

HOW TO ENHANCE YOUR DONATION EXPERIENCE

AFTER YOUR DONATION... Revitalization Station

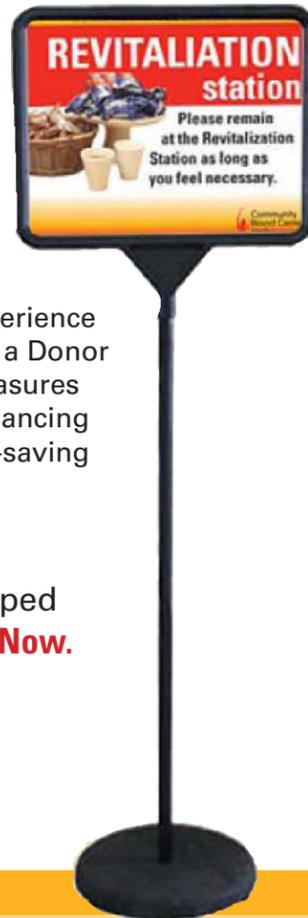
Upon completion of the donation while still on the donation bed, dangle your feet over the side of the bed while you sit there for a moment prior to standing and walking to the Revitalization Station. There you will be given replenishing nutrition and hydration.



Please remain at the Revitalization Station as long as you feel necessary. If you experience any light-headedness please tell a Donor Care Technician. These small measures can make a big difference in enhancing your experience of donating life-saving blood.

ALL DONE! Enjoy your day. You've earned it! You've helped **Save a Life. Right Here, Right Now.**

Avoid strenuous physical activity or heavy lifting for a few hours. If you feel light-headed, lie down until feeling better.



Personal Experience of a First-time Donor

The morning of the blood-drive I called my friend Jen. We both volunteer at a local hospital, so I know the need for blood donors. I also know that I don't like the sight of blood or needles, but I was determined. So, I read up on blood donation, took a bottle of water with me and was fine throughout the whole registration process. I was really glad Jen was there. We chatted and read brochures. All my hard-earned calm left me when I saw another donor become pale.

The nurse elevated his legs and put a cold cloth on his forehead. OK, I thought, this is going to be ME! But Jen had come prepared (she knew how thrilled I was about needles!). She pulled out a Community Blood Center brochure about donation strategies. There was a 3-step exercise to do during the actual blood draw. Jen and I practiced in the waiting zone: Tense up,

release. Tense again, release and so on. At first I felt a little silly, but I was glad that I wouldn't just be sitting there – I could do something to help myself. The needle prick wasn't too bad (I had to look away though), then things began to sink in and I started to feel a little light-headed. I noticed that Jen was doing the tensing and so I copied her. At first I was so anxious I had to remember to breathe, but it got easier and I felt my strength (and confidence) return. Pretty soon it was over – only eight minutes had gone by.

We joined a group of people at the Revitalization Station to have a post-donation snack. I was surprised to hear that not everyone was as calm as I thought they were. Many people were pretty nervous at first. The man who had to lie down was there, and no longer looked pale or shaky. From all the excitement I was a bit shaky though, and rewarded myself with some cookies. Now that I knew what worked, I would be more prepared for next time.

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MISSISSIPPI BLOOD SERVICES



How to Enhance Your Donation Experience

Why donate blood?

- Volunteer blood donors provide the safest blood available for hospital patients.
- Donating blood usually takes less than an hour but can give someone a lifetime.
- Donating whole blood can save up to three lives.

Who Needs Blood?

Trauma patients

Each year:

- Over 2,000,000 people are injured in motor vehicle accidents
- Over 75,000 people are hospitalized with severe burn injuries

Without blood donations, these victims would be fatality statistics.

Surgery patients

Each year over 45,000,000 surgeries are performed:

- open heart surgeries
- joint replacement (hips and knees)
- organ transplants

Without blood donations, these surgeries couldn't be performed.

Cancer patients

- Over 3,999,000 people are diagnosed with cancer
- Over 44,000 new cases are diagnosed each year

- Over 3,800 are under the age of 20
- Between the illness and the treatments, many cancer patients need blood and blood products to help them battle the disease.

Without blood donations, many do not have a fighting chance.

Sickle cell disease patients

- Over 70,000 people in the United States have sickle cell disease
- Over 1,000 babies are born with sickle cell disease each year

Without blood transfusions, victims of sickle cell disease suffer immense pain and a shortened life expectancy.

