

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of October 3-9, 2016

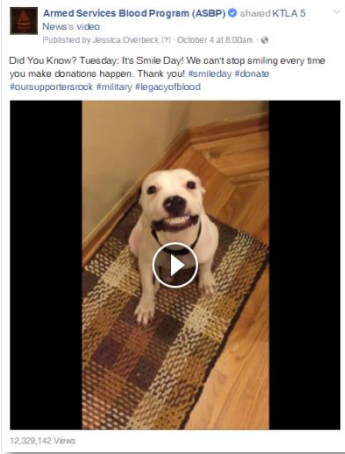


TOP PERFORMERS

Facebook

National Smile Day (dog smiling video) (Oct. 4)

1,354 reactions, 48 comments, 0 shares; 26,169 people reached



Twitter

Week in Pics (Oct. 7)

444 impressions, 22 engagements



HOW DID WE DO?



WHAT ARE WE UP TO?

ASBP Provides Blood Products to Support Hurricane Matthew Relief Efforts

The ASBP announced blood products were requested late Oct. 6 in support of relief efforts aimed at Hurricane Matthew. Overnight, a significant number of frozen red blood cell units were prepared for shipment to the United States Navy hospital ship, the Comfort, as it set sail to assist in the wake of Hurricane Matthew. **Read more:** <http://bit.ly/2dlt3sz>



NEWSWORTHY CONTENT

ASBP Donor Centers in or Near Zika Virus Transmission Areas Prepared to Begin Testing

On Oct. 7 the ASBP announced that all blood donor centers located in 11 high-risk states affected by the Zika Virus are in full compliance with a Food and Drug Administration recommendation to begin testing blood products. **Read more:** <http://bit.ly/2dSbUJc>



KEEP AN EYE OUT FOR ...

- **ASBP Conducts Workshop at 2016 AABB Annual Meeting (Oct. 22):** We will focus on how the military blood program provides a global network to meet the needs of ill or catastrophically wounded warriors and their families, what blood products are being used closer to the point of injury, our global health engagement initiatives, and how they shape the future relationships.
- **Make a Difference Day (Oct. 24):** Celebrate Make a Difference Day by donating blood. Every time you donate, you have the chance to save up to three lives. If that's not making a difference, then we don't know what is.
- **Day of the Deployed (Oct. 26):** On Day of the Deployed, we honor all the brave men and women who are or have been deployed. Join us as we thank them for their service to our country.