ABOUT

Mississippi Valley Regional Blood Center (MVRBC) is the exclusive provider of blood products and services to more than 110 hospitals in Illinois, Iowa, Missouri and Wisconsin. We rely on the generosity of volunteer blood donors and community partners who host mobile blood drives to provide a critical, lifesaving resource for hospitals throughout our four-state service region.

The 501(c)(3) not-for-profit blood center was established in 1974 and operates as Central Illinois Community Blood Center (Springfield, Illinois) and Community Blood Services of Illinois (Champaign-Urbana, Illinois).
“Plasma is used routinely in transfusion, where it has an excellent safety profile that we expect to be maintained with this product. We are hopeful CCP proves effective.”
- Dr. Louis Katz, Chief Medical Officer (MVRBC)

Dr. Katz is a board-certified internist and infectious diseases specialist who trained at the University of Iowa. He is an Adjunct Clinical Professor of Internal Medicine at the Roy and Lucille Carver College of Medicine, former Chief Medical Officer at America’s Blood Centers in Washington, DC, an ABC past president, former board member and a past chair of its Scientific, Medical and Technical committee.

His transfusion medicine career has been dominated by attention to transfusion transmitted infections. He has served multiple terms as the chair of the AABB Transfusion Transmitted Diseases committee and served on many AABB committees and working groups.

SPREAD THE WORD

With your help, we can spread the word about the need for convalescent plasma donors, and ultimately, help meet patient need for lifesaving blood products.

This toolkit is designed to give you the assets you need to share with your audiences. In it, you will find social media graphics and images as well as templates and narrative to help with your advocacy.

FOLLOW US ON SOCIAL MEDIA

FOLLOW US ON SOCIAL MEDIA

Mississippi Valley Regional Blood Center
PRESENTATION OBJECTIVES

1. To trace the historical role of Convalescent Plasma therapy as an emergency application in times of epidemics and critically review the data showing current usage, safety and efficacy in SARS-COV-2.

2. To outline the collaborative community effort in successfully setting up a regional convalescent plasma program: the combined patient/donor, hospital, and blood center initiative.

3. Discuss the current treatment protocols and standardized workflow.

Dr. Goel earned her medical degree in All India Institute of Medical Sciences, the premier academic medical center in South East Asia and finished Pediatric residency in Pittsburgh. Her transfusion medicine training was at New York Presbyterian Hospital in New York.

In addition to serving as MVRBC’s Medical Director, Dr. Goel is an Assistant Professor of Internal Medicine and Pediatrics, Division of Hematology/Oncology at the Simmons Cancer Institute at Southern Illinois University’s School of Medicine and an Adjunct Assistant Professor of Pathology, Division of Transfusion Medicine, School of Medicine at John Hopkins University.

Dr. Goel is actively engaged in research in transfusion medicine, patient blood management and big data applications of Hematology and Transfusion Medicine. Dr. Goel has multiple accolades to her name including the AABB Fenwal Annual Transfusion Medicine Scholarship Award, Paul J Stranjford Young Investigator award by the American College of Laboratory Physician and Scientists and has also received international recognition with the International Society of Blood Transfusion (ISBT) 2016 Harold Gunsen fellowship award. Dr. Goel was also one of the 4 recipients internationally for the World Federation of Hemophilia clinical research grant.
MISSISSIPPI VALLEY REGIONAL BLOOD CENTER

SOCIAL ADVOCATE  
*Click on the image to download a high-resolution version*

RECOVERED FROM COVID-19? DONATE PLASMA

UPDATE YOUR EMAIL SIGNATURE

Adding a graphic to your email draws attention

UPDATE YOUR DESKTOP BACKGROUND/SCREENSAVER

Your desktop is a great billboard for general blood donation promotion.

POSTERS  
*Click on the image to download a high-resolution version*

ATTENTION RECOVERED COVID-19 PATIENTS

BE A CONVALESCENT PLASMA DONOR

Patients who have recovered from COVID-19 can help give others a fighting chance by donating Convalescent Plasma. Those antibody-rich blood products can give people hope and make a difference.

POTENTIAL VOLUNTEER DONORS MUST:

AND

AND

If you meet the above criteria, please fill out the appropriate form with contact information and provide it to the Blood Center.

MISSISSIPPI VALLEY REGIONAL BLOOD CENTER

ATENCIÓN PACIENTES RECUPERADOS DE COVID-19

SEA UN DONANTE DE PLASMA CONVALESCENTE

Pacientes que han recuperado de COVID-19 pueden dar ayuda a otros por donar plasma convaleciente. Sangre rico en anticuerpos puede dar esperanza y hacer una diferencia.

