when you donate blood with a friend or family member, you're more likely to follow through and make donating blood a habit. Goals are better achieved when you're doing something meaningful with someone else.

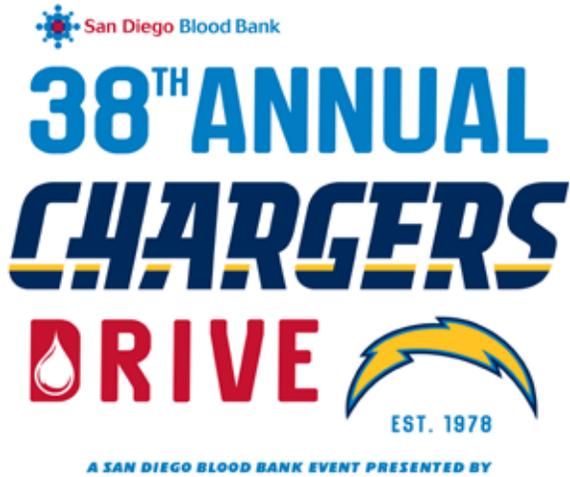
Now is also the right time to begin making lifesaving a habit because January is National Blood Donor Month.

This time of year, blood centers across the country struggle with ensuring there's enough blood supply on the shelves for patients in need. This is your chance to make a huge difference in your community. When you donate blood, you're doing something remarkable for complete strangers. It's this act of generosity that can cycle back to you when you're in need of blood yourself.

For the entire month of January, we're highlighting your achievements as blood donors and supporters. When you donate blood, take a photo and use [#NationalBloodDonorMonth](#)

on [Facebook](#), [Instagram](#), or [Twitter](#). We'll feature our favorite ones!





Sean McGrath, blood recipient Brianna Johnson and Chris Landrum.

## CHARGERS BLOOD DRIVE SUCCESS!

Chargers Drive 38, Presented by San Diego County Credit Union was held on Tuesday, November 22nd at the Town & Country Convention Center and collected more than 825 units of blood products for hospital patients.

Over the past 38 years, the blood drive, hosted by the San Diego Blood Bank, has accounted for the collection of more than 73,000 pints of blood. The annual, daylong community-wide blood drive is considered one of the largest and longest-running single-day blood drives in the nation.

Thanks to our Presenting Sponsor, San Diego County Credit Union, and supporting sponsors Grossmont Healthcare District, Darrell & Kathy Issa and the Issa Family Foundation, Sycuan Golf Resort, BioSurplus Inc., American Icon Autographs, the Honda Dealers of San Diego County and the San Diego Chargers.



A blood donor hanging out with Hunter Henry.



Jatavis Brown and Drew Keaser visit a blood donor.

## PATIENT SPOTLIGHT



San Diego resident Mercedes Renee was diagnosed with leukemia and required regular blood transfusions to keep her alive. She was also fortunate to have received a bone marrow transplant that ultimately saved her life. She now volunteers for the San Diego Blood Bank, spends lots of quality time with her mother and is involved with the Rock Church.

Through the generosity of volunteer blood and marrow donors, Mercedes Renee has been given the gift of life.

If you or someone you know has received blood transfusions and would like to share the story of how donated blood saved a life, please email us at: [MarketingStaff@sandiegobloodbank.org](mailto:MarketingStaff@sandiegobloodbank.org).

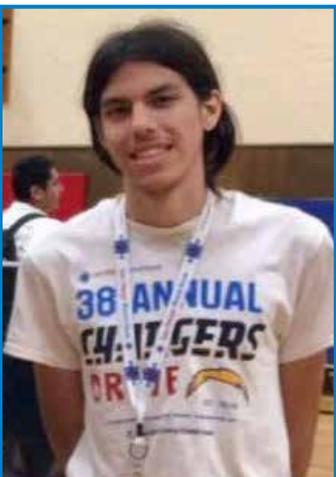
## VOLUNTEER SPOTLIGHT



Meet **Shannon**, an aspiring nurse and Michigan native. Shannon has been a volunteer with the SDBB since October 2015. She's currently a nursing student at Grossmont Community College, where she is pursuing an associate degree. She intends to transfer to San Diego State University to complete a Bachelor of Science in Nursing degree.

As a volunteer, she works in the canteen at our Gateway Donor Center. Shannon also helped volunteer at our Chargers Drive 38. Volunteering takes compassion and so will Shannon's future career in nursing. Her desire to become a nurse began in high school, where she took an oncology course for the first time. Oncology is also an ideal field for Shannon to specialize in because of her personal family ties to cancer.

As a blood donor herself, Shannon likes to encourage others through the idea that, "You're helping someone else. You're saving lives."

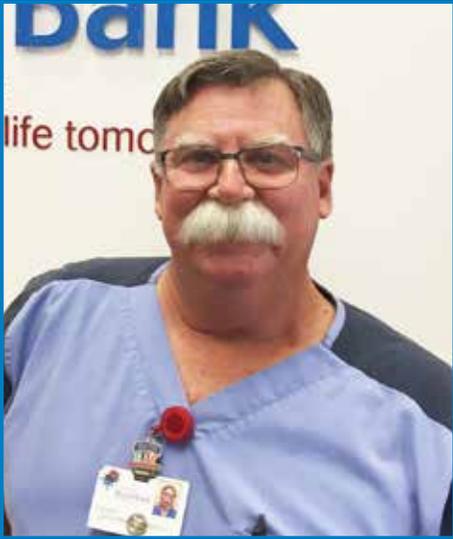


**Claudio** has been a volunteer with the SDBB since the summer of 2016. After an afternoon of donating blood with his mother, Claudio decided to give a little bit of his time to assist our lifesaving blood donors. So far, Claudio has volunteered as a blood donor greeter at mobile drives and has volunteered as a canteen host at our Gateway Donor Center. What Claudio enjoys most about volunteering is encountering blood donors, who are "typically happy and in high spirits."

