

Blood Drives Are Essential Patients Can't Wait



American
Red Cross

Blood Program
Leader

Dear Blood Program Leader,

As COVID-19 containment efforts continue nationwide, officials are asking to limit non-essential mass gatherings as much as possible. Please note that **American Red Cross blood drives are essential** and in direct support to other emergency services remaining open to sustain our fight against coronavirus and those most vulnerable to it, patients with chronic illness or disease. It is imperative that we collect every unit we can, as over 6,000 blood drives and 200,000 donations have been cancelled in recent days. A severe shortage of blood puts doctors in the position of having to choose which patient gets the lifesaving blood.

"You can still go out and give blood. We're worried about potential blood shortages in the future. Social distancing does not have to mean social disengagement."

— US Surgeon General, Jerome Adams

We understand public health concerns, but want to stress that donating blood is a safe process and Red Cross blood drives have the highest safety standards. Here are just a few of our vigilant measures to protect the health of all involved in our blood drives.



Using Sterile
Collection Sets



Spacing Beds 6 Feet
Apart Where Possible



Having Hand
Sanitizer Available



Using Aseptic Scrubs
on Arms



Donor and Staff
Temperature Checks
Before Entering Drives



Wiping Down Donor-
Touched Areas

To educate your donors on the severe shortage of blood and our safety precautions, please use the attached [Online Guide and Social Media Infographic](#).

Thank you for your unwavering commitment during this challenging time. What makes us vulnerable is also our greatest strength – our humanity.

Sincerely,

Your American Red Cross

P.S. Watch this [video from the US Dept of Health and Human Services and the Food and Drug Administration](#).