



An International Division of ABC

ANNUAL CONFERENCE

May 9-11, 2023 • CHARLOTTE, NC

**VEIN TO VEIN:
THE SCIENCE OF
BLOOD DONATION**

INSIDE YOU'LL FIND:

- A comprehensive education program
- Integration ideas and student activities
- Teacher preparation guide
- Extensive facts, glossary, and resources surrounding the science of blood donation



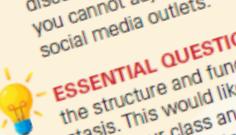
Career Exploration

Visit the websites linked below and explore some careers related to blood donation.

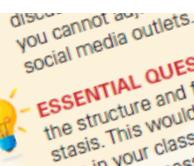
[Blood Bank Technology Specialist](#)
[Donor Recruiter](#)
[Genetic Counselor](#)



you cannot access social media outlets.



you cannot access social media outlets.



you cannot access social media outlets.

SECTION 4: SAMPLE UNIT OVERVIEW

RICHER PREPARATION
 If you are ready to begin a unit with standards that relate to a study of blood:
 Select an essential question for a few from the Vein to Vein that best connects to the content you will be teaching.
 Select a task for Integration #1.
 Select a task for Integration #2.
 Select standards relevant to your unit of study.

Select one or more from the Blood Donation Education Module or create

INTEGRATION IDEAS

Integration ideas listed here can be used independently or in conjunction with one another.

Our students. It explains the great need for young people to give blood and is the primary resource of this project. You can use this in class or on-line as a preparatory/engagement activity, to spark interest or to engage students. It (ideas below), or in any other way you see fit. Even if you do not use much, this could be shared via announcements or on

ESSENTIAL QUESTIONS—Focus your unit of study on essential questions related to the structure and function of blood and the need for transfusions to maintain homeostasis. This would likely require just a few minor tweaks to the lessons that you already use in your class and possibly the addition of a few activities. In doing this, you will bring awareness to the need and value of blood donation. Answers to these questions can be found in Appendix A.



Inspiring Action Through Education

A Case Study on Vein-to-Vein

Naomi Howatt, MPA, CVA
Volunteer Resources Manager
Bloodworks NW
Seattle, WA





Bettering our communities, drop by drop

- Serve 95% of hospitals in the pacific northwest
- Provide blood to 90+ hospitals
- 12 donor centers; 24 mobile resources
- Need to collect 900-1000 units daily
- 860 employees & 500+ volunteers
- Last year: 4,300 volunteer hours



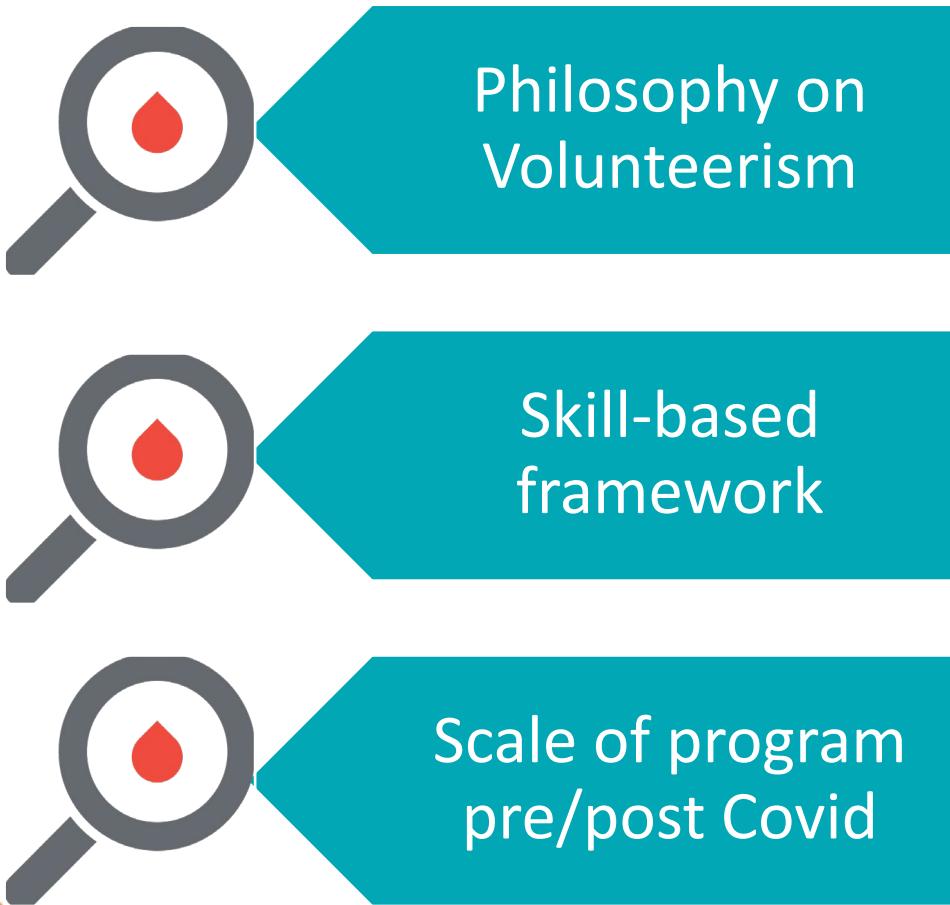
My Role at Bloodworks

Volunteer Resources Manager

- Master's Degree in Public Administration
- Certified in Volunteer Administration (CVA)
- Volunteer Engagement SME
- Manage a team of 5 FTEs
- Previous Blood Collections Supervisor



