

LifeLink

A link between donors, volunteers, staff & friends of Stanford Blood Center

Summer 2012



“Thank you from the bottom of my heart.”

-Melissa Price, blood recipient

At Stanford Blood Center, we provide hope for the future: **teaching** tomorrow's leaders in transfusion medicine, **researching** to unlock mysteries inherent in blood, and **connecting** donors to patients every day.

Interested in learning more about what we do at SBC? Check us out at bloodcenter.stanford.edu



Interested in donating financially to SBC? Please visit bloodcenter.stanford.edu/gift

Connect with us socially»



Administrator's Note



We here at Stanford Blood Center wish all of our donors a happy summer season. Whether you're traveling or staying nearby to take in the great sights the Bay Area has to offer, we hope that you're enjoying this time with those close to you.

Unfortunately, the Blood Center loses many valuable donors during the summer months. College students and professors leave town, and high schools are out of

session. During the school year, high school mobile drives play a significant role in keeping our inventory up. In fact, approximately 20 percent of our blood products come from students.

In past summers, these dwindling donations—coming precisely when automobile accidents and elective surgeries are pushing up demand—led to critical shortages.

This summer, we are particularly concerned about shortages. In recent months, we have noticed an uptick in demand by community hospitals for Rh-negative blood. The hospitals we serve need a lot of blood products, particularly for premies, cancer treatments and complicated transplants. A liver transplant, for example, sometimes requires 40 or more units of blood.

We sincerely appreciate the dedication of all our donors. Some donate every time they are eligible—about every two months for whole blood donors, and as frequently as every two weeks for platelet donors. The reality remains, however, that just a small portion of our community keeps our community hospitals supplied. An estimated 39 percent of the population nationwide is eligible to donate, but only about five percent in the Bay Area give regularly. Therefore, we urge anyone able to donate to consider helping out this summer. With your help, we can make sure that patients in local hospitals have the blood that they need.

Harpreet Sandhu, MT (AAB), MBA
Administrator
Stanford Blood Center

We know you do it to save lives, but here are the thank-yous currently being offered to donors»

Promotions

Destino Spa Coupons

- All Center Locations

Destino Spa in Palo Alto has been a supporter of Stanford Blood Center through blood drives, and now they're extending an offer to our Center donors! Next time you visit one of our Center locations, ask for the Destino Spa coupon for 15% off services and retail items.

Hobee's Coupons

- All Center Locations

Our friends at Hobee's are offering donors generous thank you gifts! When you next visit one of our Centers, just ask for the coupons at registration. You'll receive a Hobee's complimentary dinner entree with purchase of another dinner entree.

Sports Basement Coupons

- All Center Locations

This local sports gear mecca is very popular with our donors. We're so happy they support the good you do by providing coupons for 10% off your total purchase.

Monday Movie Madness!

- Every Monday from 7:30 a.m. to 3:00 p.m. at Hillview, at Campus (by platelet appointment only) from 7:00 a.m. to 6:30 p.m.
- Hillview & Campus Centers

We need your help on Mondays. To thank you for coming in when we need you most, we'll give you one AMC Theatres movie ticket! On Mondays, donate at our Hillview Center or give platelets at our Campus Center.

Please note: Campus donors will receive their movie ticket in the mail following donation.

Café Scientifique

Since 2007, Stanford Blood Center has been a part of the Café Scientifique community, an international network of informal groups dedicated to bringing scientific debate, discussion, and education to local communities.

Stanford Blood Center Café Scientifique events are held every other month. All events are free and open to the public. Please join us for our next discussion:

"Where are the Cures? Accelerating New Treatments for Multiple Sclerosis & All Diseases"

with Scott Johnson, CEO, President
and Founder of the Myelin Repair
Foundation

**Thursday, September 27, 2012
7:00 pm - 8:30 pm
Hillview Center**

For more information, please visit
bloodcenter.stanford.edu/scientifique.

donation milestones

100

David Baird
Christa Baum
Carol Barrettsmith
Brenda Bateman
John Blair
Jamie Boseman
James Brunsmann
Jean Brouwers
Julia Bush
Marianne Chochran
Susan Christensen
Dawn Chuck
Lauren Chuck
Corrine Cleaveland
Cynthia Cooley
Buck Cox
John Derman
David Downer
Karen Fisher
Sherman Fu
Roger Gaw
Suzanne Gunther
Ester Gubbrud
David Hoffman
James Hopp
Bridget Keenan
Erik Klein
Deborah Koelling
Marshall Lim
Terry Lockhart
Dirk Maasen
Walter Machado
Tom Macauley
Kenneth Maxham
Ann McCarty
Paul McElherne, Jr.
Jim Murray
Christine Nolasco
Dan Olin
Greg Osborn
Cary Pincus
Joy Reist
Kenneth Rhoades
Tanya Rooney
Rodney Searcy
Bob Sherman
William Stocker

