The background features a light cream color with scattered greenery, including eucalyptus leaves and stems, and several thin, gold-colored circular lines of varying sizes. A dark green rectangular box is centered in the upper half of the page, containing the event title in white text.

PRECIOUS METTLE BREAKFAST

2023

Reaching the
Next-Gen Donor

October 7, 2023
8:30 a.m. – 11:00 a.m.

The bottom section of the image shows two white pumpkins with green stems and leaves, set against a light background. The pumpkins are positioned in the lower left and lower right corners, with greenery interspersed between them.

Dear Donors, Friends and Family,

I want to express my sincerest gratitude for your remarkable generosity and unwavering commitment. Your invaluable contributions have played a pivotal role in Stanford Blood Center's remarkable accomplishments over the past year. Your ongoing support guarantees a sufficient supply of blood and platelets, ultimately saving and enhancing the lives of countless patients.

Your dedication and generosity, particularly during the challenging times of the pandemic, played a pivotal role in ensuring that no patient had to go without the vital blood products they needed. It is your commitment and partnership with us that allowed us to overcome unprecedented obstacles and continue to serve our community with excellence.

In light of the changes brought about by the pandemic, especially in our Bay Area community, where many tech companies have shifted to remote and hybrid work models, and high schools enforced remote learning and strict no-visitor policies, we faced new challenges in engaging the next generation of blood donors. However, it is our firm belief that these changes should not deter us from our mission. Instead, they serve as a reminder of our responsibility to educate and inspire the next generation of blood donors about the profound importance of blood donation in saving lives.

In our industry, we have discovered that many potential donors often don't donate blood simply because nobody in their close inner circle has spoken about blood donation with them. This is where your role, as our most loyal and committed donors, takes on even greater significance.

Your heartfelt ask to friends, family, and colleagues about blood donation can spark a sense of purpose, compassion, and community, ultimately saving lives and shaping the future of blood donation. As we embark on this new phase of our journey, I urge you to recognize the tremendous influence you possess and the pivotal role you play as advocates for our cause. Together, we can continue to make a lasting impact that extends far beyond our immediate reach and secure a sustainable future for our life-saving mission.

Thank you for your unwavering support, and for being the driving force behind our efforts. Together, we can continue to make a difference that extends far beyond our immediate reach.



Harpreet Sandhu, Executive Director



PROGRAM

Breakfast: 8:30 a.m. – 9:15 a.m.

Harpreet Sandhu, Executive Director, SBC
Welcome Remarks

Dr. Suchi Pandey, Chief Medical Officer, SBC
*The ADVANCE Study
and the Road to Individual Donor Assessment*

Clayton Toller, Account Representative, SBC Mobile Recruitment
Effect of the Pandemic on Donations & How Drives Are Changing

Kay Enriquez, Marketing Manager, SBC
The Give Good Program and New Partnerships

Renee Gipson, Donor Services Director, SBC
Eliminating the Single Platelet Donation

Ari Mankey, HLA Clinical Lab Operations Manager, SBC
SBC Donor Impact on HLA

Satvika Iyer, SBC Donor
#whyidonate

Katie Dean, Administrative Director of Business Operations & Transformation, Stanford Medicine | Health Care
One Sentence that Changed My Life

*Photos after the event will be on the Roble Gym steps.
Thank you!*

LATEST MILESTONES

The following is a list of donors who have achieved new milestone levels between September 1, 2022 and August 31, 2023.

