

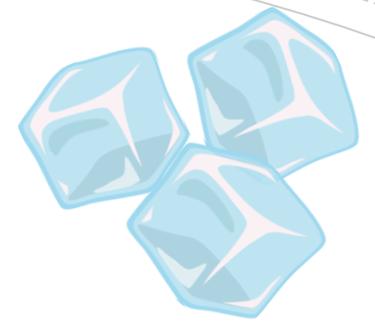


**American  
Red Cross**

Youth & Young Adults

# September 2022 CCC: Disaster Preparedness and Sickle Cell Awareness

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# Icebreaker!

- **Raise your hand or put your response in the chat!**
  - **Name, grade, region**
  - **If you could have an unlimited supply of one thing for the rest of your life, what would it be?**



# Agenda

Icebreaker



National Preparedness Month



Sickle Cell Awareness and how you can get involved



NYIM and Rescue Royale



Closing remarks, etc.



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**What disasters are happening in the United States right now and how is the Red Cross helping?**

**Put your answers in the chat !**

*Hint: Think of any recent disasters that have made headlines on the news!*

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# How can you prepare?

## Make an emergency kit!

- Find the necessary materials to include when making an emergency kit [here!](#)

## Form a disaster plan!

- Plan what to do in case you are separated from your family during an emergency and what to do if you have to evacuate! For more info, visit [this link](#).

## Preparedness at your fingertips!

- First Aid: GETFIRST to 90999
- Pet First Aid: GETPET to 90999
- Emergency: GETEMERGENCY to 90999
- Hurricane: GETCANE to 90999
- Tornado: GETNADO to 90999
- Earthquake: GETQUAKE to 90999

# How can I get my communities involved?

## Virtual Activity Guides

- [Fire Safety Canvassing \(Virtual\)](#)
- [Zombie Apocalypse Party \(Virtual\)](#)
- [Fire Canvassing \(Virtual\)](#)

## In Person Activity Guides

- [Prepare and Share Kit Drive](#)
- [Disaster Speaks](#)
- [Preparedness Week](#)
- [Zombie Apocalypse](#)
- [Citizen CPR](#)

## Other resources!

- Prepare with Pedro!
- Emergency Preparedness for Older Adults!
- The Pillow Case Project

## Introductions – Lori Stone

Segment Marketing Manager

American Red Cross, National Headquarters

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[Lori.Stone@redcross.org](mailto:Lori.Stone@redcross.org)