Roy Tuason
Susan Watkins
Lewis Williams
Steven Wright
Herald Zamzow
Christine Ziegler



200

Kelly Abbott
Hal Barker
Lawrence Breed
Mike Downes
Walter Gross
Raghavendra Loka
Robert Mills
Daniel Paepcke
Garold Pugh
Ben Scott
Betsey Sowder
Gail Ann Waldo
David Yang



300

Jim Early
Brian Edwards
Phil King
Eve Laraway



400

Dave Ahn
Tami Turner
Brian Smith



Beautiful Day in the Neighborhood

Stanford Blood Center Bloodmobiles travel thousands of miles each year to collect donations at mobile blood drives. They stop at businesses and schools, churches and hospitals. But you might be surprised to know that on rare occasions you can even catch these buses on quiet residential streets, parked next to yard sale signs and driveway basketball hoops. These community blood drives, often associated with a particular patient or blood recipient, offer a unique opportunity for a community to come together for a good cause.

“Working on community drives is truly one of the most rewarding aspects of my job,” said Tim Gilmore, Stanford Blood Center Account Manager. “I really enjoy working with the families and patients who benefit from blood donations.”

One of the first neighborhood blood drives began in 2009. Bob and Cristal Hernandez wanted to come up with a way to honor their daughter Ava, who passed away at four years old due to neuroblastoma, a highly aggressive form of cancer that typically affects infants and children. Cristal reached out to Stanford Blood Center and the inaugural “Ava’s Blood Drive” took place in their quiet San Jose neighborhood shortly after. Nearly 400 units have been collected in association with Ava’s Blood Drive, now in its fourth year.

The following year, Dianna and Tim Murphy began hosting the “Pay it Forward” blood drive at their home in San Ramon as a way to honor their son Kevin’s second chance at life. At 12, Kevin’s health declined rapidly over the course of a month, which doctors determined was the result of cardiomyopathy, a weakening of the heart muscle. Kevin would need life-saving heart transplant, which he received in February 2009. He is now a healthy teenager.

The first “Pay it Forward” blood drive was held one day prior to the first anniversary of Kevin’s surgery. The response to the blood drive was so great, the family decided to make it an annual event.

“Our community is so amazing and so supportive,” Dianna said. “I had a feeling that the blood drive would be successful, but I had no idea of the magnitude. The next year we had two buses.”

Donors at neighborhood blood drives include not only friends and family, but also coworkers, neighbors and even passersby. One married couple donating at a “Pay it Forward” drive were not familiar with the Murphy family, but were moved to donate by their own personal experiences with blood recipients.

“Seeing a community pull together to support a great cause is always a very humbling experience,” Gilmore said.



Top to Bottom: Tim Gilmore with the Hernandez family at the inaugural Ava’s Blood Drive; Bloodmobile parked at Ava’s Drive; Tim Murphy donating at the Pay it Forward drive.

New Red Blood Cell Loss Limit for Platelet Donors

A message from Dr. Susan Galel, Director of Clinical Operations, Stanford Blood Center

If you are one of our dedicated platelet pheresis donors, you know that we keep careful records of how much you donate—and how often—in the familiar Annual Donor Records tucked in your chart. It is our responsibility to ensure that your donation frequency is safe for you. Before each of your donations, we tally all of your visits, red blood cell losses and plasma losses for the 12 months prior to that donation, to be sure that you will not exceed any of the safety limits.

Recently, the FDA standardized its method of calculating the maximum allowable red cell donation limit. By October 1, 2012, we will be lowering the allowable red blood cell loss from 1,620 to 1,430 mL in accordance with FDA's new standardized formula. Plasma limits have not changed.

With each platelet donation, you lose a small amount of red blood cells in the plastic tubing of the pheresis circuit and in the tubes used for testing the donation. The red cell loss with each platelet donation (46 mL) is about one-quarter of the amount of red cells in a whole blood donation. If you donate platelets at the maximum frequency of 24 times per year, your annual red cell loss is quite high, but still within the new limit. Thus, we believe that most of our platelet donors will not be affected by the new FDA red cell limit calculation. If, however, you donate whole blood in addition to making platelet donations, your total red cell loss might exceed the new limit.

