**General: January is National Blood Donor Month**

Did you know that every two seconds in America, someone needs blood?

This demand goes well beyond those facing an unexpected emergency like a car crash. Blood transfusions are regularly needed to treat patients facing everything from diseases like cancer to cardiovascular and orthopedic surgeries to organ and bone marrow transplants. In total, 1 in 7 people entering a hospital depend on a ready and available blood supply.

As important as blood is to so many of us, [just three percent](https://americasblood.org/statistics_guide/) of all Americans donate blood today. That’s despite the fact that 65 percent of the U.S. population is eligible to do. Less than 20 percent of all blood donations each year come from individuals in communities of color and donations from individuals 19 and under have dropped nearly 50 percent over the last two years alone. This reality has created an urgent need for younger, more diverse donors.

That’s why it’s so important to celebrate National Blood Donor Month this January. This month is our chance to spread awareness about the need for more blood donors while taking time to celebrate those who already donate and help save lives.

The first such month was proclaimed by President Richard Nixon and held in January of 1970 to pay tribute to voluntary blood donors and encourage more people to give for the first time.

A lot may have changed over the last five decades, but the need for blood – and the selflessness of those who answer the call to give it – has remained constant. We thank all those who regularly donate blood. Their decision to give generously today helps save lives and gives more people their tomorrow.

**Medical Professionals: January is National Blood Donor Month**

More than 7 million people give blood in America each year. This selfless generosity is a lifeline for so many people.

One in seven patients entering a hospital require the availability of blood. This ranges from trauma victims to patients battling sickle cell disease or Thalassemia, or ensure a successful organ or bone marrow transplant. Cancer patients use 25 percent of all blood donations and blood transfusions are needed in one out of every 83 newborn deliveries in America today, a rate that has increased by more than 50 percent between 2006 and 2015.

The need is great. Every two seconds in this country, someone needs blood. The latest statistics show that an average of 42,000 blood components are used by patients every day.

At the same time, just three percent of all Americans donate blood. Older Americans are among the most frequent donors, while the percentage of younger donors– those between the ages of 16 and 24 years old – who gave blood actually decreased by double digits between 2017 and 2019.

This reality is why so much work is being done to increase donations in the short-term while creating a younger, more diverse donor pool for the long-term.

January is National Blood Donor Month, an opportunity for us all to recognize the selflessness of America’s blood donors. This month was first proclaimed by President Richard Nixon in January of 1970 as a way to pay tribute to voluntary blood donors while encouraging more people to give.

As medical professionals, we understand the importance of ensuring there’s blood on the shelf when it’s needed the most. We want to thank all the donors who make this lifesaving difference possible.