American Red Cross

Red Cross in the Age of COVID

Briana Taylor, Volunteer

2020 Rossmoor Update

Blood Services –The Need

- Every **two seconds** someone in America needs blood.
- **4.5 million Americans** will a need blood transfusion each year.
- About **1 in 7** people entering a hospital need blood.
- Only **37 percent** of the U.S. population is eligible to donate blood—less than **10 percent** do annually. **17 percent** of non-donors cite "never thought about it" as the main reason for not giving.

Blood is needed for:

- ✓ **Mothers giving birth**
- ✓ **Premature babies**
- ✓ **Accident/trauma patients**
- ✓ **Open heart surgeries**
- ✓ **Hip replacements**
- ✓ **Cancer treatments**
- ✓ **Prostate cancer surgeries**
- ✓ **Leukemia**
- ✓ **Sickle cell disease *and many others…***

American Red Cross

We Provide More Blood Than Any Other Organization

As the nation's largest supplier of blood and blood products, the Red Cross is an essential partner to hospitals and cancer treatment centers across the country, providing the blood they need to save lives every day.

Partnering with the Red Cross helps make your community stronger by joining our trusted lifesaving network.

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The Need is Constant

Blood products are **perishable** and **cannot be manufactured**.

With your support, the Red Cross can continue to fulfill its **lifesaving mission.** Blood drives are not possible without community organizations providing opportunities for blood donors to **roll up a sleeve for patients in need.**

Your group has the power to support this need by hosting community blood drives. Your actions will inspire others to help save lives.

As preemies, Olivia and Cameron suffered twin-to-twin transfusion syndrome. Cameron needed an urgent transfusion. Donated blood saved her life.

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Your local American Red Cross

On June 15, the American Red Cross began testing all blood, platelet and plasma donations for COVID-19 antibodies

- The antibody test is authorized by the U.S. Food and Drug Administration and may indicate if the donor's immune system has produced antibodies to the coronavirus, regardless of whether they developed symptoms.
- The Red Cross hopes testing for COVID-19 antibodies will provide our valued donors insight into whether they may have been exposed to this coronavirus
- We recognize that individuals and public health organizations desire more information about COVID-19, and as an organization dedicated to helping others, the Red Cross is fortunate to be able to help during this pandemic.
- Red Cross donors can expect to receive the results of their antibody test within 7 to 10 days through our Red Cross Blood Donor App or on our donor portal at RedCrossBlood.org.

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Your local American Red Cross

To protect the health and safety of our staff and donors, it is important that individuals who do not feel well postpone donation.

- The Red Cross is not testing donors to diagnose illness, referred to as a diagnostic test.
- Individuals who believe they may be ill with COVID-19 should postpone their donation.
- Blood, platelet and plasma donations will be tested using samples obtained at the time of donation and sent to a testing laboratory where the samples will also undergo routine screening and infectious disease testing.
- A positive antibody test result does not confirm infection or immunity. It is currently unknown whether the presence of COVID-19 antibodies will provide immunity to future infection, although this has shown to be the case in similar viruses for a period of time.

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Safety First

- Checking temperatures of staff and donors before entering a drive to make sure they are healthy.
- Providing hand sanitizer for use before the drive, as well as throughout the donation process.
- Following social distancing between donors including entry, donation and refreshment areas.

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Safety First

- Ensuring face masks or coverings are worn by both staff and donors.
- Routinely disinfecting surfaces, equipment and donor-touched areas.
- Wearing gloves and changing gloves often.
- Using sterile collection sets and an aseptic scrub for every donation.