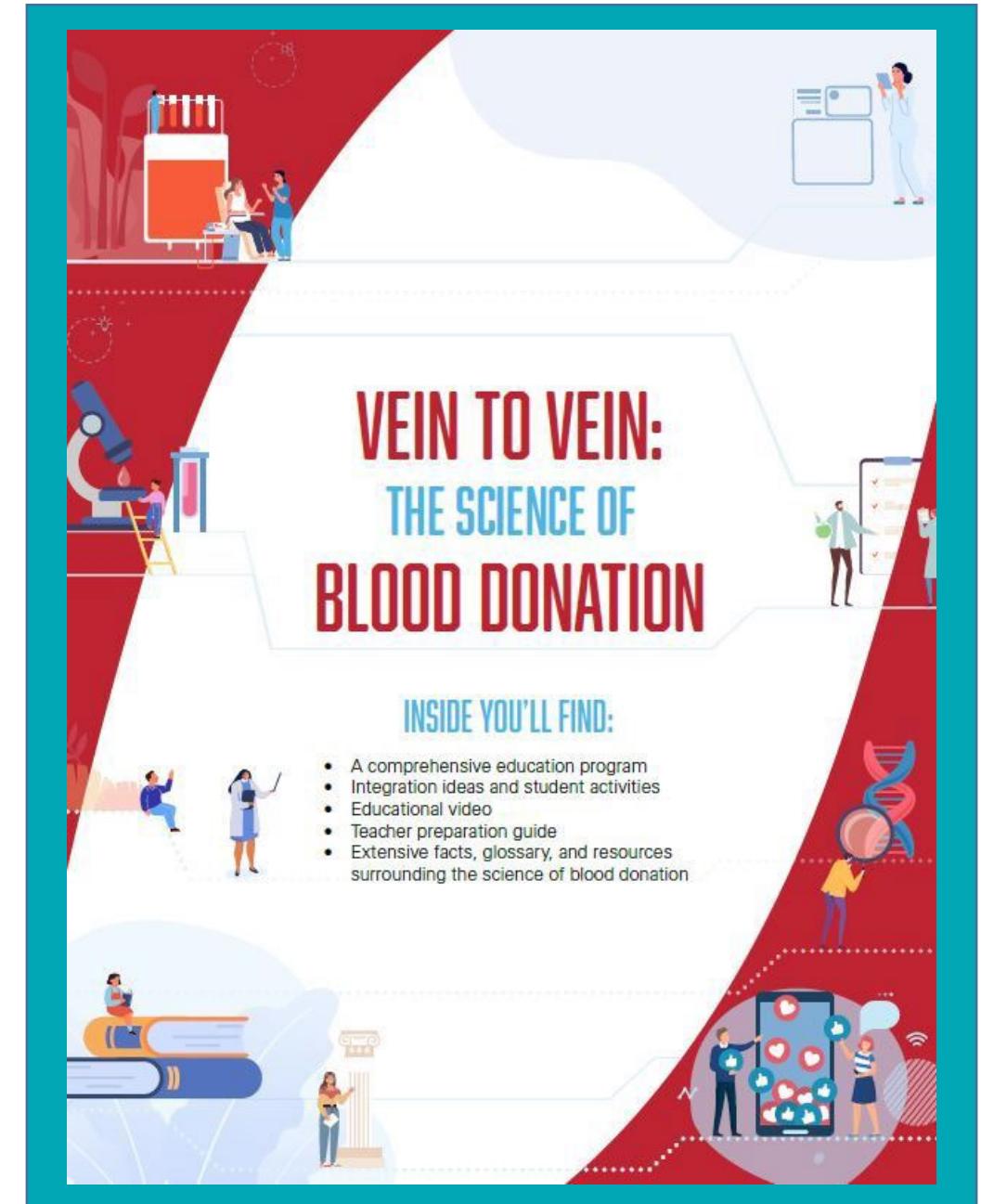
Bloodworks NW Volunteer Program



Refresher on (V2V) Curriculum

Goals & Objectives

- Educational, science-based program
- Flexible & adaptable
- Engage students & school partners
- Address blood shortages & future state need
- Prepare students for donating & blood drive preparation