As you come in for your platelet donations over the next few months, we will be checking your red cell loss against the new limit. If you are close to or above the new limit, we will help you reschedule and adjust your visits to get you to the new limit by October. Within the prescribed limits, we will tailor collections with you to maximize the benefit to patients and the research community on the basis of your particular characteristics. Most importantly, we want to ensure your continued good health, comply with safety regulations, and help you stay able to donate. If you have any questions about how this change might affect you, please ask your nurse the next time you donate.

If you are one of our “frequent flyers,” please know how much we respect and appreciate your commitment. Your efforts mean so much to patients in need, and their families. Thank you for being one of our invaluable donors!



Donors Give ...And Give Again»

Stanford Blood Center has many generous donors, but even we were surprised by how ardently donors took to the charitable options made available in the donor store earlier this year. In addition to traditional offerings such as polo shirts and ice cream coupons, Stanford Blood Center introduced two new options, allowing donors to donate their earned points to benefit Lucile Packard Children's Hospital (LPCH) or The Safe Blood Africa Project. Due to the overwhelming response from our donors, our allotted funds for both of these programs were maxed out within just a few months.

In May, representatives from Stanford Blood Center made the short trip to LPCH, where they hand-delivered gift cards. The cards will be used to purchase items for patients in long-term isolation. "Some of our stem cell patients are in isolation for 4-6 (or even more) months and it is quite a challenge to make sure they have the crafts, games, and other supplies they need to reduce the effects of this long-term isolation on their development," said Colette Case, Director of Child and Family Life Services at LPCH. "We're so thankful for the continued support of Stanford Blood Center and its generous donors."

Other donors chose to support The Safe Blood Africa Project, a Rotary International World Community Service project that seeks to improve blood banking in Nigeria. Point donations from Stanford Blood Center donors will go toward items such as comfortable donor beds and laboratory equipment.

We hope to be able to offer similar programs for our blood donors in 2013. Please stay tuned for updates.



Colette Case, Director of Child and Family Life Services at LPCH, happily accepts gift cards for patients.

News For Negatives»

Beyond categorizing blood types into the four A, B, AB and O types, there is further categorization that is very important to the transfusion process. A component in blood called the Rhesus D (Rh) antigen helps determine who can receive your blood. Your blood type might be A, but if you don't have the Rh antigen, you are A-negative. Negative blood types are safe to transfuse to people who have the Rhesus D antigen as well as those who don't.

Red Blood Cell Compatibility Chart»

		YOU CAN RECEIVE TYPE							
I F Y O U A R E T Y P E		O+	O-	A+	A-	B+	B-	AB+	AB-
		O+	*	*					
	O-		*						
	A+	*	*	*	*				
	A-		*		*				
	B+	*	*			*	*		
	B-		*				*		
	AB+	*	*	*	*	*	*	*	*
	AB-		*		*		*		*

One constant challenge that Stanford Blood Center faces is maintaining a healthy supply of Rh-negative blood. From week to week, we need approximately 20-22 percent of our visiting donors to be Rh-negative; however, the percentage of Rh-negative people in the local population is less than 12 percent. This can create an imbalance.

If your blood type is Rh-negative, there is a good chance that some of your family members will be Rh-negative as well. Consider bringing a blood relative along with you the next time you donate. Together, you can help to ensure that hospitals have enough of this precious commodity.

“Blood Donors Saved My Life”

By Michele Hyndman

“It cannot be a coincidence that World Blood Donor Day is June 14. The same day my life was saved by donated blood. Amazing!”
-Melissa Price

On June 6, 2011, Melissa and her husband, Tim, and 3-year-old son, Flynn, welcomed twin boys, Keane and Hayes, into their family. Melissa’s pregnancy and delivery had been normal. The twins were healthy and together weighed over 14 pounds which is considered big for twins. After a typical recovery period, Melissa went home to care for her family. “To me, my family was perfect and complete,” she said.

However, eight days after the birth, Melissa began to hemorrhage at home while getting ready to take the twins to see their pediatrician. Melissa’s mom drove her to Stanford Hospital. At her insistence, Tim took the twins to their appointment while Flynn played at the park with his nanny.

