JSU-Red Cross
Blood Drive
December 2
Leone Cole

GIVE... so more will live
**BLOODMOBILE TOMORROW**

**Jax pledges 1,000 pints**

JSU students and surrounding residents will join in a Red Cross campus blood donor drive this week which campaign leaders predict will make a major contribution to Red Cross Blood Program reserves.

The Bloodmobile visit will be held in Coliseum Auditorium on the campus from 10 a.m. to 7 p.m. Thursday, December 2.

The Jax State Blood Drive leaders have set a goal of 1,000 pints for this visit.

The Jax State drive comes only two days after a similar campaign at the University of Alabama in Tuscaloosa, which has been unable to equal JSU totals in the last two Bloodmobile visits to the rival campuses.

Knowledge that UAT Blood Program leaders increased their goal from 500 to 700 pints after learning of the big effort planned at Jacksonville has sparked school enthusiasm here.

"It will take a lot of work because UAT has more than twice as many students as we have, but we believe we can beat Alabama again," said Carl Hogan, JSU Blood Program chairman.

"We have the full support of the Student Government Association headed by Kwang Ederker, and the Student Nurses Association is both recruiting donors now and members will serve as volunteers Bloodmobile Day.

"We already have evidence that the community is behind us. The Jacksonville City Council, Jacksonville Jaycees and Jacksonville businessmen are all giving support.

"We believe that when area residents learn how much we need them, and how much their gifts of blood are needed by our hospitals, we'll have a lot of our fathers and mothers and friends from the Jacksonville area giving blood with our students December 2."

An intensive newspaper, radio and television campaign is planned, including radio spots promised by Radio Station WLS of Chicago. WLS is favorite of nighttime listeners around the JSU campus, Hogan said.

"However," said Hogan, "we're relying heavily on personal contacts in obtaining advance pledges from our fellow students and neighbors that they will give blood Dec. 2.

"Our message to all is that your gift of blood is needed because first the Thanksgiving holiday weekend and now the approaching Christmas season are reducing Bloodmobile schedules.

"We're proud of the confidence that Red Cross Blood Program directors have shown in turning to Jax State at this particular time. We intend to fulfill this vital community responsibility."

Red Cross donors receive a Blood Donor Card that guarantees the donor, spouse, minor children, parents, grandparents and great-grandparents in-law and grandparents-in-law receive all the blood needed for medical treatment during the succeeding 12 months with no charge for the blood itself. Blood given through Red Cross is the gift of the donor to the patient who receives it.

Any person 18 to 65 years of age and in good health is a prospective blood donor. All persons offering to give blood are medically screened to protect their health and that of the patient who receives their gift.

Donors may give blood as often as every eight weeks but not more often than five times a year. Many men and women are multiple-gallon donors, and a Birmingham salesman is a lifetime donor.

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**Birmingham Regional Collections Up in 1970-71**

Birmingham Regional Red Cross Blood Program collections rose to a record high of 118,003 pints in 1970-71, exceeding even the totals donated when Red Cross was providing blood for wounded servicemen in South Vietnam.

The report was made recently by the Rev. Richard Bolen of Gadsden, Birmingham Regional Director, Red Cross Blood Program chairman. This was an increase of more than 12,000 above 1969-70 collections.

The previous high for the 39-year-old region was 112,042 in 1966-67, the year Auburn University students and faculty set a world's record for colleges and universities by donating 4,812 pints.

The Birmingham Region consistently ranks among the top 10 of the 59 American Red Cross blood regions in volume of collections. Fifty-six chapters in Alabama and 15 in North Mississippi participate in the regional program.

The Birmingham Region supplies blood to hospitals including those operated by the military in Florida, Georgia, Alabama, Tennessee and Mississippi on a regular basis. It supplies the total requirement of some 100 Alabama hospitals, including University Hospital in Birmingham, which ordered 17,689 units last year.

Dr. John W. Kirklin, professor and chairman of the Department of Surgery of the University of Alabama in Birmingham, has been quoted as saying University Hospital's internationally renowned open heart surgery program was brought to Birmingham because of the assurance of adequate supply of blood would be available at all times.

The American Red Cross nationally collects 3,500,000 pints from volunteer donors, an estimated 70 per cent of all the blood voluntarily donated in the United States each year.

Bolen credited the 12.5 per cent increase in the Birmingham region to increased efforts to meet the rising demand for blood and blood components on the part of Red Cross chapters and the staff.

He said blood usage increases every year because of population growth, and of increased usage in medical procedures because of improved techniques in transfusions.

Where physicians once administered only blood transfusions, they now often prescribe specific parts of the blood for specific physical needs, such as cryoprecipitates for hemophilia and red cells for victims of leukemia.

Bolen said alarm over recent reports that hepatitis outbreaks increased the demand for voluntarily donated blood, in which the danger of exposure to the debilitating, sometimes fatal disease is 10 times less than in blood obtained from other sources. The Birmingham Region began screening for hepatitis early this year, one of the first Red Cross regions to do so.

Jefferson County donors are the largest single source of blood in the region, donating 34,393 pints last year. The Montgomery Area Chapter was the next largest contributor with 12,742 an increase of 24 per cent over 1969-70.

Around 96 per cent of the blood collected by the Birmingham Region is donated during Bloodmobile visits to schools, business firms and communities, the remainder from donors who come to Red Cross Blood Centers.

The largest single response to an emergency appeal for donors occurred at the Birmingham Center last January when 400 came from all over North Alabama after a critical shortage of blood for leukemia patients was reported by newspapers, radio and television. Some parents who couldn't find babysitters brought their small children with them so both the husband and wife could give blood.