Our Inspiration

Re-engage Volunteers

Support Collections

ABC Curriculum

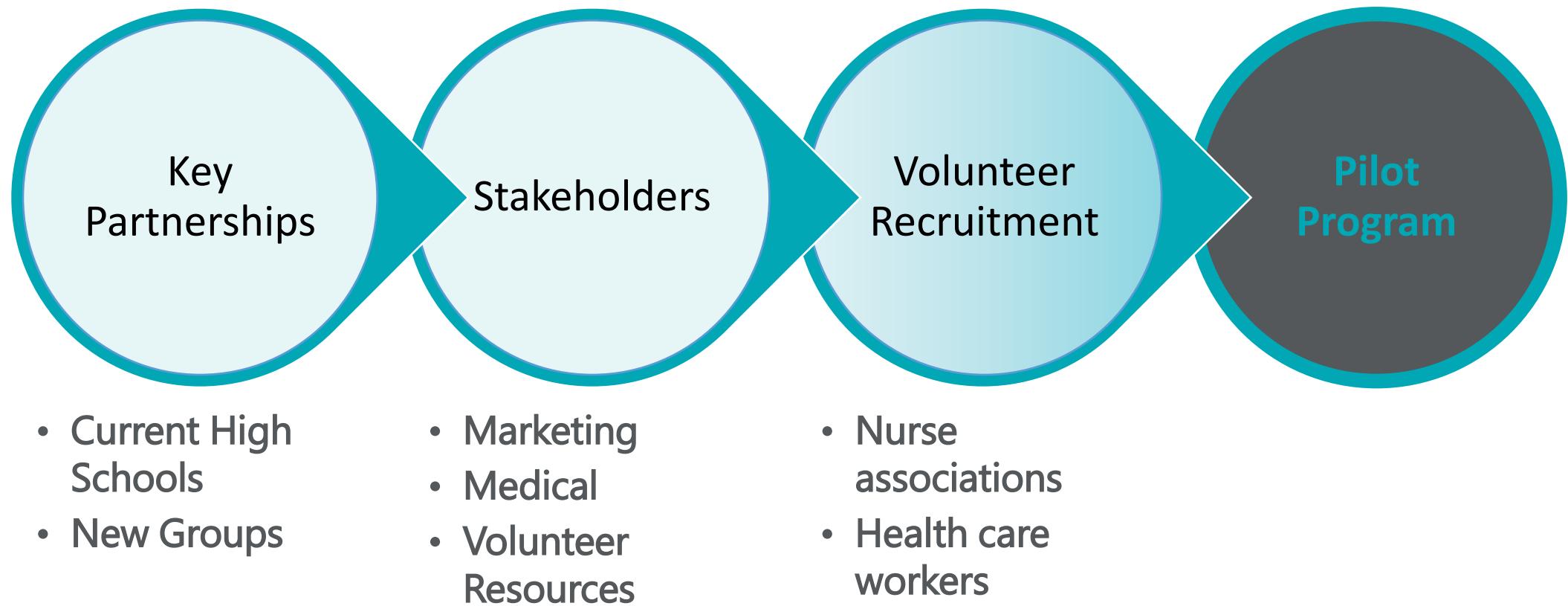
Vein To
Vein (V2V)