Who needs blood? It is estimated that 97 percent of all Americans will need blood at some time in their life. The next time it might be you or someone you love. Donate blood and help save up to three lives!



How to Enhance Your Donation Experience

Although you probably know that there are good reasons to give blood, if you haven't donated before, it's normal to be a little nervous. To help ensure that you have a pleasant experience, please read through the suggestions in this guide.

A QUICK OVERVIEW... of what happens during donation

If you have never donated blood before, you are probably wondering what you can expect. Although the actual blood draw takes only a few minutes, the entire donation process may take an hour or more.

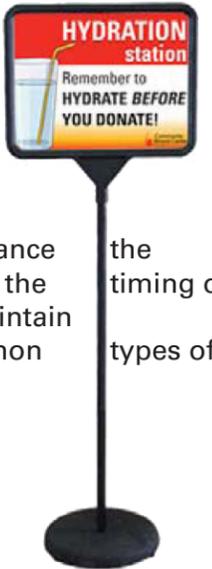
STEPS	DONATION PROCESS	HOW LONG?
Registration	<ul style="list-style-type: none"> Present your photo ID Card. Read information sheet. 	5 minutes
Health History	<ul style="list-style-type: none"> Provide basic demographic and health information. Answer questions about past and present health history (information is kept private). Undergo mini exam to determine if you are able to donate (temperature, blood pressure, heart rate) give blood drop to determine hemoglobin level. 	15 minutes
Hydration Station	<ul style="list-style-type: none"> Drink water or other beverage at the Hydration Station prior to your donation. 	5 minutes
Donation	<ul style="list-style-type: none"> Sit in comfortable chair/cot near other donors. Answer a few questions and extend arm. Squeeze a ball to keep the blood flowing. Once needle is in place, it usually takes less than 10 minutes to draw a unit of blood. Occasionally it may be necessary to lower the upper part of your cot and/or raise your legs. Complete donation, after which the needle will be removed and a bandage applied. 	25 minutes
Revitalization Station	<ul style="list-style-type: none"> Sit and relax for a few minutes to have a snack and a drink after being escorted to the Revitalization Station. ALL DONE! Enjoy your day. You've earned it! You've helped save a life! 	10 minutes
After Donation	<ul style="list-style-type: none"> Avoid strenuous physical activity or heavy lifting for a few hours. If you feel light-headed, lie down until feeling better. 	

BEFORE YOUR DONATION... sleep, eat and drink

- Get a good night's **sleep**.
- **Eat** regular meals to make sure that you are not donating on an empty stomach.
- **Drink** plenty of fluids. When you donate blood, your body loses about two cups of fluid. After donation your body replaces the fluid almost immediately by drawing water into your blood from surrounding tissues.

Look for The Hydration Station

Your Donor Care Technician will assist you to the Hydration Station where you will be provided with water prior to your donation. This will help ensure that you have a pleasant donating experience.



The value of drinking water thirty minutes before the donation has been found to enhance donation experience. In addition to pro-actively replenishing fluid loss from donation, the fluid intake creates a bit of gastric distention that causes the venous system to maintain circulatory distribution throughout the body. This helps prevent one to the most common donor reactions — light-headedness.

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DURING YOUR DONATION...

During blood donation some people feel light-headed or dizzy. One way to help prevent this is to use **Applied Muscle Tension (AMT)**.

AMT is a simple behavioral technique that may be useful in enhancing your blood donation experience. AMT can also be referred to as isometric exercise. It consists of dividing your body by major muscle group regions and tightening the muscles of one of the regions while silently counting to five followed by releasing/relaxing the muscles and counting to five. Upon completion of the tighten/relax cycle, select another muscle region and repeat the tightening and relaxing exercise.

We will ask that you practice this technique from the time you get on the donation chair, until you are released for the Revitalization Station.

Once the needle is inserted you will be asked to intermittently squeeze and release the hand of your donation arm throughout the donation.

Here's how it will work:

Region 1: UPPER BODY
Tighten 1-2-3-4-5
Relax 1-2-3-4-5

Region 2: ABDOMEN
Tighten 1-2-3-4-5
Relax 1-2-3-4-5

Region 3: LEGS
Tighten 1-2-3-4-5
Relax 1-2-3-4-5

