



AMERICAN RED CROSS

MINORITY BLOOD DONATION FACTS

Blood is a community resource to be contributed to and shared by all. As steward for nearly half the nation's blood supply, the American Red Cross needs your help to ensure a safe and steady blood supply for our communities.



- ◆ A 2001 study by the ARC, indicates that in communities where there is a higher population of African Americans and Hispanics / Latinos, there is a higher percentage of donors with Type O or Type B blood, the most requested blood types. Simply, we need more minority donors to help support the community blood supply.

Our current community blood supply does not reflect the growing African American and Hispanic American communities.



- ◆ Due to growing patient needs, it is more important than ever that we see an increase in blood donations from diverse communities. American Red Cross encourages all people of color to donate blood and increase their awareness of the difference they can make to hospital patients.

The American Red Cross is working to partner with the African American and Hispanic American communities in our region to close the gap on minority blood donation. Now more than ever, the need for education about the safety of the blood supply and of the blood donation process is pivotal to the survival of the community blood supply. Realizing this fact, the Red Cross is:

- ◆ Participating in community health fairs and conducting educational sessions with schools, community and faith-based organizations
- ◆ Understanding and seeking to dispel longstanding cultural myths
- ◆ Working to hire and retain a diverse workforce that can represent the communities we work in and ultimately assist us in overcoming many of the barriers to involvement, such as cultural sensitivity and language barriers.



American Red Cross
Together, we can save a life

Together, the American Red Cross and the African-American and Hispanic American Communities in our region can ensure the availability of the blood supply for whomever, whenever it is needed.

For more information or to schedule an appointment to donate blood call us toll free at 1-800-GIVE-LIFE (1-800-448-3543) or visit us online at www.DonateBloodNow.org.

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