100

BILL ACKERMAN
TED ALPER
DOMINIC ALVIDREZ
DARLENE BATCHELDER
SATYA BELUR
CAROL BROADBENT
HOWARD BRUNNINGS
TERRY BUSH
FLYNN CARSON
JEREMY CONLEY
MARGIT DAVID
SUSAN DELLWO
GARRY DESHIELDS
MARK FEINHOLZ
NEIL FERNANDES
RETO FURLER
CAL GABRIEL
ANGEL GONZALEZ DIAZ
JAY GRAY
TIM HARRIS
ELAINE HENDRICKS
AL HOLSTEIN
BOBBIE HUBBARD
MARLON JACKSON
JAIBEE JIMENEZ
NEIL KATIN
JOHN KEEN

ERIC KELLER
JOHN KENNEDY
ARDEN KING
KATHLEEN LEE
ALEX LIU
EDWARD LOPEZ
HON LUU
BOB LYON
PETER MACDONALD
MARK MASON
CHRIS MCCALL
NANCY MCCOLLUM
GAD MEIR
KEITH MIYAKE
DOLORES MONTANO
BOB MORLEY
KARI MUELLER
DAVID OGLESBY
LEE PENNING
MICHAEL PEREDO
MARK PLUMMER
STEVE ROBINSON
FRANCISCO RODRIGUEZ
DOUG ROGERS
DENNIS ROSEMAN
RICHARD ROSENBERG
TAWGGY SAADATI
JIM SCHIBLER
GREG SCOTT

100, CONT.

SCOTT SEGELKE
DEEP SINGH
LYLE SMITH
JEFF SNOWDEN
HARLAN SUITS
ARUN SWAMI
GARY TAHARA
DAISY TANG
JAMES TEDROW
MIKE TROTTER
JOHN VAN HETEREN
BETTY VAN WAGENEN
PHEMI WANG
SCOTT WESTBROOK
ROBERT WEXNER
BRUCE WOBBE
MIKE YAMADA
MARY ZOBACK

300

KELLY ABBOTT
JOHN BLAIR
GREGORY FONG
YOICHI HARIGUCHI
JOHN KNAPP
JAY WACKER

500

DENNIS BARTON
JIM EARLY

LATEST MILESTONES

200

DREW BENNETT
ED DONLON
DAVE DOWNER
RICH DVORAK
TIM GROLLE
LORI HAGGBLOOM
BILL JONES
LARRY KAVINOKY
PAUL MCELHERNE
TADASHI OKUNO
ED RICCIO
MIKE SCHNEIDER
LOREN SHALINSKY
JANET SILBERMAN
DENNIS SYMANSKI
CHRIS YAMASHITA

400

DON CRISP
VALERIE MCGUIRE
DANIEL PAEPCKE
BETSEY SOWDER

600

JIM BUSH

Brief history of FDA blood donation policy for men who have sex with men (MSM)



- 1983 to 1985 – MSM were asked not to donate blood along with other groups identified as having higher risk for HIV by FDA at the time
- 1985 to January 2015 – MSM who had any sexual contact with another man after 1977 were indefinitely deferred
- 2015 to April 2020 – MSM deferred from donation for a 12-month period following last sexual contact with another man
- April 2020 to Mid-2023 – MSM deferred from donation for a 3-month period following last sexual contact with another man
- Mid-2023 – Adoption of individual donor risk assessment

ADVANCE Study website screenshot showing a map of the United States with 8 study sites marked: San Francisco Bay Area, Greater Los Angeles, Washington, D.C., Memphis, Atlanta, Greater New Orleans & Baton Rouge, Orlando, and South Florida. A sidebar for the San Francisco Bay Area shows the Vitalant Donation Center and Stanford Blood Center.

- Study period: December 2020 to September 2022.
- Study sites: 8 regions in the US
- Stanford Blood Center was one of only 4 US Blood Centers to participate.

ADVANCE Study

Assessing Donor Variability And New Concepts in Eligibility

This study was designed to assess the viability of questions that could be added to the donor history questionnaire which might allow the U.S. to move to an individual risk-based approach to selection of donors who are men who have sex with men.

Study enrolled gay and bisexual men (18-40 years old) and asked questions related to sexual behavior. Participants were tested for HIV and PrEP (medications taken to prevent HIV infection).

