

THE LATEST NEWS:

## Building our Partnership with **Iota Phi Theta**

**Hello, Red Cross National Partner!**

On behalf of Red Cross President & CEO Gail McGovern, the Red Cross Office of Diversity & Inclusion Services thanks you for your continued interest in supporting our outreach to diverse communities.

**Did you know...each year, the American Red Cross provides life-saving resources to tens of thousands of people in need? **Here are three ways your chapter can help (with three steps each)!****

While home fires can begin anywhere at any time, studies indicate that Native American, Latino and African American communities are most at-risk for home fires. Because of this, the American Red Cross is devoting specific attention to reaching diverse communities with free resources to prevent home fires – including free smoke-detector installations and in-home education -- in communities that need these resources most. To date, the Red Cross has installed more than 1,000,000 smoke detectors across the US.

**To get involved in your community, here are the steps:**

1. Visit this link to confirm your chapter is in or near a city to participate in the campaign: [www.soundthealarm.org](http://www.soundthealarm.org)
2. If you are in or near a participating Red Cross chapter, promote the campaign among your local network.
3. Once you have a solid team of participants, coordinate with your local Red Cross on the designated date to do smoke-detector installations in homes in or near your city! (brief training and appropriate resources will be provided.)



### **BLOOD DRIVES: *Giving the Gift of Life***

Today, there is a great need for blood and blood products to assist those in need. Did you know that African American and Latino communities have higher concentrations of Type O blood, which is an essential and often universal blood type that goes a long way toward saving lives? It is also essential when sickle-cell patients of the same ethnicity require a donor match to ensure compatibility during a blood transfusion. The great news is if only 27 of your local chapters were to host two blood drives per year (yielding 30 units of blood per blood drive), collectively it would impact more than 3,000 lives in need.

**We need your help hosting blood drives and supporting blood donations in your community.**

1. Contact Vincent Edwards ([Vincent.Edwards@redcross.org](mailto:Vincent.Edwards@redcross.org)) to begin your process to host a blood drive for your chapter. (NOTE: Blood Drives take a minimum of 90 days to arrange in advance, and requires the participation of a minimum of 48 willing blood donors to be deemed successful.)
2. Visit the following link for more information on hosting a blood drive: [www.redcrossblood.org/hosting-blood-drive](http://www.redcrossblood.org/hosting-blood-drive)
3. Find a local blood drive in your area by visiting [www.redcrossblood.org](http://www.redcrossblood.org), promote it, and ask donors to reference your organization's name to receive credit for the donation! (At any time, we can tell you how much blood your organization has raised in your name.)



### **AQUATICS PROGRAMMING: *Swim Instruction and Water Safety***

Did you know that 70% of African American youth and 60% of Latino youth say they have little to no swimming ability? This statistic alone gives way to alarming death-by-drowning rates among African American and Latino populations, far exceeding those of White youth.

**Help the American Red Cross spread the word on Water Safety.**

1. Read, Post, and Circulate the document, [\*Are You Really Safe in the Water?\*](#)
2. Read, Post, and Circulate the [\*Circle of Drowning Prevention & Chain of Drowning Survival\*](#) documents (English and Spanish) for key steps in staying safe in and around water.
3. Use the Red Cross [\*Aquatics Social Media Toolkit\*](#) to help spread the word on Twitter and Facebook!

The American Red Cross looks forward to engaging with each of you. Your work in this capacity will touch lives across the nation in very meaningful ways. As you engage, and if you have further questions/concerns, please feel free to contact any of the following National Contact Persons for each of the above initiatives:

**Home Fire Campaign:** Earl Brown [earl.brown2@redcross.org](mailto:earl.brown2@redcross.org)

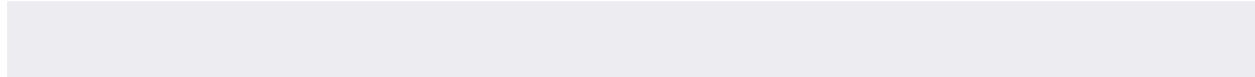
**Blood Drives / Blood Donations:** Vincent Edwards [vincent.edwards@redcross.org](mailto:vincent.edwards@redcross.org)

**Aquatics Programming:** Connie Harvey [connie.harvey@redcross.org](mailto:connie.harvey@redcross.org)

Thank you again for all that you do for the Red Cross.

Yours in service,  
**Rodney T. Marshall**

Programs Manager  
Red Cross Office of Diversity & Inclusion Services



## Contact

**Email inquiries:**  
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