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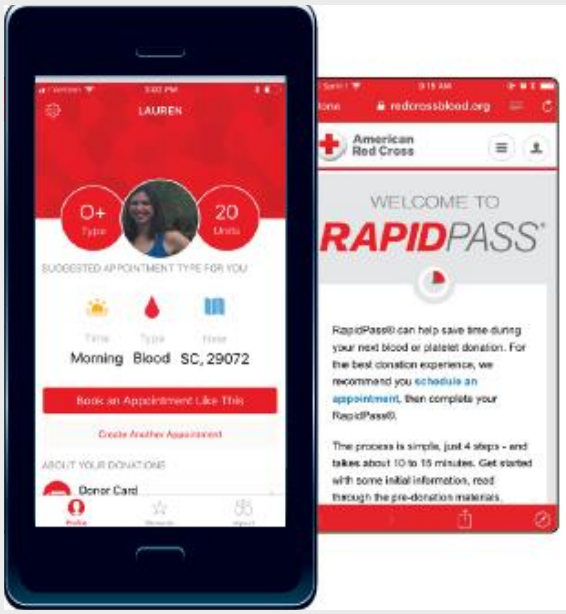
Tools to Make it Easier for You

- **Blood Drive Management Portal** for scheduling donors, viewing drive metrics and accessing marketing materials
- **RapidPass**® mobile-optimized donor scheduling process and online health history portal
- **Blood Donor App** offers convenience, preparation, incentives, team features and impact-tracking
- **SleevesUp** peer-to-peer platform for virtual blood drives

Always monitoring and innovating in the areas of infectious disease testing and pathogen inactivation.



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Rossmoor Blood Drives

- **October 2, Friday**
  9 – 3 Fireside Room Gateway Complex
- **January 6, Wednesday**
  9 – 3 Fireside Room Gateway Complex
- **April 21, Wednesday**
  9 – 3 Fireside Room Gateway Complex
- **July 30, Friday**
  9 – 3 Tahoe Room Event Center
- **October 8, Friday**
  9 – 3 Fireside Room Gateway Complex

Thank you!

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The Lightning Complex Fires

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In the beginning, the Deer Zone Fire

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American Red Cross

In the beginning, the Deer Zone Fire

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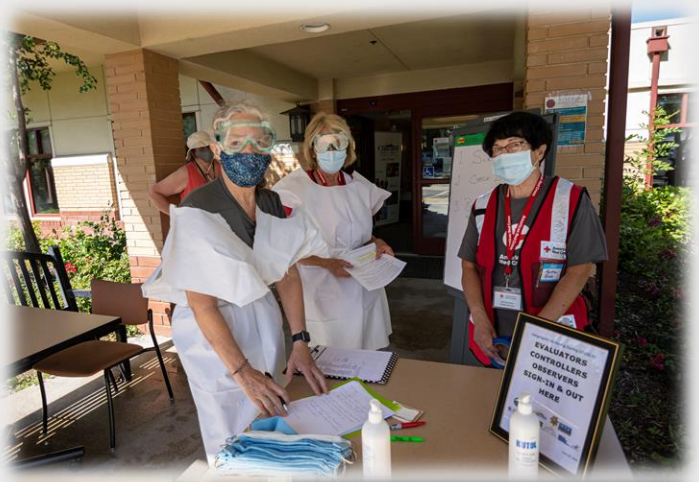
Fire Season Prep – Sheltering During COVID



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One Fire Becomes 3 Fire Complexes + More

LNU Lightning Complex Fire
Napa, Lake, Sonoma, Solano, and Yolo Counties

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LNU Lightning Complex Fire

Napa, Lake, Sonoma, Solano, and Yolo Counties

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One Fire Becomes 3 Fire Complexes + More

SCU Lightning Complex Fire
Contra Costa, Alameda, Santa Clara and Stanislaus Counties
Marsh Creek Road
Brentwood

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SCU Lightning Complex Fire

Contra Costa, Alameda, Santa Clara and Stanislaus Counties

Lick Observatory

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One Fire Becomes 3 Fire Complexes + More

CZU August Lightning Fire
San Mateo and Santa Cruz Counties
Including the Carmel, River and Dolan
Fires

