



**American
Red Cross**

Red Cross Emergency Preparedness and Humanitarian Response

Association of Public Health Nurses

Little Rock, Arkansas

April 30, 2018

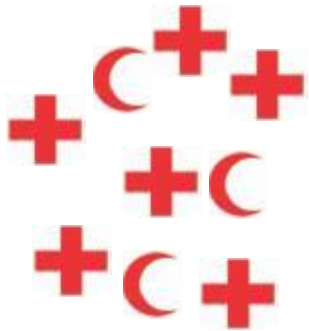
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Chief Nurse, American Red Cross

Objectives

- Describe International and American Red Cross Humanitarian assistance.
- Discuss American Red Cross health professional volunteer opportunities.

Through the **global Red Cross network...**



**190 National
Societies**

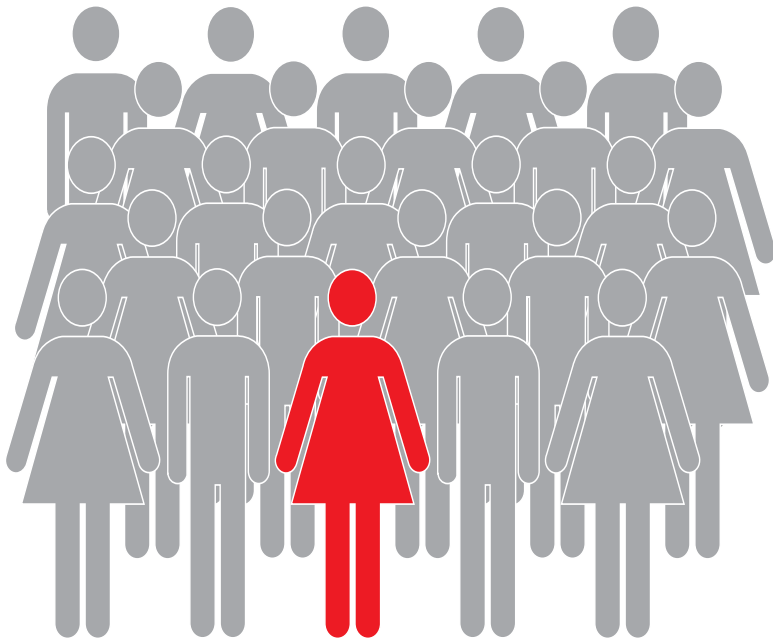


IFRC or Federation
International Federation of Red Cross
and Red Crescent Societies



ICRC
International
Committee of the
Red Cross

Mass scale & scope...



World's largest humanitarian network with a permanent presence in virtually every country in the world

1 in 470 people in the world is a Red Cross volunteer

1 in 25 people in the world is helped by the Red Cross each year



We deliver immediate relief, upon request...