ADVANCE Study

Results/Conclusion:

- 1,566 participants enrolled
- 4 participants tested HIV positive
- Validated risk based questions and provided data on PrEP use.
- Among sexually active MSM, there are subgroups who self-report no new sexual partners and only 1 sexual partner within the past 3 months.
- These individuals are likely at lower risk of HIV infection than other MSM and would meet proposed individual risk assessment criteria for blood donation in the U.S.

FDA FINAL Guidance Individual Donor Assessment May 11, 2023

Recommendations for Evaluating Donor Eligibility Using Individual Risk-Based Questions to Reduce the Risk of Human Immunodeficiency Virus Transmission by Blood and Blood Products

Guidance for Industry

- The new policy is based on:
- Data/Experience from UK and Canada
 - ADVANCE Study Results



Individual Donor Assessment

ALL donors are asked the same questions related to HIV risk factors regardless of gender or sexual orientation.

New questions on the Donor History Questionnaire (SBC implements on 10/19/23):

	Yes	No
In the past 3 months, have you		
12. Had sexual contact with a new partner? (refer to the examples of "new partner" in the Blood Donor Educational Material)	<input type="checkbox"/>	<input type="checkbox"/>
13. Had sexual contact with more than one partner?	<input type="checkbox"/>	<input type="checkbox"/>

- If a donor reports a new partner or more than one partner in the past 3 months (answers Yes to Q12 or Q13), a follow up question will be asked about anal sex.
- If no anal sex in the past 3 months, then donor is eligible
 - If anal sex in the past 3 months, then donor is deferred for 3 months



New questions on the Donor History Questionnaire about PrEP/PEP (medications used to prevent HIV)

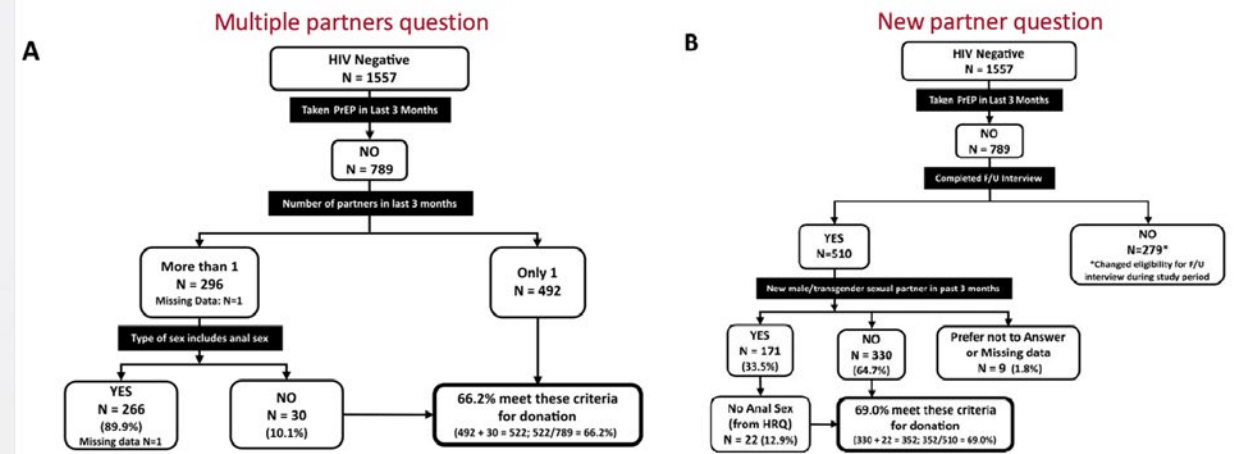
	Yes	No
In the past 3 months, have you		
11. Taken any medication by mouth (oral) to prevent HIV infection? (i.e., PrEP or PEP) If YES, deferred 3 months	<input type="checkbox"/>	<input type="checkbox"/>
In the past 2 years, have you		
31. Received any medication by injection to prevent HIV infection? (i.e. long-acting antiretroviral PrEP or PEP) If YES, deferred 2 years	<input type="checkbox"/>	<input type="checkbox"/>

Why do people on PrEP need to be deferred?