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CZU August Lightning Fire

San Mateo and Santa Cruz Counties

Including the Carmel, River and Dolan Fires

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New Evacuation Orders Kept Coming

Interstate 80 Closed

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New Evacuation Orders Kept Coming

Santa Cruz

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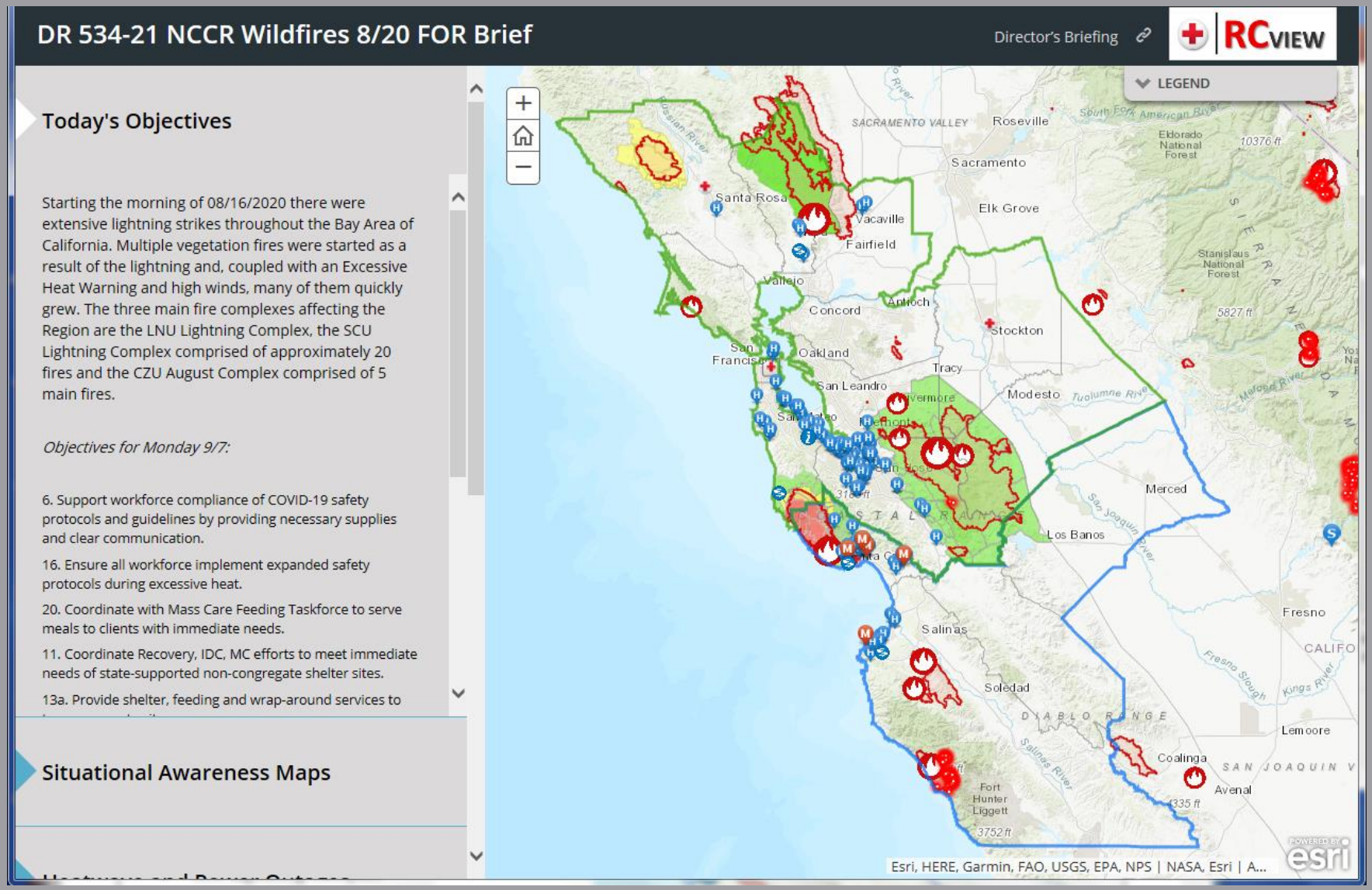
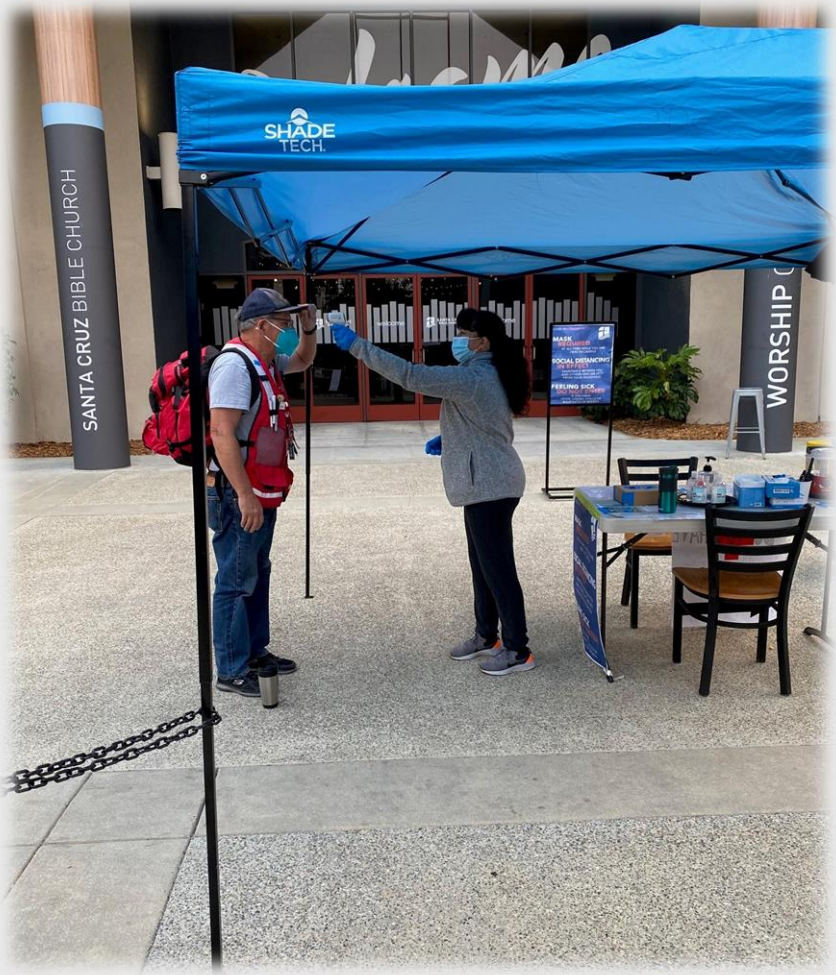
Situation Update