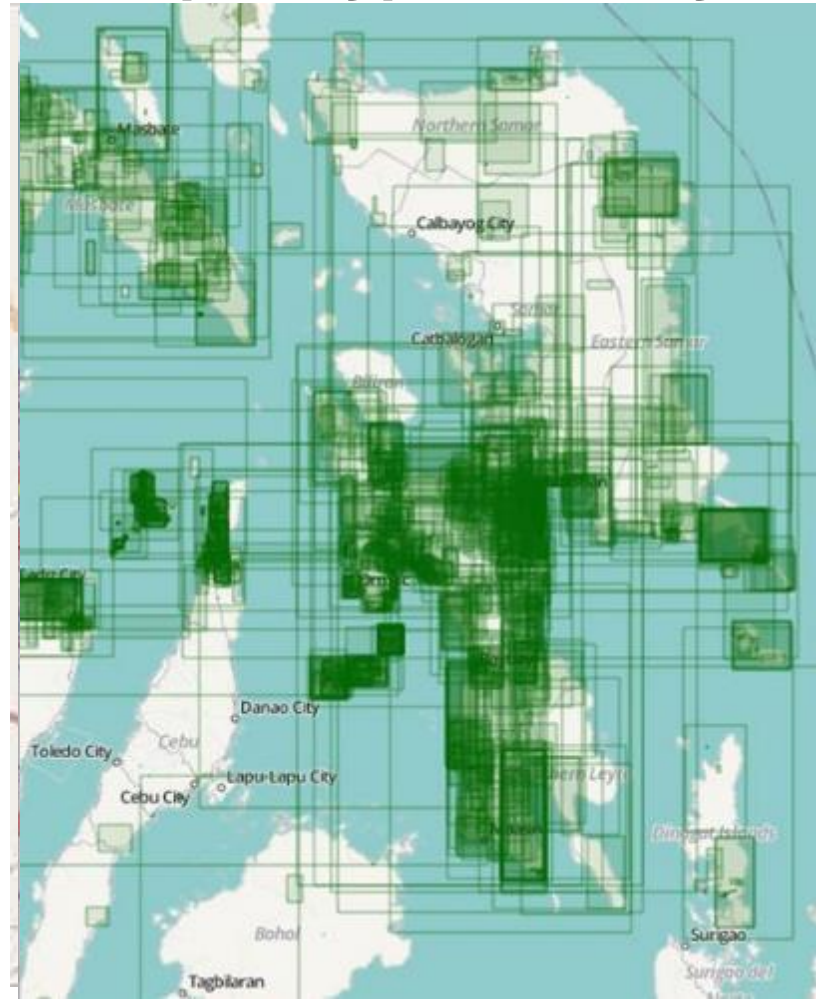


We help reconnect
separated family
members



We crowd source the **development of maps** using **virtual volunteers**

Example: Typhoon Haiyan



Learn to map at: mapgive.state.gov

We eliminate Measles

Volunteers promote importance of vaccination & share info on campaign

Helped vaccinate > 2 billion children against measles – at \$1 per vaccination

Reduced global measles deaths by 79%, preventing >17 million deaths

Global goal to eliminate measles by 2020

But 315 children still die from measles each day...so there is more work to do



Mission Statement

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

Quick Facts

- 90% of Red Cross workforce are volunteers
- Current disaster volunteers can input their availability online for disaster assignments
- Deployment is based on the safety and the community's needs
- Disaster travel, food and lodging is covered by the generosity of donors
- Volunteer opportunities include local, remote and travel assignments
- HIPAA allows for release of information to the Red Cross for individuals affected by disasters and for emergency communication to members of the military

Volunteer Response Comparisons

2016

- ~400-500 volunteer applications received daily
- **New** health professional response for the Louisiana Floods and Hurricane Matthew: < 500*
 - 200 deployed through this process

