



THE NORONA EFFECT

Our Mission

To handle blood products to serve child emergencies & long term treatment for minors with cancers, sickle cell anemia, rheumatoid arthritis, and other life threatening diseases

Story

At 18 months old, Ciera Norona was admitted into ER at Havasu Regional Medical Center (HRMC). She was critical for blood and needed a blood transfusion. Helicopter was gone and not expected for three to four hours.

Do You Know...

HRMC could not give Ciera blood for two reasons. First, they do not stock blood for minors.

Second, they do not have a doctor to give it to minors. (0 to 17 years old)

HRMC would not allow Ciera's parents to take her to another hospital. Her parents were told they could leave but they could not take their daughter with them. If your child is under 18 and is deemed critical, the hospital takes over rights to your child.

Ciera's parents were shocked and felt helpless. They understood the hospital's position from a liability standpoint, but her mom (resident since 1979) wondered how they'd never known these facts before. They wondered how many others do not know these alarming facts. These questions lead to the ultimate question: What happens if a child is in a car accident, hit on their bicycle, or any other kind of major accident? The realization set in. Without blood in stock, without a permitted doctor to give it, and without a helicopter readily available... this is a FATAL combination.

Ciera's parents vowed to make a change for our community and are determined to stock children's blood and get a doctor permitted to give blood to our kids. They strongly believe this is a cause everyone can get behind. As a Grandparent, Parent, Aunt, Uncle, Cousin, Sibling, Youth Advocate, Community minded resident... it truly impacts us all. Our family has been compelled to action. We are asking each individual: have you been compelled to action too?

We can not do this alone. Together We Can Work Miracles!