Medical
Volunteers

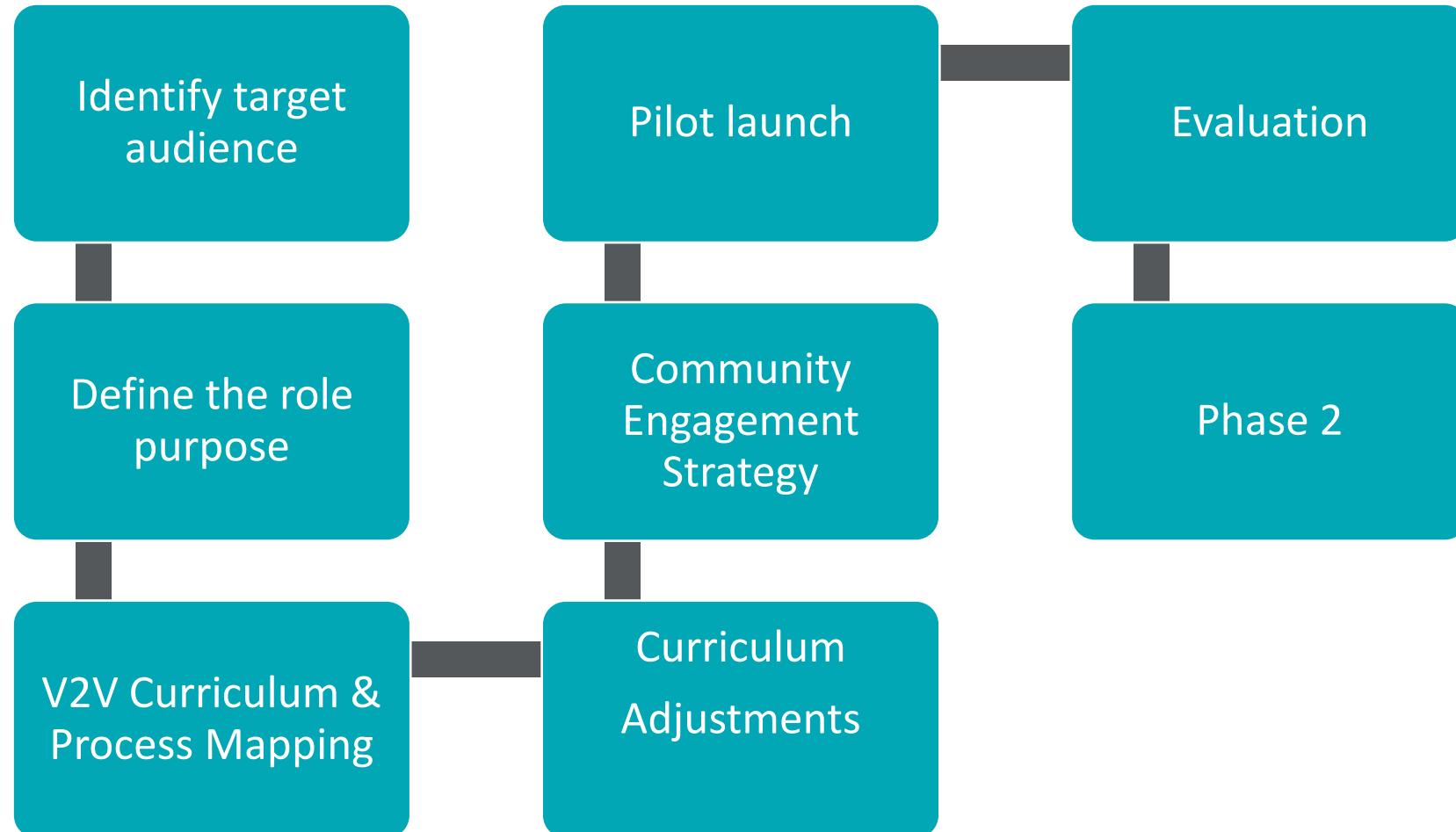
School
Partners



Program Planning



Creating The Community Educator Role



Preparing the Volunteers

Organizational Orientation

- Mission Driven
- Create Ambassadors

Role Specific Orientation

- Goals and Objectives
- Processes & Facilitation Best Practices

Community
Educator

Training – Medical

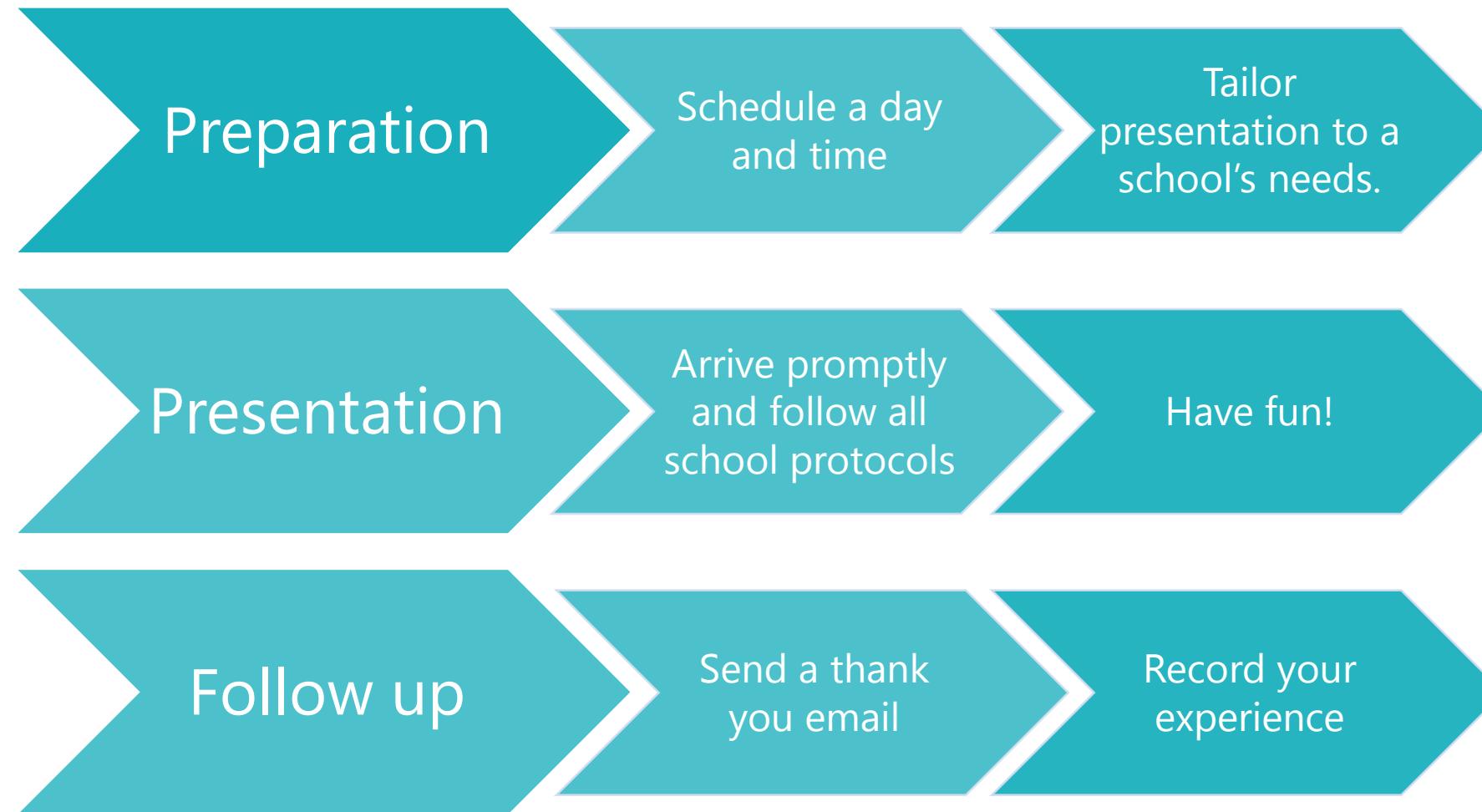
- Review of V2V
- Question & Answer

Competency Assessment

- Approved by CMO
- Evaluate understanding of V2V