The Birmingham Region has one of only three automatic blood analyzers licensed by the National Institutes of Health in the Southeast. The Birmingham Blood Center also recently installed a freezer in which rare types of blood can be stored for indefinite periods until needed.

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**CHANTICLEER**

**Wednesday, December 1, 1971**
WHAT DOES BLOOD DO? Blood, which the heart pumps rapidly round and round the body through miles of blood vessels, does many things to keep us alive and healthy. It carries the necessities of life—oxygen, water, and food—to all the cells of the body.

WHAT ARE THE PARTS OF BLOOD AND HOW DO THEY WORK? The microscope shows that blood contains cells suspended in a liquid. These cells—red cells, white cells, and platelets—comprise about 45 percent of the blood. The remaining liquid portion is the plasma, about nine-tenths of which is water.

RED CELLS. Red Cells are made in the red bone marrow. At a certain point in the development of the red cell, hemoglobin is added. This hemoglobin consists of the iron-containing and red pigment (heme) combined with a protein substance (globin). It is the hemoglobin that gives the red cells their ability to pick up oxygen in the lungs. After picking up oxygen in the lungs, red cells deliver it to the tissues, where it is used.

Within the body, red cells have been found to live from 100 to 120 days. The average man has 30 trillion (50,000,000,000,000) red cells in his blood, about 2.5 trillion per pint; women have slightly less, about 27.5 trillion.

WHITE CELLS. Research has shown that white cells are also made in the bone marrow and in the lymphoid tissues of the body. There is approximately 1 white cell to every 100 red cells. These white cells are among the most important agents by which the body defends itself against disease.

PLATELETS. Platelets are formed by a fragmentation of giant cells in the red bone marrow, where, about 1.5 trillion platelets in the normal bloodstream.

Platelets assist in blood coagulation since they help form the blood clots that in turn stop the blood from leaking. White cells are among the most numerous forms of cells in the body. They are necessary to help fight off infections and to help form blood clots. Platelets assist in blood coagulation since they help form the blood clots that in turn stop the blood from leaking.

HOW ARE WHOLE BLOOD AND ITS COMPONENTS USED MEDICALLY? COMPONENT TRANSFUSION THERAPY. It is now possible to separate the red cells, platelets, white cells, and plasma of each blood donation. Most patients need only the red cells. Some need only platelets and others only a ‘fraction’ of the plasma. It is wasteful and frequently harmful to burden a patient with components he does not need. This is the philosophy of component transfusion therapy.

WHOLE BLOOD. The term ‘whole blood’ is used here to denote blood clotting in the preservative has been added. This preservative is usually a solution containing citric acid, sodium citrate, and dextrose—an ACD solution. Whole blood must be stored in refrigerators at a temperature level of from 1 to 6 degrees centigrade; under these conditions it may be kept for 21 days.

Whole blood transfusions are occasionally necessary when very large amounts of blood have been lost as a result of accident, injury, childbirth, etc.

PLASMA. Plasma, the liquid portion of the blood, is usually separated from the cells by settling or centrifuging. Centrifugation is accomplished by placing blood into a special type of centrifuge machine, which spins it round and round at high speeds. The heavier red cells in the blood have been pulled to the bottom of the container, leaving plasma above. The plasma may be drawn off and is ready for use.

POOLED, STORED PLASMA is no longer commonly used for the management of shock because of the danger of hepatitis. It is better to fractionate plasma, making it possible to use the resulting fractions for several patients as indicated. Instead of plasma, Plasma Protein Fraction (PPF), which is a 5 percent solution of albumin, or other plasma proteins or albumin and some globulins or albumin, is now used. These are safe because the hepatitis agent has been inactivated by Pasteurization.

FRESH FROZEN PLASMA is used in the treatment of patients with blood coagulation or clotting abnormalities. This specially prepared plasma is processed not more than 4 hours after collection and is immediately frozen.

RED BLOOD CELLS. The solids that are separated from the plasma by centrifuging are a mixture of red cells, white cells, and platelets. However, since there are about 20 times more red cells than white cells, the red cells and platelets combined, and because the mixture is used for its red cell content, it is generally referred to as red blood concentrate. Blood concentrate may be stored for up to 21 days from the time of collection, just the same as whole blood. Red cells in a container is not entered for removing the plasma. Red Cells are extremely valuable for treating anemia where it is undesirable to give plasma to the patient. This preparation is the preferred transfusion treatment in patients not actively bleeding and is indicated with over 70 percent of the patients needing blood transfusion.

PLATELETS. Platelets can be separated from freshly collected blood. If administered within 8 hours of donation, platelets may stop bleeding due to platelet deficiency.

FRACTIONS. Plasma has been used for prophylactic cases, such as accidental and shock victims, particularly where facilities for administering blood are not available or where time does not permit its use.

GAMMA GLOBULIN is a plasma fraction that is able to modify or prevent measles. Although a common disease, measles sometimes result in serious complications. Gamma globulin may also be effective in the treatment of certain kidney and liver diseases and in severe malnutrition. Because of the relative simplicity of storage and administration, it is also used for prophylactic cases, such as accident and shock victims, particularly where facilities for administering blood are not available or where time does not permit its use.

VACCINIA IMMUNE GLOBULIN is a specially prepared gamma globulin used in the management of complications resulting from smallpox vaccination.

FIBRINOGEN is one of the plasma proteins essential to blood clotting. It is used in certain cases of hemorrhage in cases where patient’s own fibrinogen has been destroyed or is lacking.

ANTIH EMPHILIC FACTOR (AHF) is prepared from fresh plasma. It is used to control bleeding of hemophiliacs. This fraction is still in very limited supply.
Give more than a damn... give your blood!

Thursday, December 2    Leone Cole    10 am 7 pm