



CANADIAN SOCIÉTÉ
BLOOD CANADIENNE
SERVICES DU SANG

SUMMARY notes of the joint meeting of the National Liaison Committee and Canadian Blood Services Board of Directors held at the Chateau Laurier, MacDonald Room, on Tuesday October 23, 2001, at 9 a.m.

PRESENT:

National Liaison Committee

Dr. Robin Moore-Orr	Anemia Institute
Mr. James Davies	Arthritis Society of Canada
Ms. Eleanor Holmgren	Canadian Association of Transplantation
Dr. David Rush	Canadian Transplant Society
Ms. Diane Finkle	Canadian Cancer Society
Dr. Howard Waldner	Canadian Healthcare Society
Mr. James Kreppner	Canadian Hemophilia Society
Ms. Christina Morgan	Canadian Immunodeficiency Patient Organization
Ms. Kate Gagliardi	Canadian Society for Transfusion Medicine
Mr. Morley Reid	CLC - St. John's
Ms. Wendy Chaulk	CLC - St. John's
Ms. Kathie Leigh	CLC - London
Mr. Clayton Bye	CLC - Winnipeg
Mr. Shane Wood	CLC - Winnipeg
Ms. Lorna Stevens	Neutropenia Support Association
Dr. Ramiro Arrellano	Physicians and Nurses for Blood Conservation Inc.
Mr. Howard Leung	Thalassemia Foundation of Canada

Canadian Blood Services Board of Directors

Ms. Adélaïde La Plante
Ms. Linda M. Rankin
Dr. Kenneth R. Hughes
Dr. T. Douglas Kinsella
Rod MacLennan
Dr. Mark D. Minden
Dr. Harvey Schipper
Dr. Verna M. Skanes
Frederick E. Hyndman
William H. Gleed
Neil R. Wilkinson
Leah A. Hollins

OBSERVING:	Dr. Graham Sher	Canadian Blood Services
	Mr. Ian Mumford	Canadian Blood Services
	Ms. Margot Maguire	Canadian Blood Services
	Ms. Lorna Tessier	Canadian Blood Services
	Ms. Christina Van Loon	Canadian Blood Services
REGRETS:	Mr. Lothar Huebsch	Canadian Blood and Marrow Transplant Group
	Mr. Glen Dietz	CLC - London
CHAIR:	Mr. Gary Chatfield	Canadian Blood Services Board of Directors

Opening of Meeting and Comments by Chair of Board

The Board of Directors is very eager to hear what the National Liaison Committee has to say. The Board is pleased to have widespread representation of such diverse points of view.

CBS has just passed its third anniversary. Much progress has been made but much remains to be done. A challenge has been issued to Canadians to encourage them to become donors. The need is real and the committee is expected to help meet this need and to help improve and strengthen the blood system.

The Board looks forward to regular meetings in the future.

Review of Agenda

Introduction from NLC co-Chairs, presentation of NLC summary, general discussion.

Introduction from NLC co-Chairs

- The NLC stems from recommendations of the Krever Inquiry and the Public Participation Task Force.
- The time is right for greater public participation in the blood system and in the Board's decision making.
- This is an astute group with wide experience and representation across the country.
- It was the consensus from the first day's meeting that more meetings should be added. It was also the wish that the co-Chairs should report to the Board and in turn bring back information about the Board's response.
- Part of the NLC is the Community Liaison Committees. These are extremely valuable venues for gathering grassroots knowledge and perspectives.

Presentation of NLC Summary

What NLC is

- Potential partner to Canadian Blood Services to work towards providing a “better blood service”
- Bridge between “Stakeholders” and the Board
- Opportunity to harness a diverse range of stakeholders who are passionate about the blood system

What the Board can expect from the NLC

- Outside insights
- Raise issues that can/may influence policy
- Access a network of many community organizations and interests
- A framework for advocacy

Will provide a different perspective to help work on policy. Will provide a framework for advocacy -- using the committee as a means of bringing forward varied interests in a meaningful way.

What the NLC is not

- Not responsible for the day-to-day management of Canadian Blood Services
- Not responsible for setting policy or allocating resources of Canadian Blood Services

What the NLC expects of the Board

- Opportunity to provide input on issues important to stakeholders with respect to priorities and policies
- Opportunity to receive feedback in a timely manner

The committee recognizes that it will not have input on every issue, wishes to emphasize input on issues of major importance. Welcomes ability to provide feedback on draft policies, annual plans. Believes it can act as an advisory committee and a sounding board.

Major themes

- Communication
(managing perception, education, access to information, marketing)
- Recruitment and retention of donors
(access to subsets of donors e.g. youth and ethnic groups, plasma self-sufficiency)
- Utilization and alternatives
- Safety of the blood supply

The committee has many interests but sees a need to focus on meaningful contributions. Transparency is seen as a part of communications. Emphasis on the importance of openness, trust, and ease of access to important information.