- PrEP is very effective in suppressing HIV levels in the blood. Therefore, if someone on PrEP has a breakthrough HIV infection, it can take longer for HIV screening tests to become positive (extends the window period).
- FDA will continue to examine this issue for possible changes in the future.
- Donors should not discontinue or delay taking any prescribed medications in order to be eligible to donate blood.



Projected donor eligibility of gay/bisexual men using ADVANCE study results under 2023 FDA guidance and Individual Donor Assessment



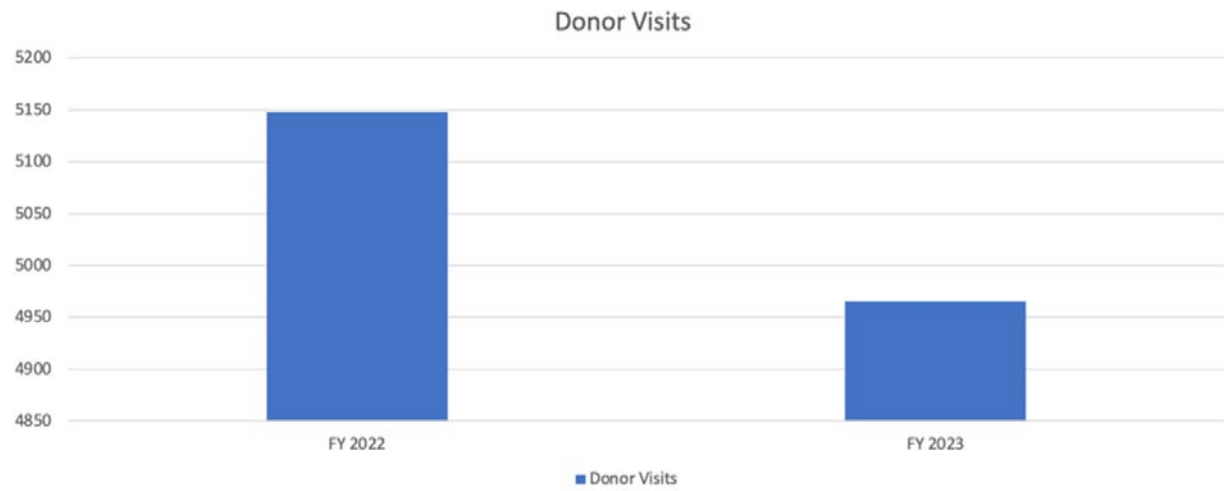
Impact of Individual Donor Assessment:

- It is too early to tell how this change will impact the overall number of blood donors.

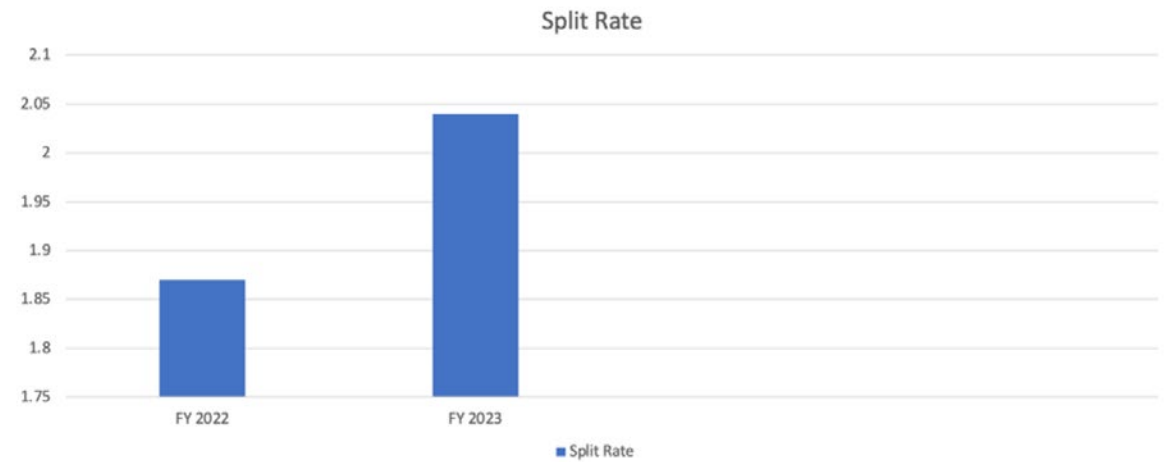
This new policy is a major step forward in the ongoing work of bringing equality and fairness to America's blood donation policies while maintaining the safety of the blood supply. By asking all potential donors the same questions about their sexual behavior, this change reflects the fact that diseases caused by infectious agents such as HIV could be contracted by anyone, regardless of their sexual orientation. With this new policy, a subset of gay and bisexual men will now be able to safely donate blood without abstaining from sex



