



CANADIAN BLOOD SERVICES SOCIÉTÉ CANADIENNE DU SANG

SUMMARY notes of the teleconference meeting of the National Liaison Committee chaired from the Cape Breton Room, Canadian Blood Services, Head Office on Wednesday, January 30, 2002 at 2:00 p.m. EST.

PRESENT:	Dr. Robin Moore-Orr	Anemia Institute
	Mr. James Davies	Arthritis Society of Canada
	Ms. Eleanor Holmgren	Canadian Association of Transplantation
	Dr. Stephen Couban	Canadian Blood & Bone Marrow Transplant Group
	Mr. Howard Waldner	Canadian Healthcare Association
	Mr. James Kreppner	Canadian Hemophilia Society
	Ms. Tina 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. Glen Dietz	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.
OBSERVING:	Ms. Margot Maguire	Canadian Blood Services
	Ms. Lorna Tessier	Canadian Blood Services
	Ms. Lisa Bussell	Canadian Blood Services
REGRETS:	Dr. David Rush	Canadian Transplant Society
	Ms. Diane Finkle	Canadian Cancer Society
	Mr. Howard Leung	Thalassemia Foundation of Canada
CO-CHAIRS:	Ms. Linda Rankin	Canadian Blood Services Board of Directors
	Ms. Adélaïde La Plante	Canadian Blood Services Board of Directors

Introduction of participants

The co-chairs welcomed all participants to the teleconference and informed NLC group members that a new participant was joining the NLC for the first time on the teleconference.

*At this time permission was received from all members to audiotape the meeting to assist in note taking.

Review and adoption of agenda

MOTION: To approve the agenda as presented. Moved and seconded. All in favour.

Update on Website Development

Items raised:

- Public Involvement section of the Web site is in final draft stage
- Site to include: initiatives, summary notes, terms of reference, etc.
- Launch of Web site targeted for February
- Viewing process to include button connecting to feedback process

Review/approval of Summary Notes from October NLC Meeting

MOTION: To approve October summary notes with the following amendment:

“Opportunity to harness a diverse range of stakeholders who are passionate,” (page three) will be changed to read: “Opportunity to harness a diverse range of stakeholders who are passionate about the blood system.”

Moved and seconded. All in favour.

Business Arising from Summary Notes

Determine best format for additional NLC meetings

- NLC participants discussed the possibility of three face-to-face meetings, using teleconferences for planning.

FOR ACTION BY: CBS

- ✓ NLC co-chairs to discuss the possibility of having three face-to-face meetings with the Board

Summary notes distributed within two weeks for approval

- The committee members agreed that they would like a final draft of the summary notes to be distributed after they provide their feedback on the first draft.

Collect and analyze feedback from NLC meeting in October

- Feedback from last NLC meeting was collected. Comments ranged from good to excellent. Suggestions included: providing background material in advance, keeping the agenda more focused, limiting speeches to one per person, per topic and provide a contact list. A discussion ensued resulting in the agreement that this issue be tabled at the next meeting.
- A request was made that the CBS Board of Directors share their plans and priorities and any other relevant documents such as Marketing and Communications strategies, with the NLC prior to the spring meeting.
- A request was made for presentations at future NLC meetings in the key areas where NLC input is needed, such as: donor recruitment and retention.

FOR ACTION BY: CBS

- ✓ Distribute final draft of summary notes after participant feedback
- ✓ NLC co-chairs will discuss with the Board how to share the Board's plans and priorities with the NLC participants for the April meeting.
- ✓ NLC co-chairs will explore ways to share information relative to the Board meetings with the NLC.

Review and Discussion of CBS Board Meeting Minutes

Items raised:

- Risk management framework – NLC requests further information on risk management process and how it will impact on issues discussed by NLC. This will help the NLC understand the issues better

FOR ACTION BY: CBS

- Discuss the possibility of a risk management presentation for the April meeting.

