



# Community Update

from your friends at Johns Hopkins Bayview Medical Center

January/February 2021

## Community Calendar and Education Information

### American Red Cross Blood Drive

January 28 & 29 - 7:30 AM to 5:00 PM

February 17, 18 & 19 - 7:30 AM to 5:00 PM

*All participants receive a parking pass, meal voucher and special gift.*

Johns Hopkins Bayview Medical Center, Asthma & Allergy Center, 5501 Hopkins Bayview Circle.

Must schedule your appointments: 410-550-0289, emails [reyring1@jhmi.edu](mailto:reyring1@jhmi.edu) or visit the site listed below: [hopkinsmedicine.org/jhbmc/blooddrives](http://hopkinsmedicine.org/jhbmc/blooddrives)

### COVID 19 Community Partners calls:

*Discussion from hospital staff on topics relevant to the hospital's preparation and readiness.*

Friday, January 22 & 29 - 11 AM

Friday, February 5 & 12 - 11 AM

Dial in: (888) 651-5908 - Participant code 3569812

For additional details contact Kimberly, 410-550-1118

### American Red Cross Blood Drive

February 24 - 1 PM to 6:30 PM

Dundalk American Legion, Post 38, 3300 Dundalk Avenue, Dundalk MD.

February 25 - 1 PM to 6:30 PM

Eastpoint Mall, North Point Road former Sears entrance.

*All participants receive a special gift.*

Must schedule your appointments: 410-550-0289, emails [reyring1@jhmi.edu](mailto:reyring1@jhmi.edu) or visit the site listed below: [hopkinsmedicine.org/jhbmc/blooddrives](http://hopkinsmedicine.org/jhbmc/blooddrives)

## National Blood Drive Month



Every January, the American Red Cross celebrates National Blood Donor Month and recognizes the lifesaving contributions of blood and platelet donors. Johns Hopkins Bayview Medical Center has recently been recognized by the American Red Cross for our efforts to assist with maintaining an adequate blood supply for the communities that we serve.

The Outstanding Service Award is an esteemed honor, but without the generous commitment from donors in our local communities we could not have achieved this milestone. Each blood donation may have saved up to three lives and we **THANK YOU!**

Throughout the COVID pandemic, we continue to schedule blood drives both on our Johns Hopkins Bayview Campus as well as with local civic organizations, business parks and shopping establishments in our surrounding Baltimore communities. If you've never donated blood before, we invite you to participate in one of our upcoming blood drives listed on the "Community Calendar," (to the left).

You can donate blood if you:

- are in general good health and feeling well
- are at least 17 years old
- weigh at least 110 pounds
- have not donated blood in the last 56 days

All donors receive a meal coupon, and special gift from the Medical Center. Donors also can take great pride in giving the gift of life! For more information about upcoming blood drives and to schedule a blood donation, contact Roberta Eyring at Johns Hopkins Bayview Medical Center's community relations department, 410-550-0289 or visit [redcross.org](http://redcross.org).

**KEEP IT UP HELP STOP THE SPREAD OF COVID-19**



## Mobile Blimp Mask Up Campaign



Through a partnership between the Johns Hopkins Health System and University of Maryland Medical System led by Hopkins' assistant professor, Dr. Panagis Galiatsatos, and community relations director, Selwyn Ray, with the support of Johns Hopkins Bayview marketing director, Sandy Reckert-Reusing, a mask campaign aimed at high-density neighborhoods was implemented.

- The Mobile Blimp Campaign runs from December 13, 2020 through January 23, 2021.
- During the five-week Mask Up Baltimore Campaign, the Mobile Blimp travelled through Baltimore's high-density areas where people were congregated on the streets frequently unmasked and not socially distanced.
- The truck travelled a total of **2,660 plus** miles making an estimated **771,000** impressions through five targeted areas in the Westside and Eastside of Baltimore City.
- The Mobile Blimp made impressions at two **Baltimore Ravens Games** on **December 20 and 27, 2020 remaining** on-site four hours after the games.
- On January 2, 2021, a total of **2,000** masks were distributed at a high-density site along the Pennsylvania Avenue/Laurens Avenue intersection.
- In late January 2021, **2,500** masks were distributed at the Northeast Market environs near Johns Hopkins Hospital.

## February Has Heart!

American Heart Month brings attention to the dangers of heart disease and educates the public about lifestyle habits that can potentially prevent it. Teaching children heart healthy habits can have life-long benefits. Some tips to help instill life-long, heart healthy habits in children:

- Be a good role model. Children will notice the effort parents are making to lead healthier lives.
- Set realistic goals a child can reach. Reward the child for reaching a goal without using food or video games. Many times verbal praise will be all he or she needs!
- Involve the entire family in activities like hiking, kick ball or simply taking a walk. Doing activities together as a family is time well spent!
- Find a physical activity the child likes. If they like the activity they are participating in they'll be more likely to stick with it.

## National Burn Awareness Week February 7–13, 2021

Did you know that nearly 80 percent of all burns are preventable? Johns Hopkins Bayview Medical Center, home to the Johns Hopkins Burn Center, is committed to educating the community about burn prevention and fire safety. While the Burn Center is prepared to treat a wide range of burns, staff would rather prevent burn injuries from happening in the first place.

The Johns Hopkins Burn Center Fund allows community relations staff to provide fire and burn prevention education throughout the year.

- Educational materials are distributed at health fairs and community meetings, including sun safety tips and burn prevention during the holidays. Fire safety-themed items, such as coloring books, are distributed to school-aged children.
- Women who have a baby at Johns Hopkins Bayview are discharged with a "Safe Baby Kit," which includes a heat-sensitive baby spoon, spill-proof thermal travel mug and a bathtub thermometer.
- Burn Center nurses can provide burn prevention education presentations to older adults upon request.

If your community group or organization is interested in burn or fire prevention education, call the community relations department at 410-550-0289.