

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of October 10-16, 2016



TOP PERFORMERS

Facebook

U.S. Navy birthday (Oct. 13)

504 reactions, 18 comments, 121 shares



Twitter

Week in Pics (Oct. 12)

428 impressions, 28 engagements



HOW DID WE DO?



WHAT ARE WE UP TO?

New Blood Mobile Will Improve Collections in Washington Metro Area

A new state-of-the-art blood mobile has arrived at the Armed Services Blood Bank Center at the Walter Reed National Military Medical Center in Bethesda, Md., and it's all set to help the Armed Services Blood Program save lives. **Read more:** <http://bit.ly/2e9b2j2>



NEWSWORTHY CONTENT

ASBP Recognizes Dr. William Hann as 2016 Lifetime Achievement Award Winner

The ASBP announced the honoree of its annual Lifetime Achievement Award: Army Col. Dr. William Hann. Hann is posthumously recognized for a distinguished Army career that helped to transform the military blood program. **Read more:**

<http://bit.ly/2dor8cl>



The award will be accepted on his behalf by his wife, Mrs. Emma Hann, during the ASBP's workshop at the AABB Annual Meeting in Orlando, Fla., Oct. 22.

KEEP AN EYE OUT FOR ...

- **ASBP Conducts Workshop at 2016 AABB Annual Meeting (Oct. 22):** We will focus on how the military blood program provides a global network to meet the needs of ill or catastrophically wounded warriors and their families, what blood products are being used closer to the point of injury, our global health engagement initiatives, and how they shape the future relationships.