- 1.5 million acres burned
- 8 fatalities
- 3,100 structures destroyed
- 40% to 100% containment
- SCU Lightning Complex – 2nd Largest wildfire in CA history
- LNU Lightning Complex – 3rd Largest wildfire in CA history

Situation Update



Red Cross Support - Pre-screening



Red Cross Support - Pre-screening

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Red Cross Support - Registration

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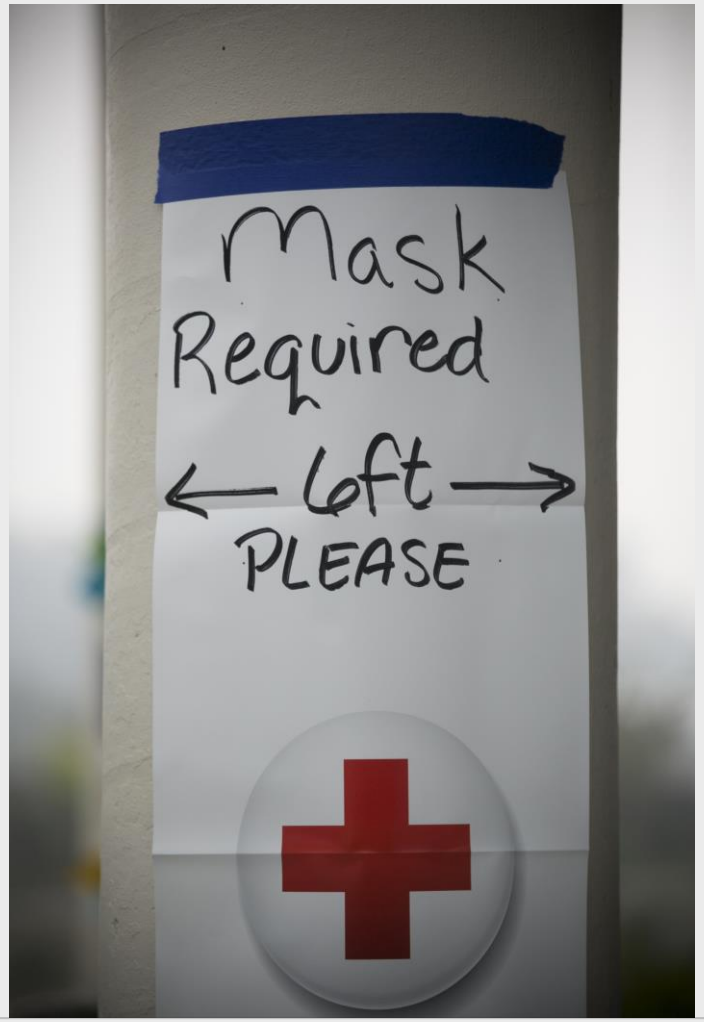
Red Cross Safety Protocol

Red Cross Safety Protocol



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Red Cross Support - Congregate Shelters

