

The Colburn-Keenan Foundation is a charitable organization dedicated to improving the health and well being of individuals and families living with chronic illnesses. Our founders, Donald Colburn and his wife Kathy Ann Keenan, were directly affected by chronic illnesses in many ways. Donald lived his life with severe hemophilia and its complications. Additionally, Kathy Ann fought cancer for seven years before she passed away on May 5, 2006 and Donald ultimately had a shorter battle with cancer before he passed away on July 17, 2006.

More specifically, the story told in the film *Bad Blood* is essentially a reality shared by our founders as Donald was one of the victims of the contamination of the blood supply that is described in the film. Donald was an activist throughout his lifetime and especially in the wake of the HIV epidemic within the hemophilia community. When the Colburn-Keenan Foundation received the request for funding from Necessary Films, our Board of Directors had no doubt that Donald would have been a part of this film if he was still alive. He was friends and colleagues with many of the people featured in the film and he was involved in many of the events highlighted in the film, in addition to simply living much of the historical progression of hemophilia and its treatments. Likewise, as they lived their lives with such generosity, our Board had no doubt that our founders would have been so pleased for their Foundation to support the crucial efforts of this film as another way of continuing their legacy.

Not only does *Bad Blood* chronicle events that were central in our founders' lives, but support of *Bad Blood* was absolutely in line with the essence of the Colburn-Keenan Foundation's mission: to benefit individuals with chronic illnesses. The film raises awareness of this historic tragedy in a way that had not been done before. Our strong tie to the hemophilia community compelled us to support this project as it was an opportunity to support telling this part of the hemophilia community's collective story. There is a strong sense that, by presenting this story as comprehensively as *Bad Blood* does, the impact of this film is far-reaching beyond simply validating the experiences of those directly affected by the tragedy. As the film's secondary title indicates, it is truly cautionary in nature and the effects of its caution certainly benefit both the bleeding disorders community as well as other chronic illness communities and the general population. It sparks a heightened consciousness that empowers viewers to be as active as possible in order to help prevent another such tragedy from ever occurring again. It is a strong reminder of the dire need for everyone, whether you have a chronic illness or not, to be a strong self-advocate and a champion for those who may not be able to advocate for themselves.

It has been remarkable to witness the film's community outreach campaign. All of the national bleeding disorders organizations, as well as many of the state organizations, have fully embraced *Bad Blood* by promoting it to its members as well as screening the film. There has been such a positive response to the film from the bleeding disorders community: from those who lived through the tragedy, from the family members of those who died as a result of being infected with HIV through their medications, from the younger generation who may not have known the scope of the contamination of the blood supply. It has also been especially striking that many of the same pharmaceutical companies in the film, as well as some companies newer to the market, have even integrated the film into their staff development training and some are even making it mandatory for their employees to watch it. The film offers a great lesson for the industry about why it's so important to put safety first and never let profit become a priority over safety.

Further, *Bad Blood* has already been instrumental in current events as the blood donor screening policies are being reviewed to potentially be revised and updated. *Bad Blood* fatefully premiered as this national discussion began and the film immediately caused the national organizations lobbying for the revisions to take pause and recognize the risky implications of hastily making changes without due diligence of research and data to indicate changes would in fact be safe. Likewise, the film and its message has been unifying amongst the various players at stake in this discussion, including the bleeding disorders community organizations and the gay community organizations, creating an atmosphere of collaboration and shared vision rather than conflict and misunderstanding.

In a broader sense, the PBS broadcasts of the film bring education to the entire nation which will continue as new broadcast dates are added frequently. The national screen for this film provides a unique platform for those whose story it tells: it gives voice to the thousands of innocent individuals and their families and in turn has healing effects as it stimulates a sense of closure and justification for those who lived through it. Exposing the general public to this reality from our nation's not-so-distant history helps give all of the suffering more value in the hope that viewers will remember the story and help to prevent any such preventable suffering in the future.

The Colburn-Keenan Foundation is deeply proud to have been able to support such an incredibly profound project.

Thank you,

Sasha Zatyryka, LSW
Executive Director
President, Board of Directors

