

# All About This PRICELESS Commodity

# WHY GIVE BLOOD?

**Why Give Blood?**  
by C. H. Foss

The fact that Canada and Holland are the only countries with completely free blood transfusion service seems to be a little known fact. Several other countries rely upon their Red Cross Societies for all their blood supplies; but there is not always an agreement entered into with the hospital which eliminates all charges for medical and technical services.

In the past decade Canada has emerged as the leading country of the world in knowledge and research about blood. With adequate blood supplies for all medical and surgical cases and with available quantities of the various important blood by-products and fractions for all the needs of its population, it comes as somewhat a shock to find American

hospitals seemingly without exception, charging for blood and also for its administration, cross-matching and other uses.

The Canadian Red Cross has an agreement with the American Red Cross which provides for replacement of blood used by Canadians in American hospitals, if and when the case is reported through the headquarters of the National Society. Each year the New Brunswick division of Red Cross arranges replacement of blood for a considerable number of people who have received blood in the U.S.A. Each case reported to Red Cross (in any province) is dealt with individually and the replacement is always made. However, the matter of administration charges is not dealt with by this agreement and there are cases on record where people have been charged a very consider-

able sum for this purpose. A matter which is out of the hands of Red Cross.

Blood costs in the U.S.A. vary widely and the present cost seem to range from \$35.00 per transfusion (pint) to \$100.00. The Canadian Red Cross discovers this when application is made to them by individuals who request replacement of blood used. Administration costs vary also and sometimes almost equal the cost for blood.

Canadians at home who were ill or injured last year saved nearly 28 million dollars because blood and its by-products are free.

**Who can give blood?**

The majority of people in average health between the ages of 18 and 65 years.

**How can you tell whether I can spare the blood?**

This is determined by a simple test given every donor by a Red Cross technician.

**How much do I give?**

Three-quarters of a pint -- only one-twentieth of the average body content. This is replaced within 24 hours.

More people, more blood, More blood, more people, Does this make sense? Are you willing?

If you are, on October 26, 27, 28. You can give blood. Please help in order to Sustain human life. If there is no blood, there is no life. Watch the posters for further details.

**What is the Canadian Red Cross Blood Transfusion Service?**

It is operated by the Canadian Red Cross Society to supply whole blood and blood products FREE OF CHARGE to any patient in any hospital in the area served. All blood is the gift of volunteer donors. Blood cannot be manufactured. It must come from people.

**What does the free Blood Transfusion Service mean to me?**

Whenever you, or a member of your family may be in hospital and needs blood or blood products, you will receive these FREE OF CHARGE.

**What happens if I need transfusions in the U.S.A.?**

Have your doctor notify your local Red Cross in Canada and arrangements will be made to replace the amount of blood necessary at no charge to you.

**What happened before this free Red Cross service?**

The patient paid approximately \$25 for each transfusion or frantically appealed to friends or the public for donors to replace two bottles for every one received.

**How are whole blood and blood products used?**

To control hemorrhage -- to combat shock -- to speed recovery -- to prepare patients

for surgery -- to save infants born with heart or blood defects -- to assist burn victims through a long convalescence -- to help mothers in childbirth -- to assist victims of accidents and other emergencies.

**Why should I be a donor?**

If everyone gives there will be an ample supply of blood when you, or a member of your family needs it.

**How many donations are needed to maintain the service?**

An average of one bottle of blood must be collected every 15 seconds of every working day to maintain an adequate supply of whole blood and blood products. More than 800,000 bottles will be required for transfusions therapy for patients in Canadian hospitals during the year.

**Is donating blood painful?**

No. There is no discomfort experienced in giving blood donations. Every phase of the programme is under professional supervision. Specially trained nurses will take your donation.

**How long will it take to give my donation?**

Approximately 30 minutes including time for testing, registration, rest and refreshments. The actual giving of blood takes only 4 to 5 minutes.

## How To Do It

If you have not given blood before because you are not sure just what will happen, we assure you IT WON'T HURT.

This is what happens when you go to give blood at the Lady Beaverbrook Gym:

1. You receive a FREE coke while you are waiting to register.
2. You register and get your blood type classification.
3. You are taken to a cot by a Red Cross nurse. Minutes later, after donating your pint of blood, you are taken to a rest bed, where you remain for ten minutes.

Afterwards you may go to the Gym kitchen and be served free coffee and cookies by the university co-eds.

**THE RULES . . .**

You are eligible to give blood if you are over 18 years of age and your general health is good. If for any good reason you are unable to donate your blood PLEASE go down to the Gym and register. Your name will be counted as a donor and hence you can aid in increasing the percentage of donors giving.

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