*data limited

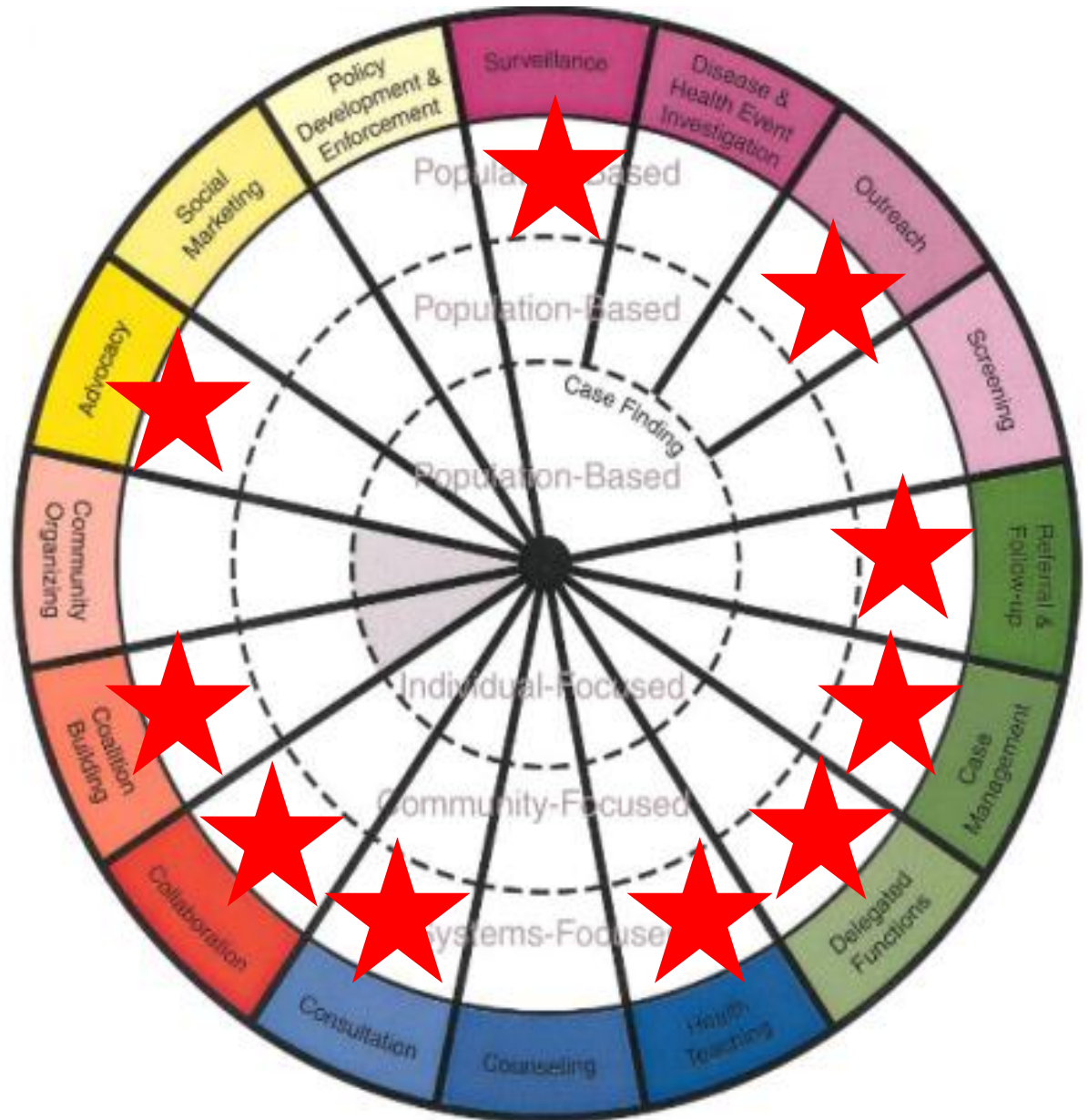
2017

- 18,000 new applications received in one day during Hurricane Harvey
- **New** health professional response during Hurricane Harvey/fall disasters: >5,000 (in one week)
 - 259 deployed through this process

Health Professional Volunteer Opportunities

- Disaster Health and Mental Health Services
 - Local, remote or on the scene
- Service to the Armed Forces
 - Case management
- Biomedical Services
 - Assist with blood drives, donate, educate
- International Services
 - Advocacy, education about measles and rubella
- Leadership, instructor, behind-the-scenes, remote and local roles

MN Public Health Interventions & Red Cross ★



The Need for Blood in the U.S.

- Every two seconds someone needs blood.
- Nearly 7,000 units of platelets and 10,000 units of plasma are needed daily.
- Nearly 21 million blood components transfused annually.
- Average red blood cell transfusion ~3 pints.
- A single car accident victim can require as many as 100 pints of blood.
- Blood used in an emergency is already on the shelves before the event.



U.S. Blood Donors

- About 38% of the population is eligible to donate blood.
- Less than 10% of that eligible population donates blood.



How to Get Involved

Find the right volunteer opportunity for you!

Visit www.redcross.org to apply!



Resources & Links

- Become a Volunteer
 - www.redcross.org
 - American Red Cross History
 - Hero Care Network: 877-272-7337, and mobile phone App
 - Fundamental Principles of the Global Red Cross Network
 - Donate Blood: 1-800-Red-Cross
 - Nurses Supporting the Eradication of Measles & Rubella
 - General Questions: RedCrossNurse@redcross.org
 - APHN & the Red Cross: Sharon Stanley, colsars@gmail.com
 - American Red Cross Chief Nurse, Linda MacIntyre, Linda.MacIntyre@redcross.org
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Thank you!