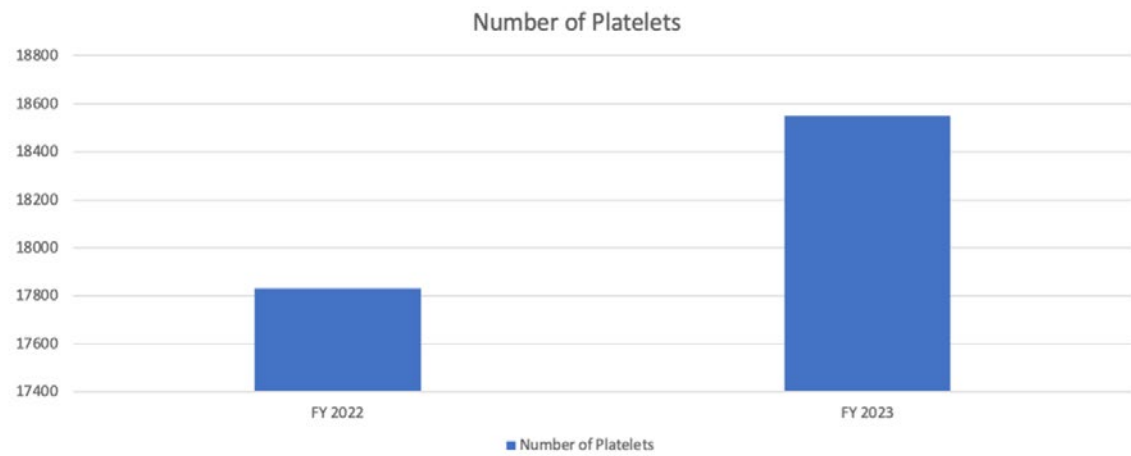
Number of Platelet Donor Visits



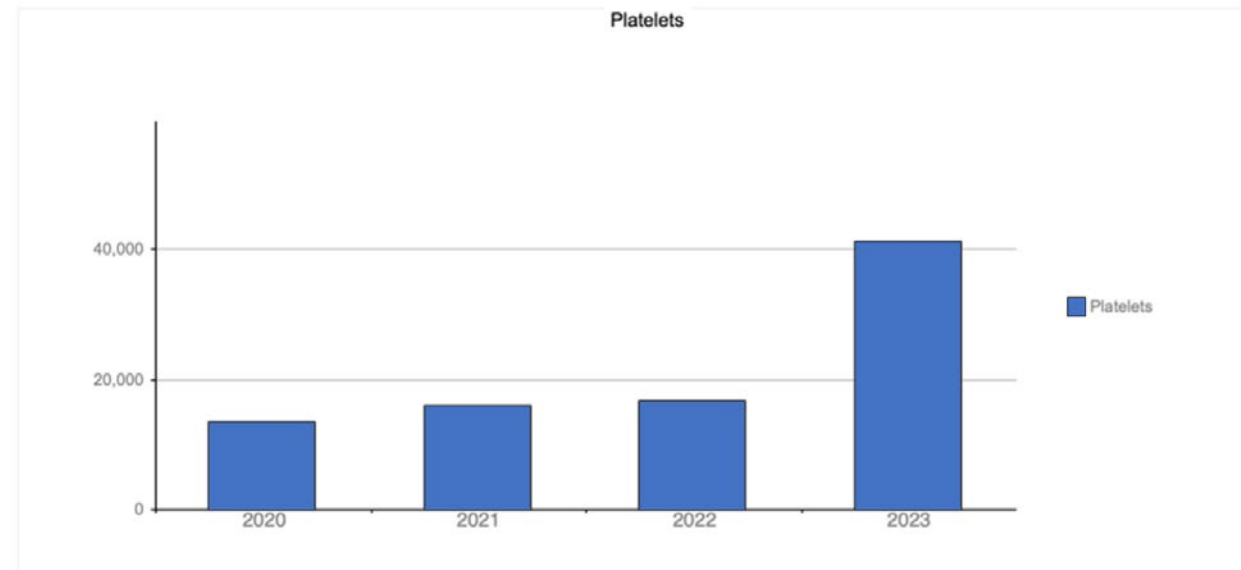
Platelet Components per Successful Platelet Procedure



Platelets Collected



Platelet Collections



Dr. Suchi Pandey, MD



Kay Enriquez



Clayton Toller



Renee Gipson



Arianne Mankey, CHS(ACHI)



Satvika Iyer



The following is Satvika's interview just prior to donation.

How are you feeling as you're about to donate? Excited? Nervous? A little of both?

I am so excited to donate. When I was younger, my dad and I would bike in tandem to his donation, and I think it's a full-circle moment to go into my first donation in tandem. Honestly, the photos my dad sends me while donating recently make it seem comparable to a cozy movie night in — curled up in a blanket while watching a movie, sipping on bottomless POG juice and toting some cookies; the reward for an invaluable donation seems to arrive in waves, some in the form of instant gratification.

Has this been something you've been wanting to do for a while?

Along with the list, including filing as an organ donor and getting my drivers permit, this experience is something I have wanted to do as soon as I could. A life-altering pint in my body seemingly lazing around as surplus when it could find its defining purpose in another stream undercuts the potential of that blood and, along with giving that blood purpose, it gives me fulfillment as well.

Do you think you will become a regular blood donor?

Oh, most definitely. Plasma — or liquid gold as my dad likes to call it — is sourced only through human donation (like other blood products), and is imperative for the treatment of genetic and contracted diseases alike. It's a simple way to give back to my community, and I know I will make time for it regularly going forward.

I understand you want to be a blood donation advocate for your high school. Have you already begun taking steps to help spread the word with your classmates?

Yes! I actually contacted Stanford Blood Center and my school's principal in order to organize a mobile blood drive. I also believe in sharing education, since as high schoolers we can be wary and almost dismissive of anything shrouded in mystery, and the process of blood donation could be a point of less of interest in high schoolers. I think knowing the inner workings and impact of blood donation will go a long way in producing lifelong donors. Don't hold the cookies either!

You're making your first donation right before Father's Day. What does that mean to you?

Imitation is the sincerest form of flattery that mediocrity can pay to greatness, or in my case, a daughter can pay to their father. I think this is a testament to the impact my parents have had on my life so far, and, in general, the habits we see practiced by our parents are the ones we take to and emulate most easily. The fact my dad is a blood donor bodes well for his future commitment to our joint workouts, racquetball matches and Scrabble marathons: he's not going to stop anytime soon!

Read the full story: bit.ly/satvika-iyer

Katie Dean, CMRP FMP



Donating blood is a simple, selfless act that can profoundly impact someone's life who needs blood. However, for Katie Dean, blood donation impacted her life unexpectedly on the day she decided to donate.