# Introductions – Janine Hopkins

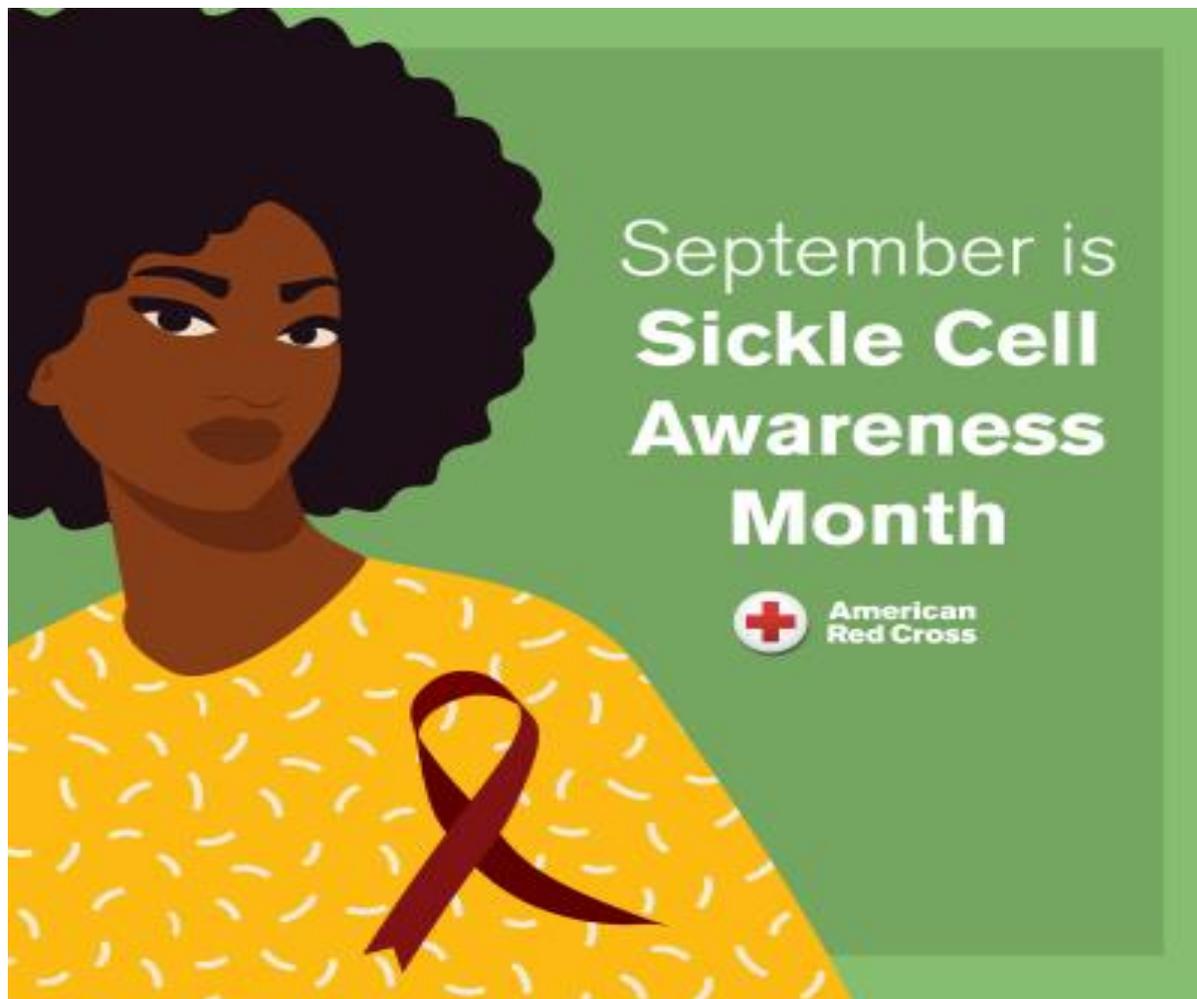
Sponsor Marketing

American Red Cross, National Headquarters

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[Janine.hopkins@redcross.org](mailto:Janine.hopkins@redcross.org)





**An Opportunity  
To Help Save  
Lives!**



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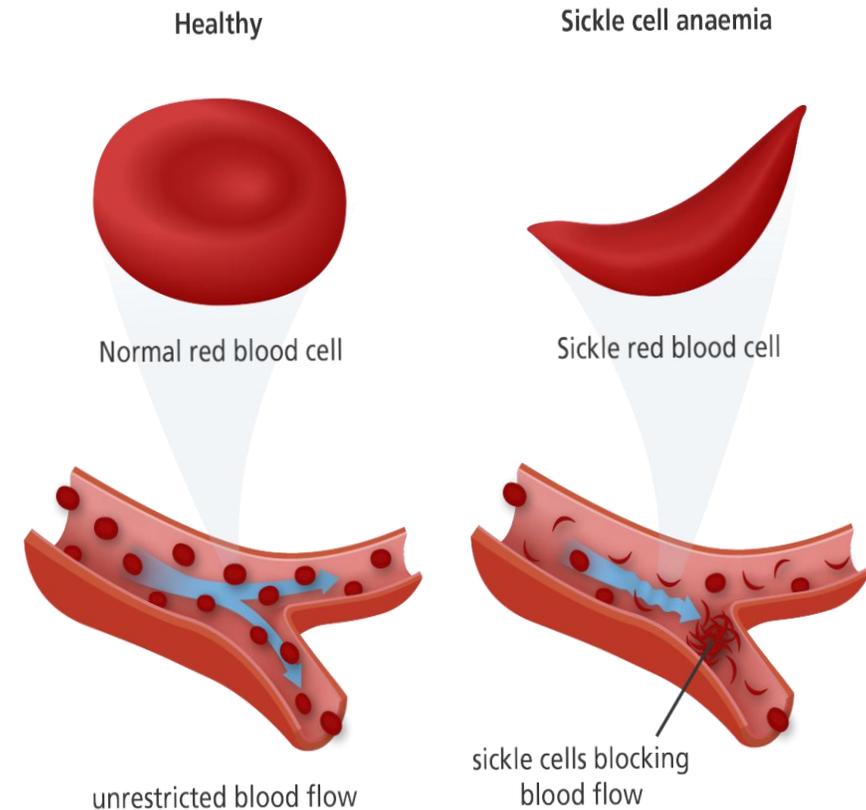
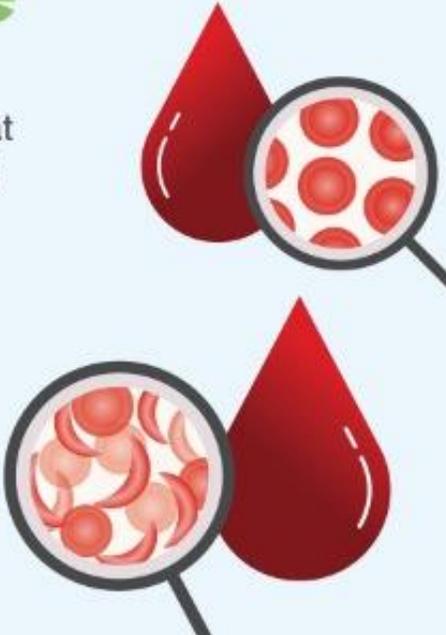
# Most Common Genetic Disease in U.S.

