



THANKS FOR THE MEMORIES!

and for Giving Someone

a second chance at life this World Blood Donor Day 14 June 2015



World Blood Donor Day is not 'just another day'. Every day, 135 New Zealanders need blood or blood products. For many, it quite simply means the difference between life and death.

To celebrate World Blood Donor Day, we are saying a heartfelt 'thank you' to all our generous blood donors, volunteers, businesses and everyone who supports the Blood Service across the country, whose ongoing commitment ensures every

single one of us from Cape Reinga to Bluff has access to a safe and certain blood supply.

This year's global theme is 'Thank you for saving my life', and to mark World Blood Donor Day, we have launched a new

feature on our website. We want to provide an opportunity for people to share their own stories about donating or receiving blood, and be able to say thank you to blood donors for giving them, a loved one, or other fellow Kiwis, a second chance at life. <http://www.nzblood.co.nz/amazing-stories/>

World Blood Donor Day is much more than just another day. Sadly, blood doesn't grow on trees. We often take it for granted that blood will be there when we need it most, but it is only thanks to the ongoing generosity of blood donors that NZBS is able ensure that blood is readily accessible to all Kiwis at all times.

So from all of us here at New Zealand Blood Service – Thank you

Resources are available to help recruit blood donors and include posters, sign-up sheets, brochures, videos, and pull up displays. If you would like to request some resources or find out more about Partners for Life please contact your local donor recruiter or contact us on donors.national@nzblood.co.nz.

NZ Blood Service appoints new CEO

The Board of New Zealand Blood Service (NZBS) has appointed Samantha (Sam) Cliffe as its new Chief Executive Officer as of April 20th, replacing Fiona Ritsma who spent eight and a half years at the helm.

Sam is a seasoned leader with more than 30 years' experience working in the public health sector in both New Zealand and the UK.

Starting her career as a registered nurse, Sam has been at the forefront of the health services in the Auckland region, and for the past 10 years has held several senior level executive roles leading large teams in the areas of hospital service delivery, primary care and funding. Sam is looking forward to meeting some of our wonderful Partners for Life over the next few months.



PARTNERS FOR LIFE

Donor Recruiter Profile

My name is Sandra Tolve, my role includes scheduling and organising our blood drives for the greater Wellington region. Coordinating community groups and companies to donate blood on a regular basis and promoting/educating the public about the need for blood donors. I do presentations to companies, community groups and schools, in the hopes they will encourage their staff, their community members and their students, to consider becoming blood donors. It involves running blood typing promotions, encouraging everyone from my hairdresser to taxi drivers to donate, and on occasion, when in real need, getting into an inflatable 'Dude Suit' (our mascot) in a public place and stalking encouraging anyone in the vicinity to donate blood.

The biggest challenge I face is reaching enough people, helping them realise that we often struggle to get enough people to donate regularly and that we really need their help to spread the word. Thankfully, nowadays so many companies have become more socially aware and are willing to allow their staff to donate during work hours, which is just fantastic!

Another challenge is finding premises large enough to host our blood drives, particularly in the city. Space is always at a premium and often the costs involved are prohibitive. This is why our Partners for Life programme is so wonderful; it allows donors to come to us! I really enjoy transporting these small groups of donors to and from our donor centre, its great to see staff who may never have met each other, get to know one another. When they leave, you see that comradery that comes from doing something so important and worthwhile together. You really get to know a person when you bleed together!

Regardless of the challenges involved, I love what I do. My duties vary from week to week and I enjoy the fact that I have a certain amount of autonomy and flexibility around my work load. I think it helps if you have a good understanding of the culture of the city you work in. Wellington, apart from various stints in Italy and Australia, has always been my home and I can't think of a better

place to live (the wind is just a rumour and anyway, no smog because of it!). Wellingtonians have a real connection to their city, it has the feel of a village and that's something that helps me when I promote blood donation to groups or companies. We like knowing that when we donate, we help other Wellingtonians, not just the recipients, but their families too.

I'm always inspired by the kindness and generosity of our donors and supporters. I meet so many enthusiastic and generous people. Those who donate and sometimes those who can't, but regardless of that, do whatever they can to get others donating instead. I feel real satisfaction when I leave for the day, knowing that what I did that day may have helped someone and their family, maybe even saved a life. That's the reward, that's what makes me really proud to be a Donor Recruiter.

To contact Sandra call 04 380 2253.



Why do I have to read the same leaflets and answer the same questions every time I donate?