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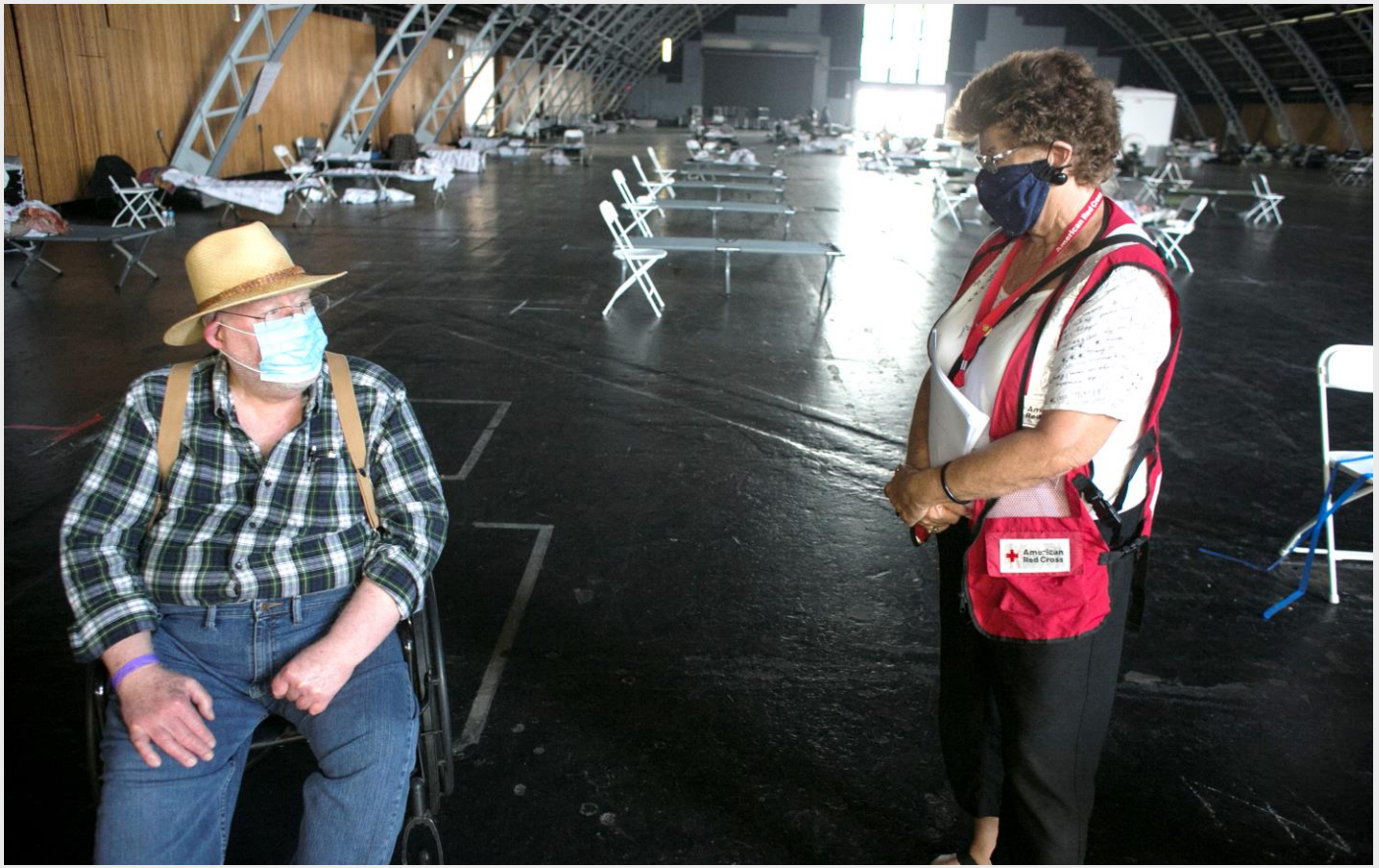
Red Cross Support - Congregate Shelters



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Red Cross Support - Congregate Shelters

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Red Cross Support - Congregate Shelters