DONANTES POTENCIAL NECESITA:

Y

Y

Si cumple con los criterios anteriores, por favor complete el formulario y regístrese con el Servicio de donación de sangre para obtener más información.

MISSISSIPPI VALLEY REGIONAL BLOOD CENTER
SOCIAL MEDIA GRAPHICS  
*Click on the image to download a high-resolution version*

Leverage the power of social media with these graphics. In your caption, be sure to ask your followers to share it.

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**SAMPLE SOCIAL POSTS**

Use the text below for your posts and tag us so we can help spread your message!

**Recovered from COVID-19?**
Donate plasma to help those still fighting the infection.


**Recovered from COVID-19?**
You have the power to help. Donate plasma.


**Convalescent Plasma provides another option to treat COVID-19 patients.**

Check out [https://bit.ly/2R9PZ4z](https://bit.ly/2R9PZ4z) to see how recovered COVID-19 patients are making a difference!
SOCIAL HEADERS & PROFILE  Click on the image to download a high-resolution version

Grab attention online by changing your social media cover and profile photos to the graphics below.

Link to our Convalescent Plasma page and Referral Form so information is easily accessible!

Profile Picture  Facebook Cover  Twitter Cover

CONVALESCENT PLASMA PROMOTION  Click on the image to download high resolution

SOCIAL MEDIA GRAPHIC  EMAIL HEADER

PROMOTION DETAILS

All convalescent plasma donors will receive an $25 e-gift card! See https://bit.ly/2R9PZ4z for eligibility information and referral form.

Please note: Promotion is subject to change, confirm details at https://bit.ly/2R9PZ4z before advertising.
VIDEOS  Click on the image to view and share on YouTube.

YOU HAVE THE POWER TO HELP

DR. HERMELIN

DAN’S STORY

DEBORAH’S STORY

JOSE’S STORY

KIM’S STORY

DR. MARTIN’S STORY

MICHAEL’S STORY

PATRICK’S STORY

TARA’S STORY

Subscribe to our YouTube Channel to see our latest videos!

Mississippi Valley Regional Blood Center
SAMPLE NEWSLETTER CONTENT

Donors with positive test result for COVID-19 can help patients through plasma donation

Did you know people who have tested positive for COVID-19 can help patients currently fighting the disease? Central Illinois Community Blood Center / Community Blood Services of Illinois / Mississippi Valley Regional Blood Center is accepting referrals from individuals who have recovered from a COVID-19 infection and would now like to give plasma to help newly diagnosed patients.

Potential donors who can provide documentation of a laboratory-confirmed positive test for COVID-19 and meet other health and safety criteria, will be scheduled for a COVID-19 Convalescent Plasma (CCP) donation. Individual donors and care providers may refer themselves or their patients via the referral form available at www.bloodcenter.org or by calling (833) 610-1025. For additional information, potential donors or physicians may send inquiries to patientservices@mvrbc.org.

CCP donors must be fully recovered from their COVID-19 infection and must meet all standard eligibility criteria for blood donation. Plasma will only be collected from donors with laboratory-confirmed tests showing they had a COVID-19 infection and must be at least 28 days from the last date they experienced symptoms. These donors will have antibodies to help fight COVID-19 and will be scheduled for a plasma donation at a nearby Donor Center or mobile blood drive.

BONUS TIPS:

Update highlighted items with your local information
Add images and link to videos in our online newsroom
Include information about upcoming promotions, if applicable

Mississippi Valley Regional Blood Center
MEDIA OUTREACH

Our own Public Relations and Donor Relations teams work with media across the Blood Center’s service region to raise awareness of the need for donors. Adding your voice to our outreach helps amplify this message significantly! We want donors to know their donation supports the local blood supply.

You can help spread the word about the importance of giving blood and promote local opportunities to donate. This can be a great way to showcase local community members going the extra mile to support patient care and to highlight the support your hospital has in your own community. We’ve provided the following news release template as well to assist with distribution. (Check your downloads folder after clicking on button.)

The Blood Center will periodically send you updates on urgent needs and upcoming donor promotions. This can be great content for internal messaging and community newsletters, and for your social media accounts.

You can always check our online newsroom or the links below for the latest information, or contact Kirby Winn, Public Relations Manager, at kwinn@mvrbc.org or (563) 349-1571.

QUICK LINKS

- BLOODCENTER.ORG
- ONLINE TOOLKIT
- ONLINE NEWSROOM
- DONOR PROMOTIONS

MEDIA CONTACT

Kirby Winn
kwinn@mvrbc.org
(563) 349-1571