This is one of the most common questions we hear from our blood donors. Here's why it's important:

- *The questions and leaflets (Safe Blood Starts With You, and All About Donating Blood) change from time to time, not often, but frequently enough that it would be very hard to keep track of who has read which version on an ongoing basis.*
 - *The leaflets list high risk activities and situations that might mean a donor cannot donate, so it's essential the donor reads these every time to ensure they are not putting themselves or any patients at risk by donating. We ask these questions to ensure that it's safe for patients to receive your blood and that it's safe for you to donate on the day.*
 - *A donor's situation may have changed since the last time they donated. Whether it was two weeks ago for apheresis donors, or several months ago for whole blood donors.*
- Some individuals may be at risk of transferring infectious disease through blood donation due to exposure due to travel or other activities. Others may be at risk from donating due to changes in their health.*
- *Asking all donors safety questions on the day of donation, provides an extra safety layer.*
 - *We know that for regular donors, asking the same questions over and over is a nuisance. However the number one priority of the Blood Service is the safety of the blood and our blood donors. Therefore we rely on our donors to be truthful and accurate with their answers and to ensure they read the material carefully before each donation.*

We thank you all for your diligence and patience – and for helping to save lives!



PARTNERS FOR LIFE

Company Profile by Sue Rule, Palmerston North Donor Recruiter

C B Norwood Distributors Ltd is a leading tractor and machinery distribution group. Founder Sir Charles Norwood believed in supporting his community wholeheartedly. In 1927 he established a free ambulance service for Wellington and by the 1960's there were more than 20 ambulances that ran out of four regional stations servicing the greater Wellington area. Sir Charles and his wife Lady Rosina were true ambassadors for their community and as the company grew so did the number of employees who valued their community. Today C B Norwood supports many organisations like Rescue Helicopters throughout New Zealand, Surf Lifesaving, Heart Kids, Relay for Life, Plunket and the fundamental NZ Blood Service.

Alana Anderson is the company's co-ordinator and she is very good at "rallying the troops". I always say, a Partners for Life group is only as good as it's co-ordinator and Alana is more than happy to assist me by sending out company emails, putting up posters and then doing a walk-about to capture donors for a successful shuttle.

C B Norwood have 25 donors associated with the shuttle as well as 2 apheresis donors and one paediatric donor. Every 3 - 4 months we average 10 donors with two pick-up times which fits in well with the company ensuring not too many personnel are away at once.

Marketing Manager Fiona Odering says "many of our staff support the NZ Blood Service by being a donor. Most have become donors as they believe in supporting their community and love that they can personally give back and help a great cause. Some find it very rewarding that they can save up to three lives from their 470 ml of donated blood. Each year our mix of donors is always different but we have a few special people who have donated blood for many years. We all have a great relationship with our local team and value the service they provide our community."

NORWOOD

C B Norwood Distributors Ltd



Recipient Story

Harry may have been born with an extremely rare genetic disorder, but thanks to blood donors around the country, you wouldn't know it. This adventurous 20 month old keeps his parents on their toes like every other toddler.

On the 1st of January 2014, as the celebratory fireworks were going off, six-month old Harry was being sped away in an ambulance with severe breathing difficulties. It's a New Year's Eve that Harry's parents, Geoff and Marie, will never forget.

Harry had suffered a chronic cough that had been treated, on and off, with antibiotics since birth. It wasn't until Harry was hospitalised for a third time with pneumonia that it was clear something more serious was going on. The Starship Immunology Department got involved in trying to solve the mystery, and in no time they cracked it – Harry had X-linked agammaglobulinemia (XLA).

XLA is an extremely rare genetic disorder that affects the body's ability to fight infection. Harry cannot produce mature B-cells, the 'soldiers' that form antibodies, the body's army against infections. This means Harry is susceptible to infections for life.

Thankfully the condition can be managed by a weekly immunoglobulin (antibody) injection, which Geoff and Marie can give Harry in the comfort of their own home. The immunoglobulin injection is made from plasma. It can be

likened to donors sharing their immunity army with Harry and giving him protection.

While every sniffle and cough still needs to be taken seriously, thanks to his weekly immunoglobulin infusions Harry is able to live a relatively normal life. His immunity is tested regularly and is currently at good levels. Harry spends most of his time trying to keep up with his older brother Jack. He is a very cheerful and resilient toddler – he's a runner, a jumper, a climber, a dancer, and a singer and (for those that can bear to watch) he has just mastered the 'couch to couch' leap.

Harry has now received 52 immunoglobulin treatments and is likely to receive another 52 for each year of his life. This is why Geoff and Marie are so thankful to New Zealand Blood Service and feel so blessed for the selfless generosity of its plasma donors. These donors literally give Harry the power of immunity and it is because of ongoing plasma donations that he is able to live an adventurous life, running and jumping to his heart's content.



PARTNERS FOR LIFE