

2010 National Cesar E. Chavez Blood Drive Challenge Service Learning Program

Summary

The College Assistance Migrant Program Alumni Association (CAMPAA) announces the launch of the 2nd National Cesar E. Chavez Blood Drive Challenge. This national service learning program promotes the engagement of U.S. Hispanic college health pre-professional students as organizers in a national donor recruitment campaign. The 2009 inaugural campaign focused on enlisting student organizers from the 38 federally-funded College Assistant Migrant Program (CAMP) grants at 38 distinct college/university campuses throughout 15 states and Puerto Rico. The students organized blood drives campaigns on their college/university campuses as part of a national competition of which Texas A&M International University at Laredo was voted “The Most Successful Blood Drive” by the participating campuses becoming the 1st to hold the perpetual Champion’s Trophy. Due to the program’s overwhelming success, the 2010 service learning program campaign is being expanded to reach 100 colleges/universities and focuses on the following ten key learning objectives:

1. Save lives!
2. Increase awareness of Cesar Chavez’s legacy as a national civic leader
3. Increase awareness and number of blood & plasma donors within the Hispanic community
4. Increase awareness and number of organ and tissue donors within in the Hispanic community
5. Increase awareness of health issues such as Diabetes and STDs/HIV.
6. Promote healthy lifestyle through the donor education process (Fitness, Diet)
7. Increase awareness of health professions through collaboration with blood centers
8. Promote higher education retention through engaging student programming
9. Promote community outreach through donor outreach and family educational programming
10. Develop leadership skills through ongoing student organizer training and experience

Each student organizer is responsible for collaborating with their local partner blood center to conduct a donor recruitment campaign. A student committee may be organized to address issues regarding donor recruitment, event planning, community education, and data collection. The data collected during the campaign will provide a basis for further research over effective social behavior interventions that successfully increase blood and organ donor participation amongst the U.S. Hispanic community in collaboration with university faculty. The CAMPAA Service Learning Coordinator is responsible for establishing and coordinating the various team relationships throughout country as well as compiling and analyzing data. CAMPAA will provide marketing material, student organizer certificates, and recognition awards for challenge winners.

2009 National Cesar Chavez Blood Drive Challenge (1st year) – Phase 1

Drive Goal: 38 colleges/universities (CAMP Grants)

Units Goal: Average of 50 blood pints per campus = 1,750 (2,468 Registered Donors)

Actual Drives: 42 colleges/universities (March 31st – Cesar Chavez’s Birthday)

Actual Unit Collected: 1,931 (117%) **First-Time Donors:** 873 (36%) **Hispanic Donors:** 1,239 (51%)

2010 National Cesar Chavez Blood Drive Challenge (2nd year) - Phase 2

Drive Goal: 100 colleges/universities (National Expansion) **Unit Goal:** 50 units per campus = 5,000

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Service Learning Program

Program Learning Objectives:

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Student Organizer Eligibility & Selection Process:

1. Must be a full-time student during entire 09-10 academic year (Required)
2. Must have the ability and commitment to organize a successful donor campaign (Required)
3. Must obtain staff/faculty advisor endorsement (Required)
4. Health professions major (Preferred)
5. Familiar with or interested in learning about Cesar E Chavez's legacy (Preferred)
6. New student organizers should be sophomore/junior academic level (Preferred)
7. Existing student organizers are encouraged to hold the organizer role until they graduate.

Student Organizer Orientation / Training / Responsibilities:

1. Volunteer at selected Blood Center (at least one day, preferably participate in a blood drive)
2. Training conference calls with CAMPAA Service Learning Coordinator (as needed)
3. Secure blood drive facilities/location on campus & select drive date(s)
4. Plan & coordinate the donor recruitment and event marketing campaign
5. Supervise the actual blood drive ensuring the donor surveys are completed thoroughly

Campaign Timeline: (Jan-May semester/quarters)

1. Student organizer recruitment period: Oct - Nov
2. Orientation , training, committee set-up, campaign design: Dec - Jan
3. Donor recruitment campaign begins: Feb
4. Target date for blood drive: Mar 31st (Must be between Mar 22nd–April 9th)
 - a. You may hold a one-day or two-day blood drive
5. Most Successful Blood Drive Award – as selected by Student Organizers: Apr 30th

Student Organizer application and supporting documents may be downloaded at:

<http://www.migrantstudents.org/servicelearning.html>