

# Strategies

## Business or Industry



### STRATEGIES FOR BUSINESS OR INDUSTRY

The term Sickle Cell Disease (SCD) describes a number of inherited red blood cell disorders. Healthy red blood cells are round, and they move through small blood vessels to carry oxygen to all parts of the body. Red blood cells affected by SCD become hard and sticky and look like a C-shaped farm tool called a “sickle.” Also, when they travel through small blood vessels, they get stuck and block blood flow. This can cause pain and other serious problems. SCD affects millions of people throughout the world, including an estimated 70,000 to 100,000 Americans. SCD is a major public health concern. We invite you to assess your needs and resources and to plan to initiate activities to raise awareness during Sickle Cell Month-September.

*Below are a few ideas on how you can participate in Sickle Cell Awareness Month:*

Host a business roundtable on the impact of Sickle Cell on business and industry

Sponsor community activities during Sickle Cell Awareness Month

Donate space or in-kind goods or services to an individual program or community alliance working to improve Sickle Cell awareness

Provide an insurance plan for employees that include preventive health care services that can help prevent negative Sickle Cell outcomes

Develop a resource center for your employees to provide information on health, education, social, support, and health care services available for women in the community

Offer release time for staff to participate on voluntary boards or task forces that address Sickle Cell issues and prevention

Register all Sickle Cell Awareness community events on the Sickle Cell Disease Association of America Website at <http://www.sicklecelldisease.org/>



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