Claudio is currently a sophomore at the University of California, San Diego, where he is majoring in environmental engineering. He's currently gearing up for summer internships and hopes to eventually pursue research as a career.

"Giving people a second chance after they've gone through trauma" is what saving lives is all about to Claudio. The next time you donate blood, make sure to say hi to our friendly volunteers, like Claudio!

## STAFF SPOTLIGHT



For the past 20 years, Patrick has been a blood collection specialist with the San Diego Blood Bank. In his time with us, he has coordinated check-in registration as well as screened and drawn blood. As a staff leader, he has trained new employees and has seen some develop into leadership roles, which he says is a gratifying aspect of his job.

Patrick's career as a medical assistant began after witnessing an orthopedic technician take care of two of his daughters. In 1994, after his three-year-old daughter fell off of a swing, an orthopedic technician took care of her and had the ability to calm her nerves. Later, when another daughter—12 at the time—fell and broke her wrist, Patrick was yet again impressed by the quality of care the same orthopedic technician gave to his child. The idea of becoming an orthopedic technician was sparked. However, given the amount of time it would take to complete his education and the fact that he had children to take care of, Patrick opted for a medical assistant path because of its accelerated learning program.

The work we do at the SDBB has a personal meaning to Patrick. His father used 19 pints of blood in 11 years before he passed away. When it comes to saving lives professionally, Patrick believes, "I'm helping someone and I love the blood donors and the staff I work with. Donors give us their time, comfort (or discomfort), and we only have a smile to offer them."

Family is another important part of Patrick's life. He has 5 children and has been married for an impressive 38 years. Balancing work and life is difficult but not impossible. When it's time to enjoy life outside of work, he loves traveling to places with mountains, lakes, and streams with his family. Riding ATVs along sand dunes is a favorite family past time.

Patrick represents our mission of saving lives today and improving life tomorrow. Look for his friendly face the next time you're donating blood at our East County Donor Center.



# COMING SOON!

## TRIMA MACHINES ARE COMING TO A MOBILE DRIVE NEAR YOU

The San Diego Blood Bank is working to install new Trima machines on all ten bloodmobiles in our fleet by the end of 2017. Trimas allow us to keep only the blood components we need and return the rest back to the donor in the same blood donation procedure, making it much more time efficient and comfortable for the donor. The best part, is Trimas allow us to collect much needed platelets more efficiently and frequently so we can maintain supplies for a wide variety of patient needs.



Donors who have “Donors 4 Life” store points, can donate their points back to SDBB to help us purchase these much needed machines!





Love is on the minds and hearts of many each February so why not give that heart of yours a little extra love by participating in the Annual **Love Your Heart** event on February 14, 2017.

Each year the San Diego Blood Bank provides free blood pressure screenings to the public at select donor sites throughout San Diego. The goal of **Love Your Heart** is to encourage all to know their own blood pressure numbers and take charge of their personal heart health.

It may surprise you to know:

- The leading cause of death among men and women is heart disease. It results in about 610,000 deaths in the United States every year—that’s 1 in every 4 deaths.
- Women are at high risk for heart disease. Eighty percent of women ages 40 to 60 have one or more risk factors for heart disease.
- Smoking greatly increases your risk of heart disease. Twenty-six percent of heart attacks and about 130,000 deaths from cardiovascular disease every year are related to smoking.

Don’t know your numbers? Take charge and visit one of the donor centers on February 14, 2017 for your complimentary reading. Your friends, your family and your heart will love you for it!

**Love Your Heart** is a program under the Live Well San Diego vision of which the San Diego Blood Bank is a recognized partner. Visit [LiveWellSD.org/love-your-heart](http://LiveWellSD.org/love-your-heart) for more information.

## SPONSORS



### Lives Depend On Our Valued Community Partners

We salute Grossmont Healthcare District, Sycuan Casino and SDG&E, for their dedicated community support.



## WHY DO YOU DONATE BLOOD?

We asked and you answered.

The next time you donate blood, take a photo and let us know why you're donating. For a chance to be featured on our Facebook, Instagram, or Twitter page tag us @SDBloodBank. We'd love to see how you're saving lives!

Here's why one of you continues to donate blood:

“AS A MEDICAL PROFESSIONAL, I AM AWARE OF HOW CRITICAL BLOOD CAN BE TO SOMEONE'S LIFE. MY O BLOOD IS THE UNIVERSAL DONOR AND CAN MAKE A DIFFERENCE IN EMERGENCY SITUATIONS. I FIND GIVING BLOOD TO BE A VERY EASY PROCESS, REQUIRING VERY LITTLE TIME OR EFFORT ON MY PART. MAKING A DIFFERENCE IS IMPORTANT TO ME. GIVING BLOOD HELPS ME TO MAKE A DIFFERENCE.”  
— BLOOD DONOR



### CONNECT WITH US

*Saved a life by donating blood?* Show us how you did it by tagging us in your photos during your time at a bloodmobile drive or Donor Center. Your photo may be featured on our social media!

You can also follow us on [Instagram](#) and [Twitter](#) or Like Us on [Facebook](#) to receive our latest news and updates.