American Red Cross

Red Cross Support - Feeding

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Red Cross Support - Feeding

American Red Cross

Red Cross Support - Pets

Red Cross Support - Pets

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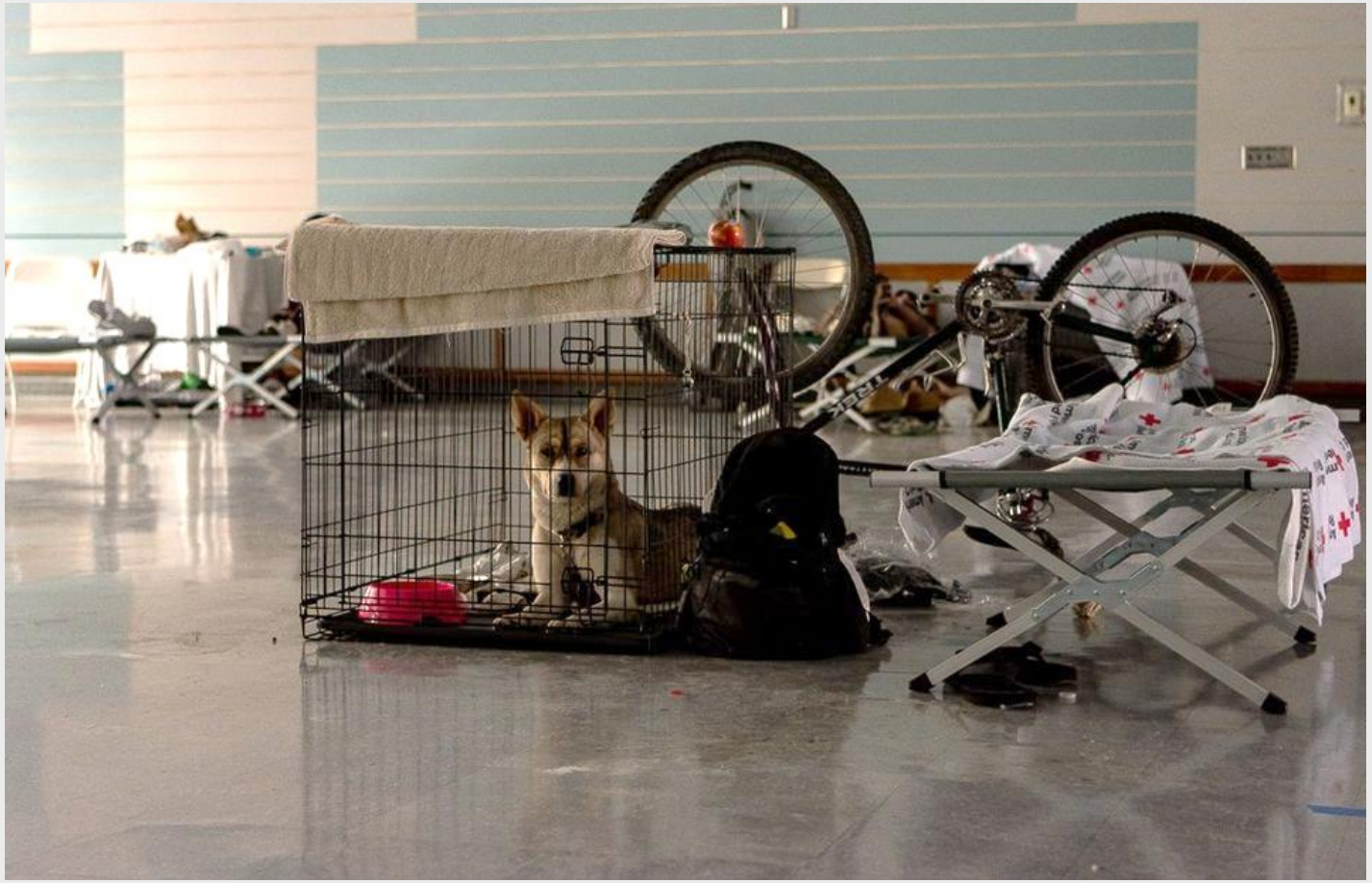
Red Cross Support - Pets



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Red Cross Support - Pets

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Red Cross Support - Pets

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Red Cross Support – Non-Congregate Shelter

Red Cross Support – Non-Congregate Shelter

Red Cross Support – Non-Congregate Shelter

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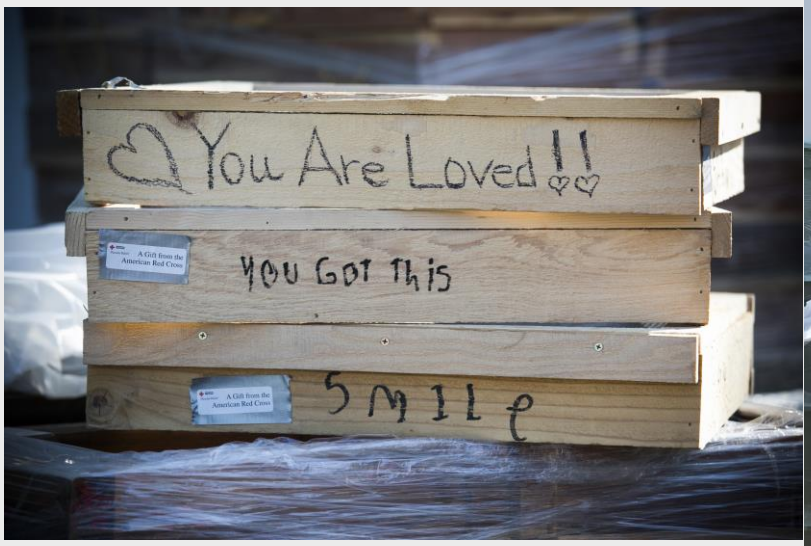
Red Cross Support – Non-Congregate Shelter