Overview of Community Educator Steps

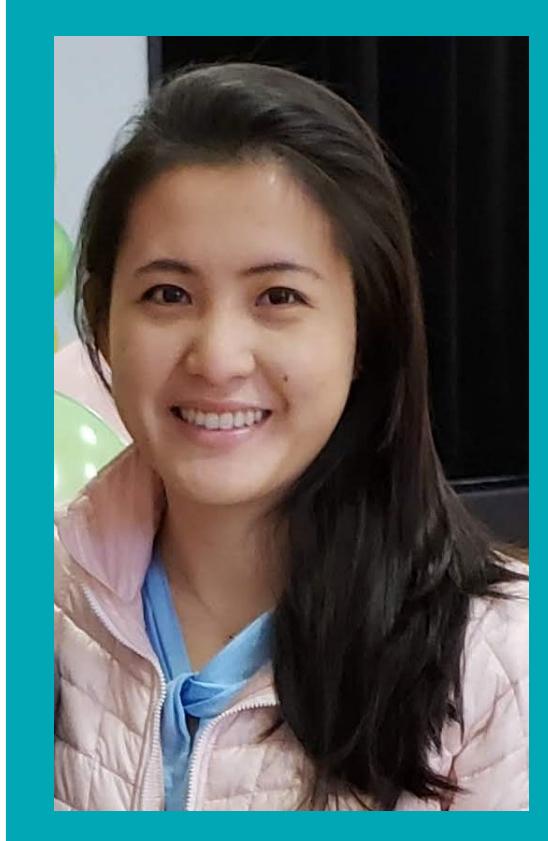


Meet Our Community Educators

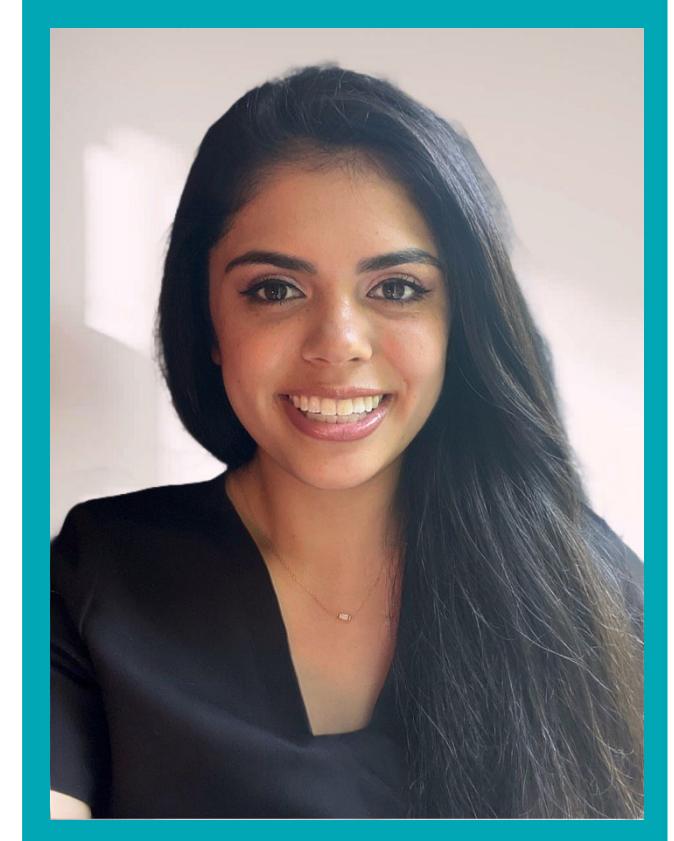
Dr. Tiffany McDermott, MD



Christen Young, RN



Madison Barr, RN



Materials for volunteers

Binder resource

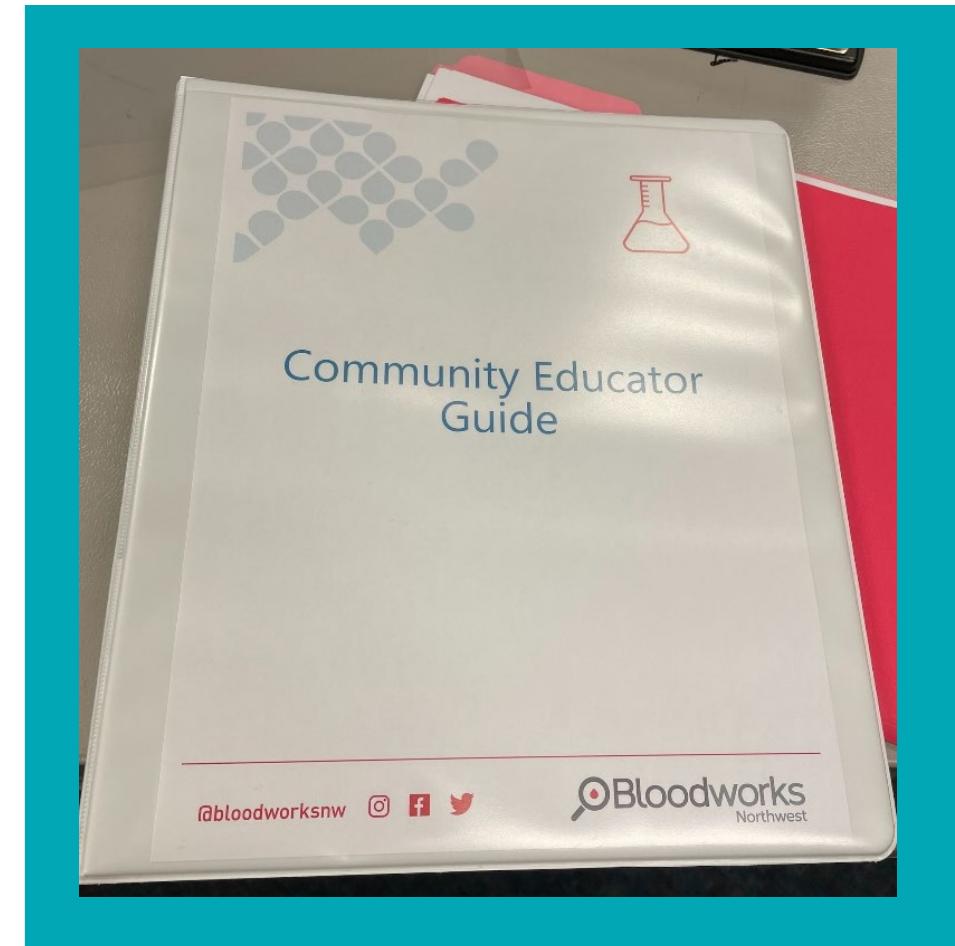
- Thumb drive with presentation
- Hard copy of presentation

Representative of Bloodworks NW

- T-shirt for volunteers
- Name tag/ badge

Tool kit –

- Templates for scheduling, reminder & thank you / follow up
- Survey – teachers & Community Educators

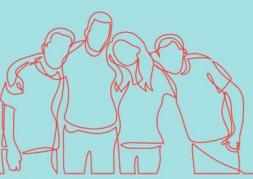


V2V Presentation



How long does it take to donate blood?

The whole process takes around an hour, but it only takes about **10 minutes** to draw your blood.



How much blood is taken?

About **1 pint**. (Adults have 10-12 pints in their body.) It takes approximately 4-6 weeks to replenish your red blood cells, so you can donate every 56 days.

1 HOUR + 1 PINT = 3 LIVES SAVED!



Bloodworks
Northwest

True or False?

