

## Staggering Number of Blood Drives Cancelled...

The American Red Cross is working to continue delivering our mission, including the collection of lifesaving blood but, through March 13th, nearly 2,700 Red Cross blood drives have been canceled across the country due to coronavirus concerns, resulting in some 86,000 fewer blood donations.

As more workplaces, college campuses and other venues send people home and encourage social distancing, WE NEED YOUR HELP TO COMMUNICATE THREE VITAL MESSAGES TO THE PUBLIC:

1. Donating blood is a safe process and people should not be concerned about giving or receiving blood during this challenging time.
2. More healthy donors are needed to give now to prevent a blood shortage.
3. Keep scheduled blood drives, which will allow donors the opportunity to give blood.

### Added Steps Taken to Ensure Donor Safety

The Red Cross only collects blood from individuals who are healthy and feeling well at the time of donation - and who meet other eligibility requirements, available at [RedCrossBlood.org](https://RedCrossBlood.org). In addition:

1. We are now pre-screening all individuals by checking their temperature before they enter any Red Cross blood drive or donation center, including our own staff and volunteers.
2. At each blood drive and donation center, Red Cross employees follow thorough safety protocols including wearing gloves, routinely wiping down donor-touching areas, using sterile collection sets for every donation, and preparing the arm for donation with an aseptic scrub.
3. Additional spacing has been implemented within each blood drive set up to incorporate social distancing measures between donation beds and stations within the blood drive.

These mitigation measures will help to keep blood recipients, staff and donors safe.



### HOW ELECTED OFFICIALS CAN HELP TO ENSURE A SUFFICIENT BLOOD SUPPLY

As you address the questions and concerns of your constituents about COVID-19 through social media, e-newsletters, email blasts, and media opportunities, please share messaging on this safety and importance of donating blood. We're extremely grateful for your support and look forward to working with you to face this public health emergency.

## Red Cross Appeal to the American Public:

Please give blood during this challenging time! Those who are healthy, feeling well and eligible to give blood or platelets, are urged to make an appointment to donate as soon as possible. Here's how:

1. Download & use the Red Cross Blood Donor App to make an appointment (<https://rcblood.org/2vsLhaA>)
2. Visit [RedCrossBlood.org](https://RedCrossBlood.org)
3. Call 1-800 RED CROSS (1-800-733-2767)
4. Activate the Blood Scheduling Skill for Amazon Alexa