

Red Cross Introduces Two New Blood Programs

The American Red Cross Cleveland County Chapter is introducing some new blood donor programs. The first one is known as the VIP program. VIP stands for Very Important Person and the Red Cross recognizes as very important any person who will donate 4, 5 or 6 times a year during a 12 month period. During the past 12 months 50 Cleveland County donors became eligible for VIP donor cards and will be contacted. More than 1,000 other local citizens gave two or three times during this period and would become eligible by giving the fourth time.

Red Cross operates on a fiscal year which began July 1, 1981, and ends June 30, 1982. Kings Mountain donors who are eligible and would like to join the VIP donor group may come to the last bloodmobile for this year on Wednesday, June 30, at First Baptist Church, 605 W. King Street, Kings Mountain, between the hours of 2:30 p.m. to 8 p.m. The goal for this visit is 150 pints and Cleveland County needs 197 pints to meet the goal for June to provide blood transfusions for hospital patients. Last year the visit in Kings Mountain on June 30 took Cleveland County over the top of the yearly goal of 5,800 pints for the first time in the history of the local blood program. The total number of productive pints of blood collected last year was 5,814.

Mauney Hosiery Mill in Kings Mountain is the first industry to make a commitment encouraging employees to participate and become a VIP. Most industries in the county who participate in the Red Cross Blood Program sponsor or co-sponsor two visits per year. These employees would then go to two other community visits to donate the pints needed to qualify for VIP.

Red Cross will sponsor the first VIP Bloodmobile and it will be located at 215 Patton Drive, Shelby, on Monday, July 19, from 12:30 until 6 p.m. with a goal of 75 pints. Anyone interested in becoming a VIP should check their blood cards to see if they have given three times since July 1, 1981, and come to either of the bloodmobiles mentioned or other convenient visits. First time donors are invited to set a goal and upon completion of their fourth donation will become members.

The second program beginning on July 1 this year is known as specific type recruitment. Red Cross volunteers will contact donors by telephone and recruit

them to come to bloodmobiles to provide balanced collection of each blood type category. On a bloodmobile visit with a goal of 100, enough donors would be invited to sufficiently supply the following productive pints to fill hospital orders:

Positive	Negative
O 37 pints	O 7 pints
A 36	A 6
B 9	B 2
AB 3	AB 1

First time donors 20
The need for specific type recruitment has been made necessary by hospitals and doctors using more blood components than whole blood at the present time. Eighty-three percent of the blood now collected by Red Cross is used in blood components. These are blood products such as red cells, platelets, plasma, etc. Patients are given the specific part of the blood needed rather than the whole blood in the majority of cases. Donors now may be helping several patients with their one pint of blood donated.

Computer records on Cleveland County dated February 15, 1982 from the Blood Center in Charlotte, which is the fifth largest Blood Center in the United States, show specific type categories on blood donors as follows:

A positive, 2984; A negative, 605; B positive, 884; B negative, 140; O positive, 3673; O negative, 679; AB positive, 270; AB negative, 49; A DU Positive, 24; B DU positive, 6; O DU positive, 26; AB DU positive, 0; Other, 89. Total: 9429.

This breakdown shows O positive blood types and A positive to be the most common and many feel they do not need to be blood donors because they do not have a "rare" blood type. Red Cross needs more of the common blood type donors because most people have these. The two blood types that have to be recruited due to shortages most often are O pos. and O neg. because of heavy hospital usage. An "O" club will be formed of donors who will donate four times a year and become eligible for the VIP program and O Club.

All Red Cross chapters submit schedules and goals one year in advance. The Regional Blood schedule is prepared from this with hospitals submitting anticipated blood needs. During the fiscal year beginning July 1, 1982 through June 30, 1983,

chapters will have to recruit more donors and bloodmobiles than originally scheduled as hospital orders are expected to exceed goals by more than 10 percent. Any new sponsors, groups willing to sponsor bloodmobiles to collect a minimum of 50 pints, or established sponsors who will add another bloodmobile are asked to contact the Red Cross office Tel. 487-8594. First time donors are needed and must weigh 110 pounds, be 17 years of age with proof of age such as driver's license, and meet

medical history criteria to help the American Red Cross provide for the blood needs in the new year. Everyone in Cleveland County who gave once last year could erase this problem by making a personal commitment to give twice. They could become a VIP to the Red Cross, their families, friends and relatives by giving 4, 5 or 6 times. Jerry Ruppe, teacher at Crest Junior High, was the only person who gave six times. Donors may give blood every 56 days or 6 times per year.

Girls State Program Set

Girls State Citizens Karen Ledford and Laura Hendrixson will report on the recent Tar Heel Girls State as the program for Thursday night's meeting of Unit 155, American Legion Auxiliary.

A covered dish supper will be served at 6:30 p.m. at the American Legion Building. Girls State Citizens and their parents will be special guests.

Miss Hendrixson is the daughter of Mr. and Mrs. Dale

Hendrixson. Miss Ledford is the daughter of Mr. and Mrs. Carroll Ledford. They are rising seniors at Kings Mountain Senior High School.

President Myrtle Christenson will preside at the meeting. Elizabeth Stewart is program chairman.

Girls State was held recently on the campus of the University of North Carolina at Greensboro.

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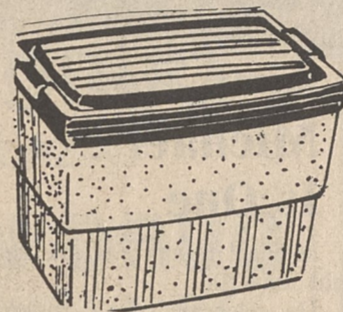
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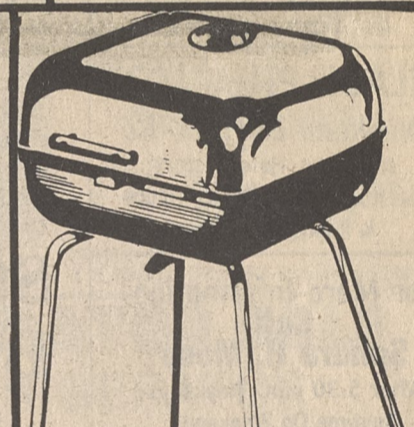
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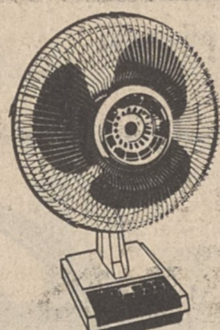
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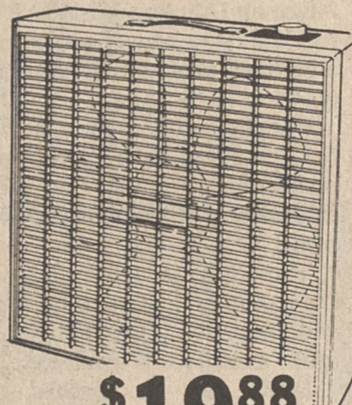
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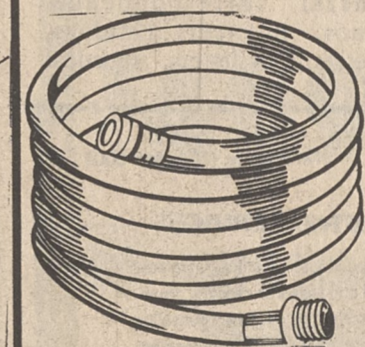
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