At Stanford, the bleeding was unstoppable. Melissa was rushed to the operating room. She woke up five hours later in agony and confused. “Turns out, things went from bad to worse to way worse in the operating room. My doctor performed an emergency surgery to save my life,” said Melissa.

Melissa had lost two liters of blood. During the surgery, she was given four units of red blood cells and several units of additional blood products. The next day, her doctor ordered two more units of red blood cells at her bedside. It was transfused while she lay awake thinking about the people who had donated blood for her. “Because of blood donors, I am alive,” she thought. “True,



To Give and to Receive»

The importance of blood donation wasn’t lost on Kristin. In fact, she had been a blood donor almost all of her adult life, when the tables were turned on her in 1994. Suddenly, Kristin wound up on the other side. During an emergency medical situation, she received six units of O-negative blood over the course of 24 hours. “That’s a lot of blood,” she said. “I’m so grateful that it was there for me.”

Forever appreciative of the unknown donors who made her transfusions possible, Kristin now donates regularly at Stanford Blood Center.



my doctor made life-saving decisions, but in the end what I needed to survive was blood. And thanks to complete strangers, my children have their mom.”

Melissa works at Palo Alto Medical Foundation as a pediatric audiologist. Before her medical emergency, she remembers walking by red balloons and a sign announcing blood drives for Stanford Blood Center at least a dozen times. To her, it was just another blood drive. It was her husband and sister who were active blood donors. When Melissa sees those signs now, she has a new perspective on the importance of a plentiful blood supply.

At a recent Stanford Blood Center donor event, she had this emotional message for blood donors:

“Thank you, donors. Thank you for giving Flynn the opportunity to hold my hand on the way to his first day of preschool. And thank you for giving Hayes and Keane the opportunity to fall asleep to my lullabies. There are times when my mind goes back to that day and thinks ‘what if it had gone the other way? What if I had not survived?’ It is then that I look at my children and remind myself, ‘It went this way.’

On May 5, I celebrated another birthday and then a week later Mother’s Day. I had these days because of people like you. I am honored to be in your presence. I am in awe of your kindness, your selflessness. Don’t ever forget what your gift means not only to the recipient, but also to their families. Thank you from the bottom of my heart. Thank you for my life.”



«Left:
Melissa with
husband,
Tim, and sons
Flynn, Keane
and Hayes.



»Right:
Melissa shares
her story at
a Stanford
Blood Center
event.



Spirit of Giving - Sock Monkeys»

Casey was diagnosed with a heart condition at six months old and underwent open-heart surgery at Lucile Packard Children’s Hospital at age three. Now an active teen, Casey participates in both baseball and orchestra. “He’s becoming such a talented, caring person,” says his mom, Deborah. “And he’s alive today because of blood donors.”

While recovering at LPCH, Casey received a sock monkey from a volunteer. Later, Deborah sought out a way that she could contribute to the “Monkey Toy Ladies” program. Today, she works with volunteers at the Los Altos Senior Center to create sock monkeys, then delivers them to the hospital. This kind-hearted group makes 8-20 monkeys each week!

Research is a Treasure Hunt, Engleman Tells Tech Trek Students



By Dayna Kerecman Myers

Stanford Blood Center founder and Medical Director Ed Engleman, MD, took a break from the lab to share his inspiring story with a group of students from the Tech Trek science and math camp on July 16.

A professor of pathology and a cellular immunologist (someone who studies the cells of the lymphoid organs, which are the main agents of immune reactions), Dr. Engleman described the thrust of his research and the unique role of Stanford Blood Center. More than a blood bank, Stanford Blood Center hosts a sophisticated research lab on the frontlines of fighting the most serious diseases affecting us today, such as HIV and cancer—all made possible because of the selflessness of blood donors like you.

Dr. Engleman highlighted the exciting research underway in the lab the students toured, telling them, “Research is a treasure hunt; it is like solving a mystery. Each problem we solve in the lab has the potential to cure a disease.”

The talented and inquisitive students, who will enter the eighth grade in the fall, were treated to Dr. Engleman’s description of his efforts to use white blood cells to fight cancer, and his work to improve our understanding of HIV/AIDS. Through Dr. Engleman’s research on HIV, Stanford Blood Center became the first blood center to screen for AIDS-contaminated blood. The students were eager to learn more about this effort, and Dr. Engleman delved into cellular immunology with them, explaining how the HIV virus wipes out immune systems by attacking the smart CD4 cells, which serve as advisors to T-cells—essentially disabling the brain of the immune system.