Discussion Topics

Committee members were asked to define NLC key evaluation outcomes and framework

Items raised:

- A preliminary two-page draft evaluations draft document was presented. A question was raised as to who should participate in the evaluation.
- Part two of the document includes quantitative evaluators: key outcomes, etc.
- Suggested that survey is premature but can be used as a tool.
- Identify key outcomes and evaluate by survey after NLC has further developed.
- Identify key evaluation measures of what success looks like; similar to a report card
- Need both process and outcome evaluators.
- NLC should be self-evaluated in addition to being evaluated by the Board.
- To be further discussed at spring meeting.

FOR ACTION BY: CBS

- ✓ NLC evaluation to be added to April agenda
- Determine what outcomes the CBS Board wants to evaluate the NLC against.

Committee members were asked to strategize ideas for CBS open board meetings

NLC participants discussed how to make open board meetings as useful and functional as possible. Past meetings have included: presentations from the public on relevant topics, presentations by experts and regular meetings with doors open to the public.

Committee members agreed that there is a need to raise the profile of the open Board meetings in the public. Members also requested advance notice as to the dates of the open board meetings. This would provide the opportunity for committee members to attend and to advise the respective organizations they represent.

Suggestions include:

- report on the formation of the NLC
- review impact analysis of CBS advertising campaigns with regard to increase in donors
- ensure the public feels comfortable voicing opinions with media presence
- make the public aware that the feedback function on CBS website is available if they are not comfortable with an open board meeting venue

- present topics at the meeting on such issues as: safety of the blood supply, the donation process
- look into having the open meeting televised

Discussion of the proposed date and agenda for the spring meeting

After much discussion surrounding the proposed date of Monday, April 15, 2002 for the next meeting of the NLC, it was decided that due to the fact that several members would not be able to attend at that time, a different date would need to be selected. It was pointed out that the National Cancer Institute of Canada (NCIC) meeting runs from April 12 - 15, which may also affect attendance.

It was proposed that the date of April 15 be held until committee members confirm whether they will be attending the NCIC meeting, in which case the meeting date would be changed to April 8, 2002.

A request was made at this time that a tentative date for a third face-to-face meeting be made pending approval from the Board. The committee members agreed to tentatively set the next face-to-face meeting for July 9, 2002.

Proposed items for April agenda

- Evaluation outcomes and framework
- SWOT analysis of marketing and communications plans for donor recruitment and retention
- How are the NLC participants communicating with their organizations?
- How do we promote ownership of the blood system?
- Add an agenda item from the Board.
- The following presentations were requested for the spring meeting: safety of blood supply, the donation process, risk management, marketing strategies (“Roll up your Sleeves, Canada”), board priorities, public opinion research. These presentations would also aid in the final planning of open board meeting

FOR ACTION BY: CBS

- ✓ Determine agenda item from CBS Board.
- ✓ Co-chairs to discuss presentations: (safety of the blood supply, the donation process, risk management, marketing strategies (“Roll up your Sleeves, Canada,”), board priorities and public opinion research.

Supporting Documents

Committee members were advised to contact the Manager of Public Involvement if they wanted to suggest the inclusion of supporting documents for the next meeting.

Other Items

Community Liason Committee – electronic forum

An update was provided on the status of the CLC electronic forum pilot project:

- Launched in July, 2001
- Consists of 14 individuals
- The format is electronic, with a separate site that individuals log on to
- Challenges have been a lack of participation, and the site not user-friendly

It was explained to the members that one of the purposes of the electronic forum is to pilot different forums; the two face-to-face in St. John's and London, as well as the electronic format for a geographically diverse area.

The CLC representative from the electronic forum advised that due to the lack of participation of the group, representation of their views was not possible.

Committee members were asked for any suggestions they may have on how to stimulate the electronic forum. It was suggested that a face-to-face meeting would be helpful. It was also suggested that the lack of participation in the electronic forum could be linked to the participants' computer literacy. This could discourage future participation. The NLC members were asked to forward any further suggestions to the Manager of Public Involvement.

Adjournment

The co-chairs thanked everyone for attending and brought the meeting to a close.