Sickle cell disease affects about 100,000 people—largely Black and African Americans.

**Sickle Cell Disease** 

A blood disorder that distorts soft & round red blood cells...

...into hard and **crescent shapes**. This can cause extreme **pain**.



# Optimal Matches = Best Transfusions

- Transfusion is a key treatment.
- With frequent transfusions, closely matched blood can decrease risk of adverse reactions.
- Blood given to patients with rare blood types must be matched very closely to reduce the risk of developing complications from transfusion therapy.
- Are you the match for a Sickle Cell Patient in need or Do you know someone who might be?

# How **your blood** can help sickle cell patients

- ✓ Your blood is tested for unique protein structures that are most compatible to help individuals with sickle cell disease.
- ✓ If you're a match, we'll notify you.
- ✓ Your donation will be used to help sickle cell patients.





# With Lifesaving Blood, Tymia Thrives

By just age 10, Tymia McCullough had been hospitalized a remarkable 40 times.

**She has sickle cell disease, and there is just one treatment.**

Tymia receives blood transfusions every few months. They let her live a normal life, which she never takes for granted.

**“Without the Red Cross, I would not be who I am today.”**

People with **sickle cell disease** may need as many as **100 units of blood** each year. 





# ARC & National Youth Council

There is need to increase the diversity of blood donors to meet the transfusion needs of patients including those with sickle cell disease.



## We Need Your Help!

# How You Can Help

- Host a blood drive & encourage Black and African Americans to donate
  - High School
  - College
- Educate yourself more about sickle cell disease (SCD)
- Educate others about SCD
- Stay involved with National Youth Council DEI initiatives



[redcrossblood.org/sicklecell](https://redcrossblood.org/sicklecell)



American Red Cross

# SICKLE CELL FIGHTER HIGH SCHOOL SCHOLARSHIP PROGRAM



## SCF High School Scholarship Program | Review

<b>Purpose</b>	<ul style="list-style-type: none"> <li>• Rewards schools that successfully collect blood from donors who are Black through a student scholarship program</li> <li>• Goal of helping sickle cell patients by diversifying the blood supply, while also promoting access to, and diversity in higher education</li> <li>• Scholarship recipient is encouraged to host drives in college</li> </ul>
<b>Eligibility</b>	<ul style="list-style-type: none"> <li>• Program timeframe: July 1 through June 30 (FY22 retroactive to 7/1/21)</li> <li>• \$5,000 scholarship to the top ten high schools in the country that collect the most units from donors who self-identify as African American             <ul style="list-style-type: none"> <li>✓ Minimum of 50 productive units from self-identified African American donors</li> <li>✓ Host at least one blood drive during program timeframe</li> </ul> </li> <li>• May be combined with other programs or incentives</li> <li>• High schools are eligible whether the drive is hosted at the school or an off-site location</li> </ul>