Only 3% of the U.S. population gives blood



V2V Presentation Guide



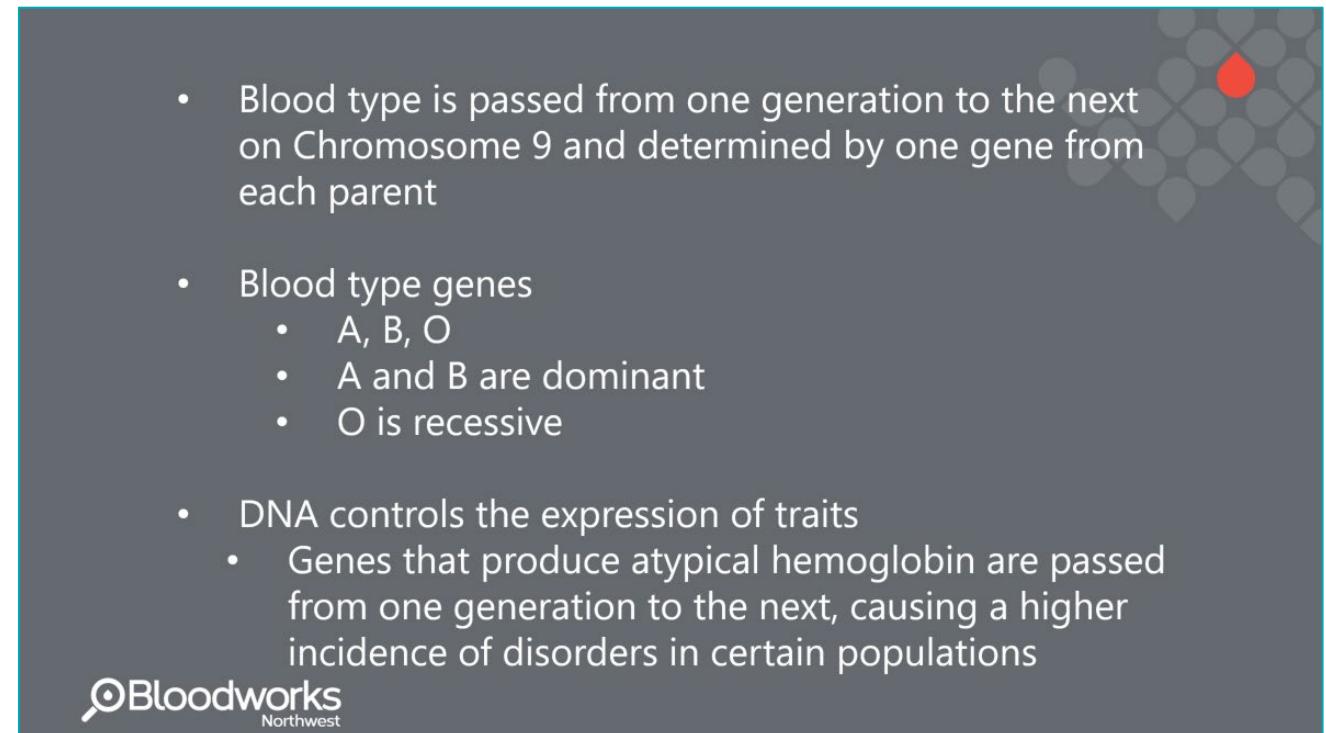
Genetics of Blood Types

Topic 3: Genetics of Blood Types and Diseases/Disorders

Objective: Ask questions to clarify relationships about the role of DNA and chromosomes in coding the instructions for characteristic traits passed from parents to offspring.

Essential Questions

1. How is blood type passed from one generation to the next?
2. How can DNA help us understand why some populations have a higher incidence of developing blood disorders?
3. What are some of the most common inherited blood disorders that require blood transfusions?



- Blood type is passed from one generation to the next on Chromosome 9 and determined by one gene from each parent
- Blood type genes
 - A, B, O
 - A and B are dominant
 - O is recessive
- DNA controls the expression of traits
 - Genes that produce atypical hemoglobin are passed from one generation to the next, causing a higher incidence of disorders in certain populations

Bloodworks
Northwest

V2V Customization

- Branding
- Incorporate blood drive specifics
- How to prepare to donate

Eligibility

Students need to weigh at least 110 pounds and have photo ID.

- Washington
 - At least 18 years old
 - 16 and 17 years old with parent permission
- Oregon
 - At least 16 years old



Amtrak Derailment in DuPont, WA

The 2017 Amtrak train derailment caused a massive demand from injured patients. Even though many people lined up to donate, lives were saved from the blood that had already been donated in the days and weeks prior to the accident. **It is crucial to have a readily available blood supply.**



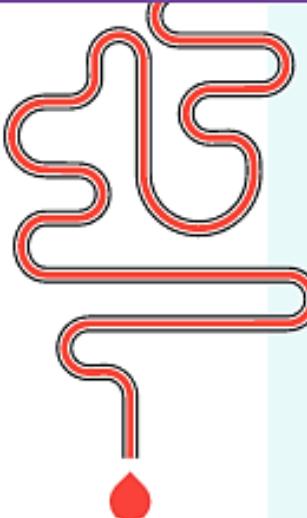
- Local stories
- Patient stories



Materials for Schools



Vein to Vein: The Science of Blood Donation



An Educational Resource for Schools & Students

GOALS & OBJECTIVES

- Educate students on the science of blood donation:
 - Structure & Function of Blood
 - Homeostasis
 - Blood Health
 - Genetics of Blood Types, & more
- Foster understanding around blood donation as a critical community need
- Discuss the importance of diversity within the blood supply
- Successfully plan a blood donation and drive
- Create life-long blood donors

ADDITIONAL INFORMATION

- Meets Next Generation Science Standards
- Presented by Community Educators: Trained medical professionals present to classes, groups or assemblies
- Offering both in-person and virtual options
- Includes extensive facts, glossary, student activities, career exploration, opportunities, and more

Contact your Bloodworks Northwest representative or reach out at bloodworksnw.org/about/contact for more information on how to get started with Vein to Vein at your campus!

Give someone a second chance.

bloodworksnw.org @bloodworksnw



Challenges & Barriers

- Implementation delay
 - Holidays
- Remaining flexible
 - Post-implementation required a revision in the initial process identified
- Gap in time from training to first session
 - Offered a “review” session
- Pilot area
 - Limits volunteers within a geographic area
- Volunteer candidates
 - Based on medical experience
 - Availability must be during the day
 - Facilitation experience
- School contacts
 - Limited availability to plan & correspond



What Worked

- Buy in – top down. CEO & CMO
- Build a team of all stakeholders
 - Community Engagement, Medical & Volunteer Resources
 - Shared vision
 - Clear expectations of roles & processes
- Material creation – UW Intern
 - Create presentation
 - Instruction guide
- Empower the volunteers
 - medical professionals
- Build confidence for Donor Reps
 - Thorough understanding of program
 - Addressed concerns directly
- Project Management
 - Smart Sheet – identified roles & deadlines to keep us on track
- Direct tactical support
 - Partnership with our Donor Recruitment Liaisons
 - Offer as an additional menu of services to schools



