



American
Red Cross

Blood Program
Leader

BLOOD DRIVES ARE ESSENTIAL.



As the pandemic wears on into the holiday season, blood drives and **blood donations remain essential** to the health of our communities. **The American Red Cross currently has a critical need for blood** and the success of your upcoming blood drive is important to ensure blood products are readily available for patients.

We recognize that **safety is a priority** for everyone, including the Red Cross, and want to emphasize that each blood drive and donation center follows the **highest standards of safety** and infection control, including but not limited to:

- Spacing appointments to minimize contact between blood drive participants
- Pre-screening drive attendees to assess health markers prior to blood drive entry
- Requiring face masks for all drive attendees
- Wearing and changing gloves frequently
- Spacing donors 6 feet apart throughout the drive
- Enhanced cleaning practices throughout the blood drive

Your blood drive now has a unique opportunity to help patients fighting COVID-19! All blood donations collected will be tested for COVID-19 antibodies. If a blood donation tests positive for **COVID-19 antibodies**, plasma from that donation may now help coronavirus patients in need of convalescent plasma transfusions.