

calendar

Grateful Life Tour IV

All Center Locations

See Tour Dates Below

Back by popular demand! The fourth annual Grateful Life Tour will kick off during the Memorial Day weekend this year. Each donor visiting one of our Center locations on the tour dates below will receive a collectible tie-dye T-shirt featuring the new logo (see our Web site for this year's design).

Grateful Life Tour IV Dates:

May 23, 24, 27, 28, 29, 30, 31

Fridays, Saturdays, and Mondays in June

July 1, 2, 3, 5, 7

Peet's Coffee to Each Donor

All Center Locations

Saturdays: May 24, July 5 & August 30

Donate on one of these Saturdays to help boost our inventory through the Holiday weekend and we'll give you a half pound of Peet's coffee to give you a boost for your week!

Pint for a Pint Days are Back

All Center Locations

Wednesdays in June;

Monday, August 18 through Saturday, August 23

Donate on one of the days above at any of our Center locations and you will receive a coupon good for one pint of ice cream at any Northern California Baskin Robbins. It's a sweet treat!

AMC Movie Tickets

All Center Locations

Monday, June 30 through Saturday, July 12 then Fridays and Saturdays for the remainder of July;

Monday, August 25 through Saturday, September 6

Be a life saver this Summer! Come by to donate and you'll receive an AMC movie ticket.

Stanford Athletic Tickets

All Center Locations

Friday, August 1 through Thursday, August 28

Pick up your coupon for two free tickets to the Stanford vs. Oregon State football game on Thursday, August 28 at 6 p.m.

O Party: Get MOViN with 99.7

Hillview Center Only

Thursday, August 21, 7:30 a.m. to 7:30 p.m.

Get movin' at our annual O Party featuring MOViN 99.7! Stop by for food, games, prizes, and of course, the collectible O Party T-shirt!

Monday Movie Madness PLUS

Hillview & Campus Centers

Mondays 7:30 a.m. to Noon at Hillview, 7:00 a.m. to 10:30 a.m. at Campus

All donors will receive an AMC movie ticket plus a popcorn and drink coupon.



Joseph

is only one year old, but has already had two surgeries to treat hypoplastic left heart syndrome. He needed blood transfusions with each surgery. His mother, Rebecca, encourages anyone able to give blood to do so. Tears welled up in her eyes as she tried to think of words to express her gratitude towards the donors that helped save her son's life. All she could muster was a heart-felt, "Thank you."

STANFORD BLOOD CENTER



Give blood for life!

give blood • volunteer • donate money • host a blood drive

Our Heroes

Stanford Blood Center was created in 1978 to meet the increasingly large and complex transfusion needs of Stanford Hospital and Lucile Packard Children's Hospital and to perform research and teaching. We are proud to uphold a standard of service excellence in meeting the needs of physicians, our generous donors, and our diverse patient populations.

If you have any suggestions for upcoming issues of *LifeLink*, please contact Brooke Krannich at krannich@stanford.edu, or 650-723-8270.

Special thanks to the following for their continued contributions:
 Andronico's, Los Altos
 Better Bagels, Mountain View
 Hobe's, Palo Alto
 JJ&F, Palo Alto
 Noah's Bagels, Palo Alto
 Sigona's, Stanford Shopping Center
 Sports Basement
 Stanford Floral Design, Palo Alto



«Is it hot in here?»

The Palo Alto Professional Fire Fighters recently came in to our Hillview Donor Center to give blood. Their high spirits and giving attitudes were truly an inspiration. As if they don't do enough for their community—ya know?

Thicker than water »

Carol Tompkins and her daughters Taylor, Carly, and Jansie enjoy refreshments in the Canteen after donating blood. What a great way to say Happy Mother's Day and give back to your community!



Milestones

100 donations:

Harley Morath
 Kenji Maru
 Robert Ouye
 Marjorie Scooros
 Jeremy Wagner
 Ronald Mancini
 Daniel N. Truong
 Pam Berreyesa-Neufeld
 Lance Hammond
 Lawrence Seiden
 Joseph Wible
 David Y. Yee
 Richard Burkhardt

200 donations:

Jack L. Harris
 Gary Koolpe
 Martin Mager
 Ross S. Smith

300 donations:

Jim M. Bush



Honk if you love blood donors»

Superdonor Gail Waldo gives platelets regularly; if you're ever in the car behind her, it's pretty easy to figure that out. A freelance designer, she also designed a bumper sticker that she distributes to church communities. Thanks for all the support, Gail!