Dr. Engleman’s efforts to encourage the Tech Trek students embody one of the core tenets of Stanford Blood Center’s mission: to provide hope for the future by teaching tomorrow’s leaders in transfusion medicine. Dr. Engleman commented, “China now surpasses the US in patents and biomedical research. Reaching students when they are young, and sharing the fascinating world of research involving science and blood, is of the utmost importance if we are to inspire the next generation of medical researchers in this country.” He added that the Tech Trek students showed impressive curiosity and grasp of scientific principles for students who are not even old enough to donate blood yet.

Tech Trek, sponsored by the American Association of University Women, is a science and math camp designed to develop interest, excitement, and self-confidence in young women. It features hands-on activities in math, science, and related fields.

Do you know a group of students who might benefit from a tour of our laboratory and donation center? We love to share our work with our community! Please contact Kevin O’Neill at 650-725-2540 or kvoneill@stanford.edu for more information.

Campus Center Set to Move to Menlo Park

This winter, our 780 Welch Road Center will move just a few miles away to Menlo Park. Unfortunately, the old building is slated to be demolished, but we are working hard to make the new Center as convenient and comfortable as possible for our donors. We hope that you will make the move with us and enjoy our sparkling new facility!

Exciting new features include easy CalTrain access and ample parking. For those who prefer donating on the Stanford Campus, we plan to offer more Campus mobiles to ease the transition.

Please watch our website for more details!
<http://bloodcenter.stanford.edu>

Stanford Blood Center

Menlo Park  Mountain View  Palo Alto



Trip Down Memory Lane»

On September 18, 1996, members of the Mountain View Chamber of Commerce cut the ribbon to mark the official opening of Stanford Blood Center's Mountain View site.

We want to hear from you! If you have any questions about or suggestions for upcoming issues of LifeLink, please contact Deanna Bolio at dbolio@stanford.edu or 650-725-3804. To reach us by traditional mail, please write to:

Stanford Blood Center
Attn: LifeLink
3373 Hillview Ave.
Palo Alto, CA 94304

Stanford University
3373 Hillview Avenue
Palo Alto, CA 94304-1204



Give blood for life!

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Hillview

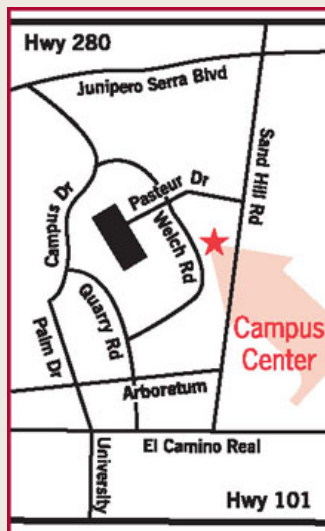
Donor Center
3373 Hillview Avenue
Palo Alto, CA 94304



Monday 7:30 am to 3:00 pm
Tuesday 7:30 am to 3:00 pm
Wednesday Noon to 7:30 pm
Thursday Noon to 7:30 pm
Friday 7:30 am to 3:00 pm
Saturday 7:30 am to 3:00 pm
Sunday Closed

Campus

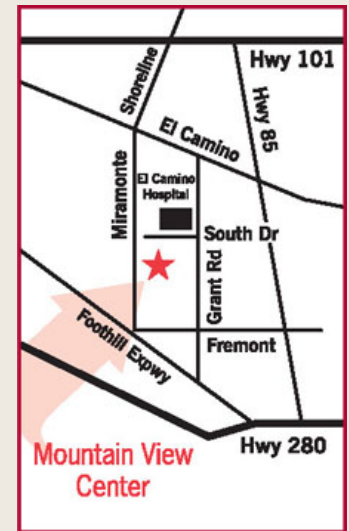
Donor Center
780 Welch Road, Suite 100
Palo Alto, CA 94304



Monday Noon to 7:30 pm
Tuesday Noon to 7:30 pm
Wednesday 7:30 am to 3:00 pm
Thursday Noon to 7:30 pm
Friday 7:30 am to 3:00 pm
Saturday 7:30 am to 3:00 pm
Sunday Closed

Mountain View

Donor Center
515 South Drive, Suite 20
Mountain View, CA 94040



Monday Noon to 7:30 pm
Tuesday 7:30 am to 3:00 pm
Wednesday Noon to 7:30 pm
Thursday Noon to 7:30 pm
Friday 7:30 am to 3:00 pm
Saturday 7:30 am to 3:00 pm
Sunday Closed