



# Blood Services Advisory Council

**Tuesday 11/10/2015**  
**11:30 AM to 1:00 PM**  
**American Red Cross of the Silicon Valley**  
2731 N. 1<sup>st</sup> St. San Jose, CA 95134  
Phone Call: 1-866-692-3158, Code: 131715

Meeting called by: Muhi Khwaja      Facilitator: Muhi Khwaja  
[Muhi.Khwaja@RedCross.org](mailto:Muhi.Khwaja@RedCross.org) 408-577-2027

Attendees: Thomas Petty, Bentley Peabody, Kathryn Holmes, Justin Mueller, Mike Ryan, Catherine Mazzei, Shelly Wise, Jeni Johnson, Kayla Haynes, John Bernard, Hanna Malak, Eric Alexander, Muhi Khwaja

## Meeting Minutes

### Serving the Community

**Dr. Catherine Mazzei**

**10**

Acquiring Delta Blood Bank in Stockton and securing our contract with University of California Hospital System will provide us with more stability and exposure in the community. Patients who receive our blood feel a new zest for life and regain energy. Story of children with lymphoma (blood cancer) or twins who sponsor blood drives for their sibling. It takes roughly 3 days for a unit of blood to arrive at the hospital. The need is always constant. 34% of the population has type O blood and about 15% of that are O-. We love to have these individuals give a double count cell as often as they can.

It is important for us to have drives in minority communities. You can freeze blood up to 10 years. Goal for entire region is to collect 100,000 units of blood. We receive 25% of our blood from schools. 65% comes from mobile blood drives. 38% of the population can give blood, but less than 5% actually do. We need to find our champions.

### Strategic Planning Session

**1 hour 10 minutes**

Discussion: What can this council do and how can we make an impact? What ways can we advertise? What are we doing with corporate partnerships? How do we retain donors? Investment in our youth. Can we host community orientations or soft introductions to our friends and families as a long term goal? We need something that will go viral, the blood app is a great start. How can we find people with personal stories to help motivate others into action. What opportunities do we have with technology? Can we tap into our networks at local chambers of commerce and leadership initiatives within the



**Strategic Planning Session Cont.**

city to partner with us to host a drive? Let's have more leverage with our Red Cross chapter boards and invite them to join.

How can we harness the critical need and necessary lifesaving work to build relationships and showcase a local impact?

Who can we collaborate with to make a difference and advertise big (local sports teams)? Rotary club partnerships.

Competition for collecting blood units between companies, schools, etc.

Conclusion:

Person responsible:

Deadline:

Action Items: Recruit 2 members to join

All

Q1 2016

**Blood Drives**

Discussion: Looking to see the 2016 calendar of events and how we can individually help plan one blood drive in our respective communities.

Conclusions: Help the region hit their target of collecting 100,000 units of blood.

Action items: Help plan and assist in at least one blood drive in our community.

Person responsible:

Deadline:

All individuals

Q4 2016

**Q&A/Wrap Up/Additional Information**

Nominating Bentley Peabody and Mike Ryan as Co-Chairs of this committee. Looking forward to their leadership moving forward. A lot of experience on the board to help things move smoothly.