Desired Outcomes

Role of data

- Pre/post presentation survey

Reduced reaction rates

- Comparisons
- Post-covid challenges

Increase show rates & reduced deferrals

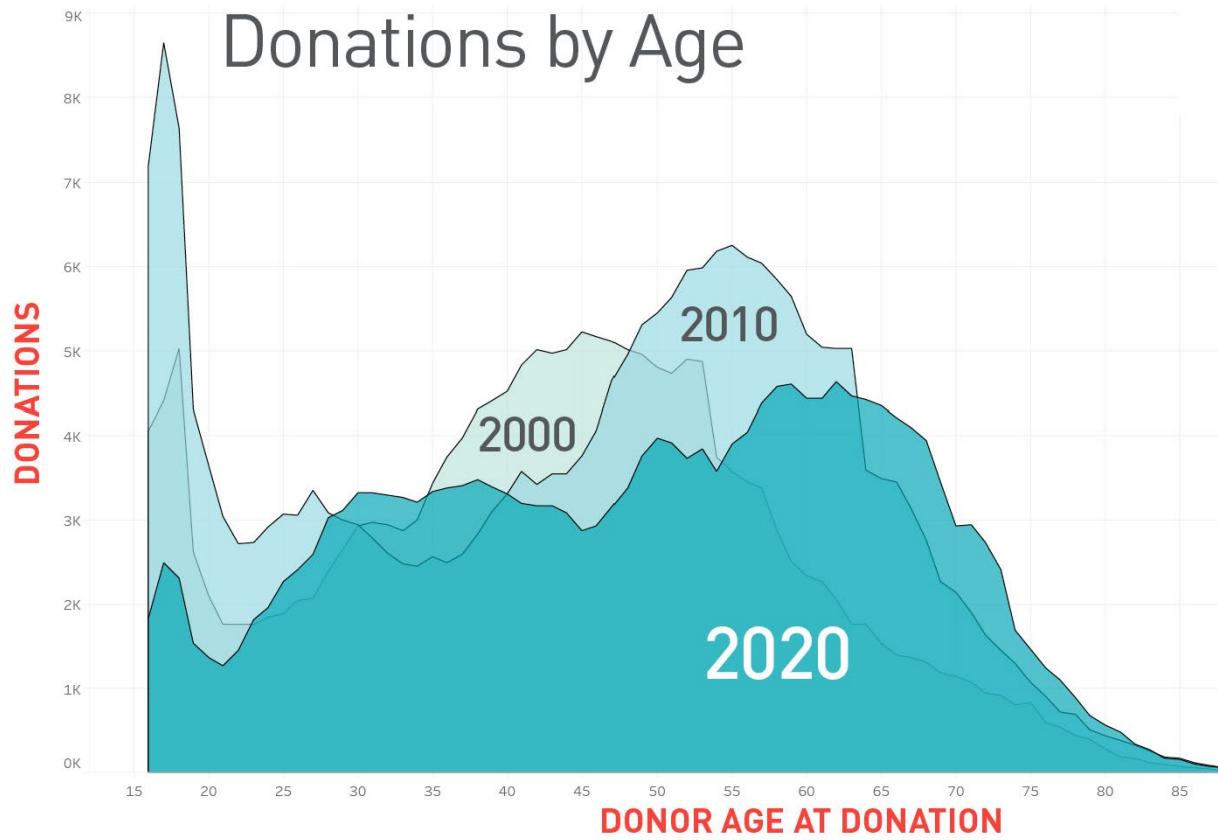
- Inspire more students to donate
- Pre-education will review criteria

Build a deeper, reciprocal relationship with the schools

- Offer a resource to them that also helps us promote the blood drives



Emphasis On National Efforts



WE NEED **48%** MORE
NON-WHITE DONORS
TO SERVE THE **DIVERSITY**
IN OUR COMMUNITY.



Future V2V Growth

Phase 2

- Modify for STEM events & other age groups
- Build a core of volunteers, trainers & mentors
- Expand geographic region

Phase 3

- Expand to community/ business donor groups
- Incorporate Stop The Bleed in our menu of educational resources
- Apply for grants



Why Will This Benefit Your Organization

- Address need for younger, diverse donors
- Increase community advocates & mission ambassadors
- Volunteers are 10x more likely to donate financially to an organization in which they volunteer
- Expand your “menu of services” to donor groups & the community
- Generate interest in blood donation earlier than eligibility
- Reduce fears & misconceptions about blood donation
- Reduce reaction rates & length



How Can You Apply This Program?

Volunteer Program in place

- Start small
- Practice the model with your paid staff prior to recruitment
- Identify key partnerships with the schools & internal stakeholders
- Review volunteer engagement best practices
- Partner with nursing programs
- Training can be remote or in-person

No volunteer program or limited

- Identify a community engagement professional to lead the project (paid or volunteer)
- Identify who will supervise the volunteer
- Practice with paid staff
- Explore internship programs with nursing schools
- Ask for referrals from employees & the community



Resources & Materials Available

- ZOOM meetings
- Community Educator materials
- Orientation & Training PowerPoint
- Instructor's guide
- Process Maps
- Competency Assessment
- Materials for binder
- Templates for communication
- Evaluation surveys



Questions?

Contact Information

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