



December 17, 2014



NATIONAL TERRORISM ADVISORY SYSTEM

*No active alerts*



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## THREAT ANALYSIS

### Increasing blood donations is important during winter months

Every two seconds, someone is in need of blood, and approximately one in seven patients entering a hospital require blood. In order to respond to this constant need, blood banks require regular donations to maintain appropriate stocks. Blood donations decrease during the winter months, as travel, holidays, seasonal illness and winter storms reduce the number of people who donate during this season. However, the demand for blood products actually increases during the winter months, due largely to increased incidence of traffic accidents. (Sources: [News Press Now](#), [Blood Centers of the Pacific](#))

Less than 10 percent of Americans who are eligible to donate blood do, but if one percent more of Americans gave blood or if all blood donors gave blood three times a year, blood shortages would be a rare event in the United States. One pint of blood can save three lives. (Sources: [News Press Now](#), [Blood Centers of the Pacific](#))

Studies have shown that economic incentives can increase blood donations. Offering a \$5 gift card increases the likelihood that a person with a history of blood donation to do so again by 26 percent; a \$10 gift card increases chances by 52 percent. The economic incentives also result in people encouraging others to donate blood, drawing in more first-time donors. (Source: [Johns Hopkins University](#))

## ACTION STEPS

Hold seasonal blood drives at your facility. The American Red Cross provides resources to help blood drive coordinators plan and

1

organize these important events.

2

Consider using economic incentives like gift cards to increase the number of blood donations, especially during periods of blood donation shortages. (Source: [Johns Hopkins University](#))

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Encourage current, past, and newly interested blood donors to download and use the American Red Cross Blood App. The app allows a user to find local blood drives and donation centers, schedule appointments and earn rewards from participating retailers.

## UPCOMING EVENTS

WEDNESDAY

17

No Mass Gatherings Scheduled

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