Sickle cell disease is the most common genetic blood disorder in the U.S., affecting about 100,000 individuals — most of whom are of African descent. The disease distorts soft and round blood cells, turning them crescent-shaped. As a result, blood has difficulty flowing smoothly and carrying oxygen throughout the rest of the body, which may lead to debilitating pain, tissue and organ damage, anemia and even strokes.

Regular blood transfusion is an essential treatment to help manage extreme pain and life-threatening complications of the disease. Some individuals may require frequent blood transfusions throughout their lifetime — as many as 100 units each year. Unfortunately, frequent transfusions can make finding compatible blood types more difficult when patients develop an immune response against blood from donors that is not closely matched.

The Red Cross is committed to the health and well-being of all communities, and a diverse blood supply is critical. One in 3 African American blood donors are a match for people with sickle cell disease. You can help ensure blood products are available for patients, when and where they are needed, by becoming a Sickle Cell Influencer.

Become a Sickle Cell Influencer

Be Informed

Provide your contact information to Join the Sickle Cell Initiative and review the informational materials and videos about sickle cell disease.

Follow national and regional Red Cross accounts on social media platforms

- @AmericanRedCross
- Facebook.com/RedCross
- Facebook.com/RedCrossBlood
- @AmericanRedCross
- @RedCross
- @RedCross and Regional Red Cross Twitter
- @AmericanRedCross

Take action once a month

1. Share sickle cell awareness and education materials on your personal social media accounts to increase awareness.
2. Bring awareness to important days in the sickle cell community— National Sickle Cell Awareness Month (September), Minority Health Awareness Month (April), World Sickle Cell Awareness Day (June 19).
3. Use the helpful resources, social assets, and email assets and customize a message to share this urgent need.

Helpful Information

Ensure all social media posts have a call to action and hashtag.

Initiative taglines:

Hashtags:
- #TeamUp4SickleCell
- #BlackBloodDonorsNeeded
- When space allows, use both hashtags. When space is limited, use of the first hashtag only is permitted.

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