How the NLC plans to work

- We will meet quarterly: two face-to-face meetings and two teleconference meetings
- Agenda will be set participatively between the Board and the NLC
- Meeting summary will be approved by the NLC participants and then posted on the web site together with the action plan

- The group will raise emerging issues
- The group will begin by focusing on a couple of key issues and priorities

A summary of meetings will be kept as a permanent record. Minutes of committee meetings should also be posted on the CBS web site.

Process

- How are we going to address these issues?
- Next meeting we will do a SWOT analysis of
 - Communication with key stakeholders
 - retention and recruitment of donors
- The NLC would like the Board to provide background information related to these two topics
- Does this make sense?

Short term issues

- Ensure maximum donor recognition in the “Roll Up Your Sleeves” campaign
- Ensure recipient stories are told
- Extend best practices Canada-wide
- Promote community ownership/partnership
- Think of targeting different communities and ethnic groups
- Communicate consistently with all stakeholders on safety and product issues
- Facilitate and improve ongoing one-on-one dialogue with CBS administration (example: feedback on the Blood Education Resource Group)

The Board asked whether the committee had discussed how it would provide timely input to the Board. The committee requested that the Board please keep it informed as it goes through planning cycles and makes implementation plans. It was recognized that the NLC could not necessarily help with ad hoc decision making, unless an additional meeting was requested and possible.

The committee suggested that one problem lies in determining whether items should go to the Board or to staff, and in what has already been done in order to avoid redundancy.

The Board questioned whether committee members represented themselves or their organizations/publics, and what role advocacy plays. The committee responded that at this early stage it was difficult to say. Members do speak for their nominating agencies or organizations and for themselves as well. The committee understands that part of its role is to take issues back to the organizations that are represented on the committee for further feedback. It was stated that there would be an attempt to balance advocacy with diverse views.

It was asked what was meant, in the NLC presentation, by the committee providing a framework for advocacy. The committee responded that it would act as an initial filter or sounding board for input on matters in which outside views were important.

There was discussion around the importance of distinguishing between policy issues and operational issues. It was determined formal reports from the NLC should go to the Board, which would pass on operational issues to CBS management. All committee

members and all members of the public have access to CBS management on particular issues that may be of concern to them.

It was requested that committee members be able to use CBS staff to circulate information to all members. It was agreed that this should be the case.

The NLC emphasized that it is important to recognize what is currently being done well and to share best practices across the country. It was also stated that CBS should improve ownership and partnership with communities, target different communities and groups to become donors, and communicate consistently with all stakeholders.

Committee members expressed concern that the Board should respond to communications from the committee, regardless of the nature of that response. The Board agreed that it must consider and respond to all comments.

FOR ACTION

- Information to be provided to NLC on current plans and priorities for communications, recruitment and retention.

Open Discussion

The Board thanked the committee for its presentation.

There was some discussion of the nature of the committee's intentions around advocacy. It was asked whether the committee intended to advocate for specific areas or was discussing advocacy in a general sense. The committee responded that advocacy was viewed as an important process. The committee would be used to make the views of the community known to the Board.

There was some debate about whether the committee should present advice or recommendations to the Board as a consensus or whether minority views should be included. It was determined that the committee would debate and analyze issues and report on the results of its analysis, including reasoning and majority and minority views. Participants are considered as bringing "outside insights" to the blood system, and through their participation on the NLC, are also considered to be bringing "inside insights" to the blood system.

The committee stated that if it attempts to deal with all problems and views it might be seen as ineffective, hence its decision to look at specific things the Board can usefully act upon, based on building relationships and communication.

The Board expressed the desire to also hear smaller issues if they particularly affect organizations.

There was discussion around the links between the NLC and the Community Liaison Committees. It was stated that the purpose of the CLCs was to discuss at a community level. The CLCs could also bring forward ideas of how policy initiatives could be turned

into actions. Their participation could be used as a platform to extend discussions and encourage input. The CLCs are also intended to deal with operational issues and to provide input at a local level.

There was discussion around the role of the Board representatives on the committee and how they would use their relationship with the Board. As the NLC is a committee of the Board, it will report to the Board after each meeting. Likewise, they will report back to the committee with feedback from the Board.

The Board requested that the committee also reflect on ways in which the Board can improve the affordability of the blood system, one issue that had not yet been discussed. The committee agreed that this was an important priority that would not be overlooked. For example, the committee suggested that it could provide input on how to take greater advantage of the volunteer cadre.

Closing Remarks

The Chair expressed his personal appreciation for the work of the committee and the appreciation of the Board. He expressed the belief that both the Board and the committee would be pleased with the results of this important work.

Adjournment

The meeting was adjourned at approximately 11:30 a.m.