Blood donations: your community's lifeline

Because of all the health restrictions placed on potential blood donors, **only 39% of the general population is eligible to donate blood**. Many factors such as travel history, hemoglobin levels, and medication use can disqualify a person from giving blood that day, that year, or for a lifetime. If you're eligible, your community needs you as a blood donor.

Although we typically bounce back from the "winter slump" (see explanation in Facebook story below) in the springtime, this year we haven't. Usage at the hospitals we serve is up—they're growing, so we need to grow as well. If each of our once-a-year-donors gave blood three times per year, we wouldn't experience the shortages we currently suffer from. And if each of our donors gave blood *four* times per year, well—Stanford Blood Center employees would sleep very well at night.

We're always working on ways to enhance your donation experience. From seasonal giveaways to donor loyalty programs, and from providing those delicious cookies and juices to wireless connectivity in our centers, we strive to treat you like the heroes you are.



we know you'd do it anyway, but...

« clockwise, from top left

We offer coupons for a free pint of Baskin Robbins ice cream to our donors during certain times of the year; artwork created by Noel Lara and printed on T-shirts that we distributed in the winter of 2007; Donors who give four times per year can receive the coveted "Four Seasons Club" T-shirt; The Grateful Life Tour is a summer promotion we've been putting on for the last few years where donors receive groovy, newly-designed T-shirts (2008 logo shown here).

Become a fan of
Stanford Blood Center on»

facebook

Did you know that **20% of the blood we collect comes from high school and college students?** There's typically a dip in blood collections during summer and winter when students aren't at school regularly. That's why it's so important that we stay in touch with these valuable donors.

We started off thinking a Facebook account would be a great way to keep in touch with our student donors during the summertime, but quickly found that people of all ages use Facebook. We're still working on developing the page, but it's easy to become a "fan." Just type "Stanford Blood Center" into the search box in the top left corner. Log on and let us know what you'd like to see!

donor duel

a fight to the end where **patients** win

Ever want to show that other department within your company who's *really* best? Is there another civic club or group that *always* seems to out-do yours? Challenge them to a **Donor Duel** at Stanford Blood Center!

here's how it works»

- 1 **Let us know who you are** (A Rotary Club? The Fire Department? The parents of 6th grade students at Castelleja?).
- 2 **Let us know who you want to Challenge** (A neighboring Rotary Club? The Police Department? The parents of 10th grade students at Castelleja?).
- 3 **We'll schedule a visit** with both groups to set the rules of engagement (How long will you allow the competition to go on? Will you measure by donation volume or donation frequency? Can members of the group bring their families and friends to help compete?).
- 4 **Let the Duel begin!** Once your competition concludes, we'll tally the donations and post the victory on our Web site.

Winners get bragging rights, and **losers** don't feel too bad because their donations save lives. Schedule your Donor Duel today!

Donor Duel contact: kvoneill@stanford.edu or (650) 725-2540

TRALI Update»

Every donor is important and very much needed. Recently, blood centers initiated steps to protect transfusion recipients from receiving plasma products that have an increased potential to cause Transfusion Related Acute Lung Injury (TRALI). TRALI is characterized by the rapid onset of mild to severe, and possibly even fatal, lung-related illness following the transfusion of plasma-rich products. TRALI is a fairly new and complicated issue. At Stanford Blood Center (SBC), we aim to keep our donors informed and educated about issues in the blood transfusion industry.

Explaining TRALI»

While the exact cause of TRALI is unknown, research indicates that plasma products from women who have been pregnant are more likely to contain certain antibodies associated with cases of TRALI. These antibodies are formed by the immune system in response to exposure to someone else's white blood cells. If you have these antibodies, it poses no risk to you. Blood donations from women who have been pregnant are still used to help patients. Donations are separated into red blood cells and plasma. Red blood cells from all donors are safe for transfusion because the plasma content is minimal. Plasma from women who have been pregnant (which has a greater possibility of causing TRALI) will not be directly transfused but will be manufactured into products that prevent or slow bleeding in patients or as blood volume expansion agents.

