SPEECH #2 –PERSUASIVE SPEECH

Name: MELISSA MAGNANIMOUS

Title: Bone Marrow Donation: the Simplest Way to Save Someone’s Life

Specific Purpose: To persuade the audience to register as a bone marrow donor on a national marrow donor registry and possibly save a life by donating bone marrow or peripheral blood stem cells.

Thesis Statement: I will discuss 1) the different sources of bone marrow for transplants, 2) how donors and recipients are matched, and 3) why you should be a bone marrow donor.

I. INTRODUCTION

A. Hook: What would you do if I told you that you have the power to save someone’s life, like a young child who may not live to see their 5th birthday, or even an adult, someone like your mother or father? You may think, “how can I do that?” well the answer may surprise you because it involves doing something that is very simple and almost painless.

B. Rapport: The solution I am talking about is being a bone marrow donor. It is a fairly simple procedure that only takes a few days and a little pain, but can save someone’s life who may not have any other options. The first step to becoming a hero to another person is registering in a national database as a donor, so doctors can find you when they need a donor.

C. Credibility: Good afternoon, my name is MELISSA MAGNANIMOUS. I joined the National Marrow Donor Program last year when my employer organized a drive in my community for a little girl with leukemia who needed a bone marrow transplant. Soon after, I also found out my best friend’s mother was diagnosed with acute leukemia and would need a bone marrow transplant to improve her chances of survival. I have remained passionate about bone marrow donations ever since and hope my speech today will inspire many of you to become donors, as well.

D. Bridge: Today, I will discuss 1) the different sources of bone marrow for transplants, 2) how donors and recipients are matched, and 3) why you should be a bone marrow donor.
II. BODY

A. Different Sources of Marrow For Transplants
1. Bone marrow
   i. Procedure
2. Peripheral blood stem cells (PBST)
   i. Procedure (Landro, Laura. The Informed Patient: Building Diversity in Bone Marrow Registries)
   Logical Appeal – Now, in a relatively painless procedure that doesn’t require anesthesia, some 60% of transplants are performed by harvesting a donor’s peripheral blood stem cells, which are cells from bone marrow that circulate in the bloodstream. These can be collected by circulating the donor’s blood intravenously over several hours through a machine. The donor’s body regenerates the stem cells within a few weeks.
3. Umbilical cord blood
   i. Uses donated umbilical cords as source of stem cells
   ii. Relatively new, but promising results (Dwyer, Jim. A Simple Swab Can Make You A Lifesaver)
   Logical Appeal – Another promising source of fresh cells for sick people is also squandered. The blood taken from the umbilical cords of newborn children is rejected less often than adult cells, but only a fraction of the supply is preserved. Millions of umbilical cords are simply disposed every year as medical waste.

Transition Statement: Now that I have explained the sources of bone marrow donations, I will talk about how donors are matched to recipients.

B. Matching of Donors and Recipients
1. Human leukocyte antigens
   i. Proteins on most cells
   ii. Inherit set one from mother, one set from father
   iii. Siblings have 25% chance of complete match
2. Unrelated donors
   i. 70% of patients don’t have a match in their family (Grady, Denise. Beyond The Call)
   Emotional Appeal – Even close relatives do not always have compatible marrow. In recent years about two-thirds of all patients needing transplants have sought unrelated donors. The odds of finding a matching donor average about 1 in 20,000, better for whites, tougher for others. It is estimated
that 60,000 patients needing transplants die worldwide each year without ever finding a donor.
ii. Multiracial patients and donors (Boodman, Sandra. *Multiracial patients struggle to find compatible marrow donors*)

Emotional Appeal – In 2000, nearly 7 million Americans said they were multiracial, according to census projections that number has increased by about 25%. There are only about 250,000 mixed raced donors, about 3%, listed in the National Marrow Donor Program’s registry of 8 million names. Because matches are based on inherited tissue markers, a donor is much more likely to come from the same racial or ethnic group as the recipient.

Transition Statement: Now that you understand how matches between donors and recipients are made, I will tell you how you can help save a life by donating bone marrow or blood stem cells.

C. Why You Should Become a Donor
1. Easy and painless to join
   i. Basic guidelines for donor registration (*Be the Match website, www.marrow.org*)
   Logical Appeal – To meet the guidelines to register to become a bone marrow donor, you must be between the ages of 18-60, be in overall good health, be willing to donate to any patient in need, and live in the United States or Puerto Rico.
   ii. Cheek swab kit in the mail from website
2. Who you can help by donating bone marrow
   i. Many illnesses treated by bone marrow transplants with good outcomes (Boodman, Sandra. *Multiracial patients struggle to find compatible marrow donors*)
   Emotional Appeal – Once considered a last ditch treatment, bone marrow transplants increasingly are being used with success to treat a growing variety of life-threatening disorders, including sickle cell anemia and many cancers, and are recommended at much earlier stages and at younger ages, when patients tend to fare better.
III. CONCLUSION

In conclusion, I urge you all to go home today and go online to the website of the National Marrow Donor Program or some other registry and begin the process of becoming a bone marrow donor. It is a quick, easy and painless way to have the potential to save the life of a child or a mother, like my best friend’s mom who received a bone marrow transplant because there was one donor on the registry that matched her, even after none of her seven siblings did. She received her bone marrow transplant in August, and just recently came home from the hospital. The doctors say her blood work looks good, and her leukemia is essentially “cured”. It is such an amazing outcome after a scary diagnosis.

I especially want those of you who are of mixed race, Asian, or African American backgrounds to register as a donor, because people with your genetic makeup are desperately needed in the registries today. Many children born from multiracial parents can’t find any donors and could die without one. Imagine the amazing feeling you would have knowing you were someone’s hero because you made their life possible, I hope to have that feeling one day if I am ever given the opportunity to donate my bone marrow to someone in need. Thank you.
IV. BIBLIOGRAPHY (in order)


   **QUOTE:** Now, in a relatively painless procedure that doesn’t require anesthesia, some 60% of transplants are performed by harvesting a donor’s peripheral blood stem cells, which are cells from bone marrow that circulate in the blood stream. These can be collected by circulating the donor’s blood intravenously over several hours through a machine. The donor’s body regenerates the stem cells within a few weeks.


   **QUOTE:** Another promising source of fresh cells for sick people is also squandered. The blood taken from the umbilical cords of newborn children is rejected less often than adult cells, but only a fraction of the supply is preserved. Millions of umbilical cords are simply disposed every year as medical waste.


   **PARAPHRASE:** Even close relatives do not always have compatible marrow. In recent years about two-thirds of all patients needing transplants have sought unrelated donors. The odds of finding a matching donor average about 1 in 20,000, better for whites, tougher for others. It is estimated that 60,000 patients needing transplants die worldwide each year without ever finding a donor.


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V. APPEALS (in order)

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Landro, Laura. *The Informed Patient: Building Diversity in Bone Marrow Registries.*

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Dwyer, Jim. *A Simple Swab Can Make You A Lifesaver.*

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Grady, Denise. *Beyond The Call.*

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Boodman, Sandra. *Multiracial patients struggle to find compatible marrow donors.*

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National Marrow Donor Program - Be The Match Marrow Registry. “Join the Registry - Be The Match Bone Marrow Registry.”
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