# SCF High School Scholarship Program | Overview Con't



<b>Recommended Criteria for Scholarship Recipient</b>	<ul style="list-style-type: none"><li>• High school administration selects scholarship recipient based on Red Cross recommended criteria<ul style="list-style-type: none"><li>✓ Student must be in his/her senior year of high school at an accredited state educational facility</li><li>✓ Student must utilize the scholarship to continue his/her education at an accredited two-year, four-year or professional trade school</li><li>✓ Student is actively engaged in supporting the Red Cross sickle cell initiative by helping inspire members of the Black community to give blood</li></ul></li><li>• The scholarship will be awarded in the recipient's name on behalf of the Red Cross to the recipient's institution of higher education or to their 529 college savings account</li></ul>
<b>Fulfillment</b>	<ul style="list-style-type: none"><li>• Top 10 schools will be notified at the end of the fiscal year</li><li>• School administration to provide the scholarship winner information</li></ul>
<b>Sponsor Benefits</b>	<ul style="list-style-type: none"><li>• Help students achieve higher education goals, while supporting the community by promoting access to, and diversity in higher education</li><li>• Provide leadership and scholarship opportunities to students</li><li>• Help build a stronger community now, and for many years to come</li></ul>



# SCF High School Scholarship Program | Materials & Incentives



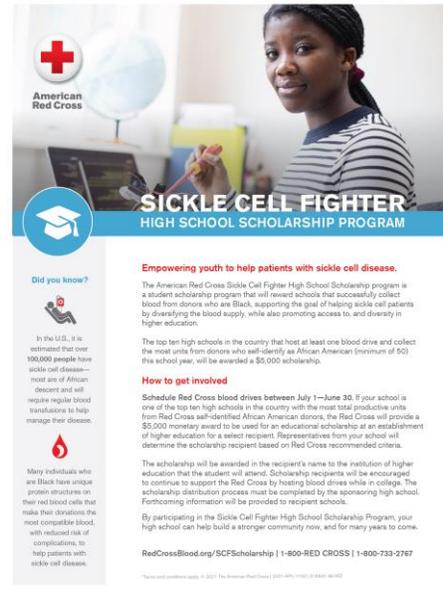
## Program Materials

- Online Guide
- Web Banners
- Social Media Images
- Scholarship Recipient Certificate
- RedCrossBlood.org/SCFScholarship



## Blood Drive Materials

- Posters
- Flyers
- Email Templates
- Various Other Tools



## Amazon

- Online Guide
- Web Banners
- Social Media Images
- Scholarship Recipient Certificate
- RedCrossBlood.org/SCFScholarship

## Sickle Cell Trait Testing

- Posters
- Flyers
- Email Templates
- Various Other Tools



***Thank you!***

**Questions or suggestions?**

**Janine Hopkins**

**Sponsor Marketing**

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**[Janine.hopkins@redcross.org](mailto:Janine.hopkins@redcross.org)**





# RESCUE ROYALE



American  
Red Cross

MISSION  
**RED**

- Join the Rescue Royale, a fundraiser stream-a-thon and esports tournament that helps disaster survivors.
- From September 1 – October 15, you can set up an online fundraiser to help provide food, shelter, and hope to disaster victims.
- **Fundraiser Stream-A-Thon and Halo Infinite Esports Tournament**
- By participating, you have a chance to win a trip to Las Vegas and various Red Cross Merch

# National Youth Involvement Month

## Inspiration through Service

- Annual initiative during the month of November aimed at celebrating the accomplishments of Red Cross youth and young adult volunteers
- 2022 Theme: **Inspiration through Service**
- **Ultimate goal:** Encourage youth to explore the Red Cross's various lines of service and mission while celebrating their exemplary acts of volunteerism
- 2 National Youth Council sponsored events
  - Dates will be released in October
- Event reporting/spotlighting form will be released once NYIM begins
  - Clubs and individuals can track hours

# Inspiration through Service: How can you help?

- Spotlights to foster the exploration of youth's passions in alignment with theme, **Inspiration through Service**
- Outstanding Clubs and individuals will be selected and spotlighted based on event details entered through the submission form and alignment with the NYIM theme, **Inspiration through Service.**
- Spotlights through Instagram and Facebook page
- Share NYIM with your clubs!



Questions?



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# YouthShare and Youth Spotlight Nomination!



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## Follow

- Follow our Instagram, @americanredcrossyouth and @americanredcross
- Check redcrossyouth.org
- Read future issues of YouthWire for the latest updates and ideas for projects!

## Share

- We want to hear about your great events and activities!
- Send stories to youthinvolvement@redcross.org and you might be featured on our Instagram, redcrossyouth.org or a future issue of YouthWire!

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**Thank you so much for your time!**

**We hope to see you in future Crash Course Calls!**

*————— Impact Starts Here —————*