

2012 Annual National Cesar E. Chavez Blood Drive Challenge
Service Learning Program

Summary

MigrantStudents.org announces the launch of the 4th National Cesar E. Chavez Blood Drive Challenge.

This national service learning initiative engages U.S. Latino/Hispanic college student leaders to organize a 'smart & healthy living' campaign on their respective college campus as a platform by which to celebrate Cesar E. Chavez's Legacy as an American civic leader devoted to improving the quality of life for the migrant/seasonal farmworker labor community. The four basic campaign objectives are to promote a) health education, b) health & science careers, c) civic engagement, and d) to save lives! The campaign culminates in a health education fair on campus featuring a 1- or 2-day campus blood drive to be held on or as close to March 31st as possible celebrating Cesar E. Chavez's Birthday by demonstrating the students' commitment to give of themselves for a better community. The initiative was launched in 2009 by students from (38) campuses with College Assistance Migrant Program (CAMP) federal grants and quickly expanded to 167 all U.S. colleges/universities by 2011.

Each campus campaign is lead by a student organizer who is responsible for designing a donor recruitment campaign in collaboration with their local blood center representative. They will coordinate all campus volunteer efforts, preside over event programming, and collect accurate and timely donor data for the national challenge. The data collected will provide a foundation for further research over effective social behavior interventions that successfully increase blood and organ donor participation amongst the U.S. Latino/Hispanic community as well as develop and support a pipeline for health Latino/Hispanic pre-professionals.

The National Service Learning Coordinator from MigrantStudents.org is responsible for establishing and coordinating the various team relationships throughout country as well as compiling, analyzing, and publishing the collective data; as well as providing training, support and recognition awards for student organizers.

2012 National Cesar E. Chavez Blood Drive Challenge (4th year)

Blood Drive Goal: 250 colleges/universities (National Expansion)

Unit Goals: @ 100 blood pints per campus = 25,000 blood pints

2011 National Cesar E. Chavez Blood Drive Challenge (3rd year) – Winner: University of Missouri, MO

Drive Goal: 100 colleges/universities (National Expansion)

Actual Donors Registered: 10, 231 (205% of goal)

First-Time Donors: 2,992 (32% of donors)

Actual Drives: 113 colleges/universities

Actual Unit Collected: 8,054 (95% of goal)

Hispanic Donors: 3,244 (29% of donors)

2010 National Cesar E. Chavez Blood Drive Challenge (2nd year) - Winner: UTHSC – San Antonio, TX

Drive Goal: 100 colleges/universities (National Expansion)

Actual Donors Registered: 10, 231 (205% of goal)

First-Time Donors: 2,992 (32% of donors)

Actual Drives: 113 colleges/universities

Actual Unit Collected: 8,054 (95% of goal)

Hispanic Donors: 3,244 (29% of donors)

2009 National Cesar E. Chavez Blood Drive Challenge (1st year) - Winner: Texas A&M Intl Univ, Laredo, TX

Drive Goal: 38 colleges/universities (CAMP Grants Only)

Actual Donors Registered: 2,468 (129% of goal)

First-Time Donors: 873 (36% of donors)

Actual Drives: 42 colleges/universities

Actual Unit Collected: 1,931 (117% of goal)

Hispanic Donors: 1,239 (51% of donors)

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Program Goals:

1. Promote Health Education
2. Promote Health & Science Careers
3. Celebrate Cesar E. Chavez's Legacy as an American civic leader through civic engagement
4. Save lives!

Program Service Learning Objectives:

1. Save lives!
2. Increase awareness of Cesar E. Chavez's legacy as an American civic leader
3. Increase blood & plasma donor participation within the Hispanic /Latino community
4. Increase bone marrow and organ registry within in the Hispanic/Latino 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. Promote health professions opportunities to the Hispanic/Latino community
8. Promote higher education recruitment/retention through engaging student programming
9. Promote community outreach through family health education
10. Develop leadership skills through ongoing student organizer training and experiential education

Student Organizer Eligibility & Selection Process:

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

Student Organizer Orientation / Training / Responsibilities:

1. Volunteer with partner Blood Center (at least one day, preferably participate in a blood drive)
2. Training conference calls with National Service Learning Coordinator (as needed)
3. Secure blood drive facilities/location on campus & select drive date(s) in collaboration with blood center
4. Coordinate the donor recruitment and marketing campaign as well as be present during the actual blood drive ensuring the donor surveys are completed thoroughly collecting all necessary challenge data

Campaign Timeline:

1. Student organizer recruitment period: Oct - Jan
2. Orientation , training, committee set-up, campaign design: Jan – Feb
3. Donor recruitment campaign begins: Mar
4. Target date for blood drive: Mar 31st (Preferably held between Mar 14th–April 15th)
 - a. May hold a one-day or two-day blood drive
5. "Most Successful Blood Drive" champion announced – May 1st (approximately)

Student Organizer application and supporting documents may be downloaded at:

<http://www.migrantstudents.org/servicelearning/challenge2012.html>