Change to the TRALI policy for donors who have had a **transfusion**»

It was previously recognized that donations from people who have received a blood transfusion also contain antibodies that cause TRALI. Emerging research suggests the TRALI risk from these donors is not substantially higher than other donors. Therefore, many blood centers (including SBC) are once again making transfusable plasma products from these donations.

TRALI and **platelet** donors»

The AABB (American Association of Blood Banks) has recommended that blood centers have a risk reduction plan for platelet donations in place by the end of 2008. We are still formulating a strategy to maximize patient safety and minimize platelet shortages. We are in the process of evaluating testing platforms and donor eligibility screening options.

Every donation **counts**»

Every blood donor, whether they have been pregnant or not, saves lives. It is important to the community that all donors continue to give and give often. Thank you for your continued support.

If you have questions about TRALI, please call our Resource Nurse at (650) 725-9968.

attention **platelet** donors:

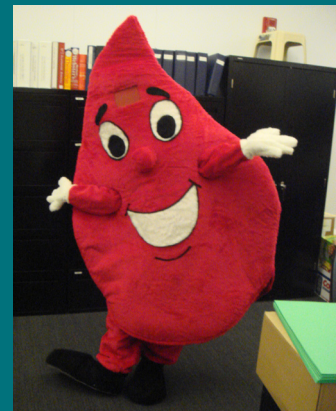
Due to a change in the Food & Drug Administration's (FDA) recommendations, we're changing the amount of time that must pass between taking aspirin and donating platelets. Previously, donors had to be aspirin-free for 36 hours to donate platelets. Beginning May 1, 2008, donors must be aspirin-free for 48 hours to donate platelets at Stanford Blood Center.

Aspirin reduces the potency and performance of platelets. The more time between taking aspirin and donating blood, the better for the recipient. We're making this change because it will make transfusions more effective for patients in our community hospitals.

plug in while you're plugged in

Donors in our centers will now have free **wireless internet access**. Look for the signs providing login information at our three donor centers.

desperately seeking **donors**



Meet our new Blood Drop! Blood Drop is very discriminating, and only likes people with O, A, B, and AB blood types. Blood Drop likes eating healthy, low-fat foods that are rich in iron, giving back to the community, and taking long walks on the beach.

2008

Stanford
JAZZ
Festival
37th Season

« Making Beautiful Music Together

Stanford Blood Center and Stanford Jazz Festival are working together to bring some exciting opportunities to our community. The Festival kicks off June 27 and continues through August 9, featuring more than 100 artists performing at over 30 mainstage concerts. Known for its intimate venues and welcoming atmosphere, the Festival presents a healthy dose of straight-ahead jazz flavored with contemporary, traditional, blues, salsa, Brazilian, and other cross-cultural stylistic approaches. Stay tuned to <http://bloodcenter.stanford.edu> for more info about opportunities for blood donors.

Café *scientifique*

If you haven't attended one of our Café Scientifique events, you don't know what you're missing! We have covered some really intriguing topics such as cures for cancer, climate change, and what makes a successful organ transplant. Each event is free, and we even provide the espresso drinks and sweets; attendees and speakers provide the lively discussion. Visit <http://bloodcenter.stanford.edu> and click on "What's New?" to learn more, or contact John Williams at (650) 723-7265.

next up»
May 29, 7-9 p.m.

Are you worrying yourself to death?

Wes Alles, PhD, Director of the Stanford Health Improvement Program, discusses the health risks of having a **Type-A personality**.



Hillview
 Donor Center
 3373 Hillview Avenue
 Palo Alto, CA 94304

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

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

How To Reach Us

Appointment Office
 650-723-7831 or
 888-723-7831

Resource Nurse
 650-725-9968

Administration
 650-723-7994

**Autologous and
 Designated Donations**
 650-723-6667

**National Marrow
 Donor Program**
 650-723-5532

Web site
<http://bloodcenter.stanford.edu>

E-mail
giveblood@stanford.edu



Give blood for life!

STANFORD BLOOD CENTER

3373 Hillview Avenue
 Palo Alto, CA 94304-1204
<http://bloodcenter.stanford.edu>

NONPROFIT ORG.
 US POSTAGE PAID
 PALO ALTO, CA
 PERMIT NO. 28