Red Cross Support – Warehouse and Supplies

Red Cross Support – Warehouse and Supplies



Red Cross Support – Warehouse and Supplies

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Red Cross Support – Warehouse and Supplies

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Red Cross Support – Recovery

Red Cross Support – Recovery

Red Cross Support – Recovery

Red Cross Support – Recovery

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Red Cross Support – Out in the Community

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Red Cross Support – Out in the Community

Red Cross Support – Out in the Community

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Red Cross Challenges and Learnings

- Scale
- Span of Control
- COVID
- Virtual & In-Person
- Education of Partners
- Strong Relationships prior to disaster

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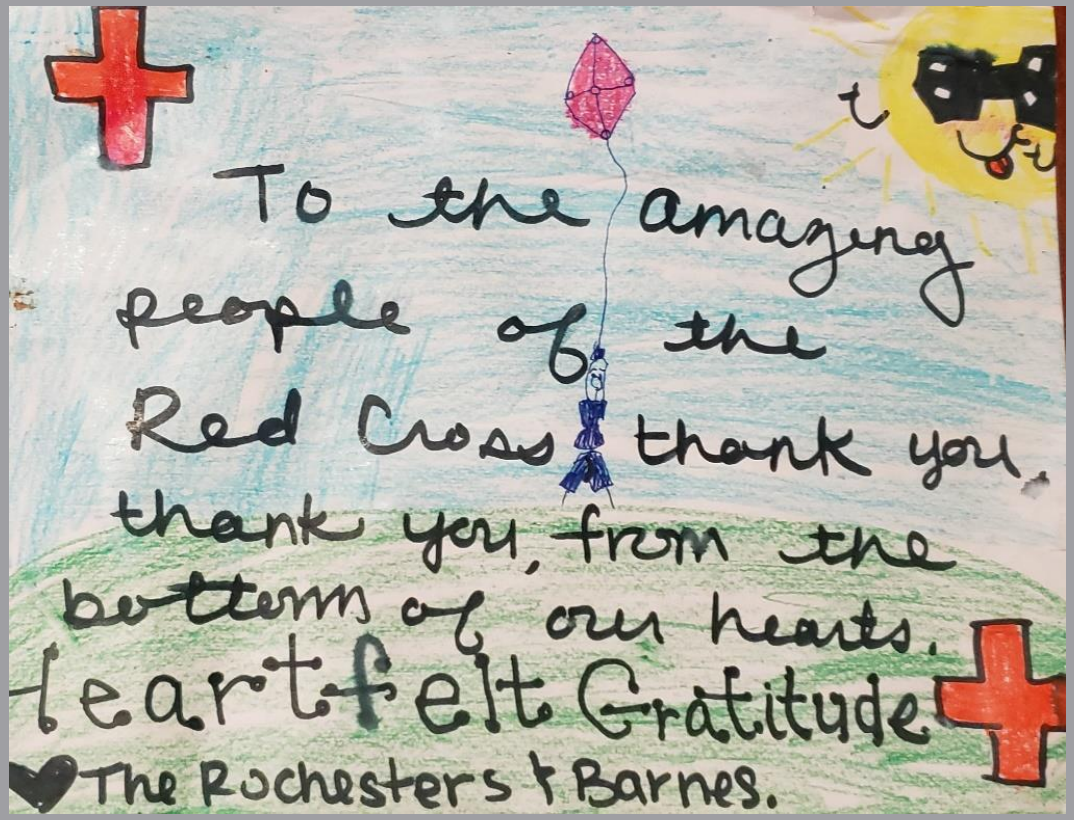
Questions



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