



**American  
Red Cross**



**LIFE!**

## **Annual Session Legacy Blood Drive September 5, 2012 Georgia World Congress Convention Center**

National Baptist Convention, USA Inc. is partnering with the American Red Cross for the third year to spread awareness about the need for blood.

Did you know that a single blood donation can help save up to three lives? When you make a whole blood donation, your blood may be separated into as many as three main components: red blood cells, platelets and plasma. Red blood cells can be used by accident or trauma victims and sickle cell anemia patients. Platelets are fragile cells that help control bleeding and are often used by cancer patients undergoing chemotherapy treatments. Plasma is the yellow liquid portion of your blood that is often used to help treat burn victims.

The following blood facts show just how important your blood donation is to patients in need:

- Every two seconds, someone in the United States needs blood.
- On any given day, about 44,000 units of red blood cells are needed for hospital patients in the U.S.
- The average blood transfusion is approximately three pints.
- A single car accident victim can require as many as 100 pints of blood.
- Sickle cell disease affects more than 80,000 people in the U.S., 98 percent of whom are African American.
- A single sickle cell patient could receive up to 100 pints of blood each year to continue to live with the disease.

While African Americans represent nearly 13 percent of the United States population, they represent less than one percent of eligible blood donors. Certain blood types are unique to certain racial or ethnic groups. For that reason, it is essential that the diversity of the blood donors match the diversity of the patients in need of this life-saving gift.

The biggest need is for type O and B and about 70% of African Americans have these blood types. Every blood type is important, but type O blood donors play a critical role in maintaining the blood

supply. Type O negative is only found in about nine percent of the population. This blood type is often referred to as the universal blood type because it can be transfused to anyone in emergency situations.

Approximately 51 percent of African Americans have type O blood. Since type O blood is routinely in short supply and in high demand by hospitals and patients, minority and diverse populations can play a critical role in meeting this need.

You can make a difference! Make an appointment today to donate on September 5, 2012 from 10am to 3pm during the National Baptist Convention, USA, Inc. 132<sup>nd</sup> Annual Session at the World Congress in Atlanta, GA.

### **Continue the Legacy in Your Community - There's More You Can Do!**

You can also help make a difference in your local community. If you are a business leader or active member of a community organization, please consider participating in the National Baptist Convention, USA Inc. 1<sup>st</sup> Annual National Gift of Life Blood Campaign with the American Red Cross on or about November 18, 2012. Please contact Yolanda Alsides, Diversity Coordinator at 214-424-0733 or by email at [Yolanda.Alsides@redcross.org](mailto:Yolanda.Alsides@redcross.org) to get Red Cross contact information for your area.