

The Real Life Impact of Holiday Blood Shortages

The idea that blood may not be available when needed is a very scary, but real possibility. The summer and December holiday seasons never pass without a serious national blood shortage. Here are some of the unfortunate real life situations that resulted from last summer's blood shortage.

- **A transplant had to be postponed in Metro Atlanta – and the available organ was sent to a patient in another area.**
- **Many elective surgeries were cancelled.**
- **Blood had to be moved from hospital to hospital on a daily basis to ensure that patients with the most severe needs could have blood transfusions.**
- **The American Red Cross medical staff had to prioritize hospital requests to ensure blood went to the most critical patients.**

The Red Cross blood supply in Georgia depends on blood from other states because there are not enough Georgians who give blood, especially in the summer and in December. Blood availability is decreasing rapidly as other areas of the country struggle with their own blood shortages – and sometimes do not have enough to send to help our patients here.

Please stop and think: What if someone in your family needed blood this holiday season? Would it be available?

You can make a difference. Please sign up now to give blood and to give life.



American Red Cross

Together, we can save a life