

THE GOOD DEEDS GAZETTE



Summer 2008

(Although good deeds speak for themselves)

Inside this issue:

What's In Your Wallet? 1

Our Business - Your business 2

Middle School Drive Sponsors 2

What the Heck is SRQ? 3

Family Night!! 3

Board of Directors 4

Donor Center Hours 4

NCCBB Affiliations



Blood Centers of California



Blood Innovations



America's Blood Centers



California Blood Bank Society

What's In Your Wallet?



**Northern California
Community Blood Bank**
2524 Harrison Avenue
Eureka, CA 95501
(707) 443-8004
www.nccbb.org

John Q Donor
1234 5th St.
Fortuna CA 95540
|||||



**Northern California
Community Blood Bank**
2524 Harrison Avenue Eureka, CA 95501
(707) 443-8004 www.nccbb.org
Please bring this card and a photo ID when you return
Thank You

OPOS

John
Donor
Dnr# 00001391 |||

Thank you for your recent donation and CONGRATULATIONS, you have saved lives!

Each day, patients depend on blood donors like you to meet their needs. That is why you are so very special to us.

Please continue to share your good health by donating blood regularly.



**MOLLY RECEIVED
BLOOD PRODUCTS DURING HER
OPEN HEART SURGERIES**

Did you know....

- A person can donate whole blood as often as every eight weeks. Plasma can be donated every four weeks and platelets every 3 days!
- Only about 4% of the U.S. population makes giving blood a regular activity.
- Each donation can be separated into its main components and help 3 people.
- There is no upper age limit for blood donors.
- Every 3 seconds someone in the United States needs a blood transfusion.
- 1 out of every 7 patients in our local hospitals will use blood products.
- Blood donation is easy and safe.
- Someone is counting on you.

www.nccbb.org
Your resource for questions about blood donation anytime day or night!



Blood Innovations



Blood Centers of California



California Blood Bank Society



America's Blood Centers
It's About Life.

New Wallet Cards On The Way

Donors should soon begin receiving brand new, bar coded wallet cards. The bar code is part of our new computerized process and will speed the registration and screening process.

Please plan on bringing your photo I.D and wallet card for each donation. As always, blood pressure can be recorded on the back of the card for each donation and if you'd like we can transfer information from your current card to the new one. The wallet cards along with touch screen questionnaires (see page 3) are part of NCCBB's upgraded computer system.

Make Our Business YOUR Business!

By Jo Anna Leppek-Davis



As a Donor Recruiter at the Northern California Community Blood Bank, it is my job to travel throughout our region to appeal to our community with the message that donating blood, or *making our business your business*, is a good thing to do. The challenge to recruit 60-70 donors every day is ever present. We have a great group of people at the Blood Bank, from our Telephone Recruiters, Automated Blood Collection Recruiters, Donor Recruiters and our Director of Donor Resources. We are working every day to invite folks across Humboldt and Del Norte counties to come in and find out if donating blood is a community service that is right for you.

One of the wonderful things about our blood donors is that they donate even though they will rarely, if ever, have the opportunity to come face to face with the people whose lives they have sustained or saved. Donating blood is a community service with no direct accolades with the exception of personal gratification and the knowledge that you have saved someone's life.



Apheresis donor Ken Hoard adds a personal touch in my attempts to connect our donors with recipients. Ken has been a long time apheresis donor at Northern California Community Blood Bank. In March, 2005 he became a recipient of the very community service that he is so committed to. During a check-up Ken was told he had a blockage in one of the arteries leading to his heart. While he was still riding his bike and dancing away, he ultimately ended up having heart surgery during which he used several units of blood products. None of us would expect that we would be the one in need of blood products, but if we, or a loved one are, it sure is comforting to know that wonderful people in our community are making our need for a safe and adequate blood supply a reality!

Local Middle School Students Sponsor Successful Blood Drive

By: Katie Kime, Donor Recruiter

Four Zane Middle School students recently put together yet another successful blood drive. While sponsoring is nothing new to these students, this being their third drive, they went above and beyond in making this one a success. The four students are Ben Ross, Emma Papstein, Andrew Kime, and Nicole Costanzo, all of whom are members of the Zane East Group known as the "Life Savers." Each member played a crucial role in making the blood drive happen. "[We] wanted to sponsor a blood drive so people who don't normally come can come donate" says Andrew Kime. Ben Ross added that "We wanted to save lives and help people who need blood." They did everything from hanging posters around school to putting an ad in the newspaper to walking around asking individuals to sign up for the drive. By the end of the drive the group had brought in 19 donors. This helped the blood bank in reaching its need of 60-70 units per day. The "Life Savers" know just how important it is for people to donate blood. When asked if she would become a donor when she was old enough, Nicole Costanzo said, "Of course I would become a donor so I could help other people". The next time donating crosses your mind remember that 1 in 3 people will need blood in their lifetime and 1 in 7 people that enter the hospital will need blood. Emma Papstein ended with "Please donate because if you donate once you can save three lives!"



Pictured are Zane Middle School's "Life Savers" from left to right: Ben Ross, Nicole Costanzo, Emma Papstein, and Andrew Kime

No More Clipboards!

New touch screen computer tablets will be taking the place of pens and clipboards for the Donor History Questionnaire. This is the aspect of our new computer system upgrade that will be most visible to our donors.



These state of the art devices will allow our staff to access donor information instantly throughout the donation process, reduce our use of paper and according to donors who have used them "They're fun!".

For donors, the new tablets will mean exactly the same set of questions as we have now, with follow-up questions if more detail is needed.

For staff it will mean real-time access to our BBCS computer system, reduced paperwork and better product tracking accuracy.





Come Join Us Every Wednesday for:

Family Night @ NCCBB!

Family Night @ NCCBB!
come enjoy a hot dog, bag of chips, and a soda from 4pm - 7pm! Bring the kids too! We'll have supervised fun for them while you donate.

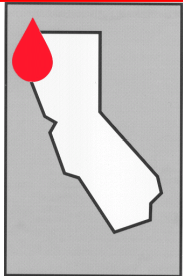
For questions please call 443-8004.
Starting September 3rd



Family Night at The Blood Bank

Beginning in September, we encourage families to come donate together on Wednesday evenings for family night.

Bring the kids for hotdogs and popcorn starting at 4:00. Call Tara for a platelet or plasma appointment, or just drop in to donate whole blood until 7:00.



Northern California Community Blood Bank

2524 Harrison Avenue
Eureka, CA 95501
(707) 443-8004
www.nccbb.org

Address Service Requested

Non-Profit Organization
U.S. POSTAGE
PAID
Eureka, CA 95501
Permit No. 178

**Northern California
Community Blood Bank
2524 Harrison Avenue
Eureka, CA 95501**

Administrator
Thomas A. Schallert

MEDICAL DIRECTOR
Margaret Gordon, MD

Board of Directors
George Ingraham, M.D., Chair
Richard Wolf, M.D., Secretary
Martin Love, Treasurer
Uma Suryadevara M.D.
George Jutila, M.D.
Lane Strobe
Luther Cobb, M.D.
Bill McAuley
Doug Shaw

Blood Bank Hours:

Monday, Tuesday and Thursday 10:00 a.m. to 6:00 p.m.
Wednesday 11:00 a.m. to 7:00 p.m.
Friday 8:00 a.m. to 4:00 p.m.
Second Saturday of the month 8:00 a.m. to 12:00 noon

Walk-ins always welcome

Check www.nccbb.org for mobiles in your area