In 2020, at the beginning of the Covid-19 pandemic, Katie, the Administrative Director of Business Operations & Transformation at Stanford Health Care, worked tirelessly to get Stanford Hospital PPE supplies. She was excited about a much-needed and well-deserved vacation after trying to get PPE for the organization. However, her vacation was canceled due to a Covid-19 spike in the area. At first, she was a bit upset about her canceled plans but decided to make this an opportunity to give back to her community.

"I planned a week of giving back to my community to people who had been affected negatively by the pandemic. And amongst the things I planned on doing was donating blood," she said.

The day came when Katie and her husband went down to the blood center to donate. During the pre-donation check, where a drop of blood is needed to test the hemoglobin level to ensure people are eligible to give blood, Katie will always remember what the nurse told her. "The woman who took my blood said to me, 'You're anemic. You're actually very anemic; you should talk to your doctor about it,'" Katie said. "To be totally honest, at first, I was like, 'Oh, I know a bunch of people who are anemic! That's normal. And I didn't think a ton about it until the next time I saw my doctor.'"

Katie had visited the doctor for an unrelated issue, not due to her anemia, but while she was there, she decided to talk to her doctor about what the nurse had told her when she tried to donate blood. She said, "After multiple tests and a colonoscopy, it was confirmed that I had stage 3 colon cancer."

Katie explained that around 90% of those who are diagnosed with colon cancer at her age, who was 38 years old at the time, are either at stage 3 or stage 4 because they begin developing symptoms. She continued explaining that at stage three, she had a 75% chance of survival; however, at stage four, the chance decreased to 17%.

"If I hadn't gone and donated blood, hadn't been told I was anemic and hadn't talked to my doctor about it — I very easily could have been stage 4 before I found out I had cancer. Once you have stage four, there is no curing, just managing it, and that would have been a very different life for me."

After having surgery in April 2021 and finishing chemotherapy in November 2021, Katie has been cancer free for two years. She recently had a CT scan and is still cancer free, and once she hits five years

of clear CT scans, Katie will be considered cured of cancer. "Two years down and three to go!" she happily said.

She was finally able to donate blood again in March 2023 and felt proud to be at a place to give back finally. Katie explained that Stanford Blood Center saves all sorts of lives, but they saved her life in a very different way, and it felt good to give back again.

"I am so incredibly grateful for the blood center. She [the SBC nurse] could've just said, 'Oh, you can't donate,' but she didn't; she said, 'This isn't normal, and you should talk to your doctor,' and if she hadn't said it that way, I might not have gone to the doctor and my life would be very different," said Katie.

Now, Katie is living her life to the absolute fullest with exciting travels across the globe. One canceled vacation turned into many after her treatment was completed. "I actually called it the 'I'm Still Alive Tour,'" she said. "People ask how cancer has changed my life, and for me, I'm going to take the trips, have the experiences and spend more time with my family—that to me is a big thing."

Blood donation is a selfless and noble act that has the potential to impact lives in various ways, some of which may be unforeseen. Not only does it provide a lifeline to those who need it most, but it can also have a positive impact on the health of the donor.

Watch Katie's video at: youtube.com/stanfordbloodcenter

SHARE YOUR STORY

Donors like you inspire us and others in our community every day! Share your story on social media or contact us on our website so we can feature your journey as well!

stanfordbloodcenter.org/share-your-story

Facebook: @stanfordbloodcenter

Instagram: @stanfordbloodcenter

TikTok: @stanfordbloodcenter

Threads: @stanfordbloodcenter

X: @giveblood

LinkedIn: stanfordbloodcenter

YouTube: @stanfordbloodcenter

THANK YOU! SEE YOU SOON!



Photos will be available
by October 20th at
[stanfordbloodcenter.org/
precious-mettle](https://stanfordbloodcenter.org/precious-mettle)

Let us know what
you think! Please
fill out the survey
by October 10th. If
you need a paper
copy, please visit
the registration desk
before you leave.



bit.ly/mettle-survey23