



CANADIAN SOCIÉTÉ
BLOOD CANADIENNE
SERVICES DU SANG

SUMMARY notes of the meeting of the National Liaison Committee held at the Ottawa Marriott, Mackenzie Salon, on Monday, April 15, 2002, at 8 a.m. EST.

PRESENT:	Dr. Robin Moore-Orr	Anemia Institute
	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. 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. Howard Leung	Thalassemia Foundation of Canada
	Mr. Shane Wood	CLC - Winnipeg
	Ms. Lorna Stevens	Neutropenia Support Association
PRESENTATIONS:	Dr. Graham Sher	Canadian Blood Services
	Dr. Heather Hume	Canadian Blood Services
	Mr. Ian Mumford	Canadian Blood Services
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
	Dr. Ramiro Arellano	Physicians and Nurses for Blood Conservation Inc.
	Mr. James Davies	Arthritis Society of Canada
	Ms. Tina Morgan	Canadian Immunodeficiency Patient Organization
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 conference.

*At this time permission was received from all members to audiotape the meeting for the purpose of note-taking.

Review and adoption of agenda

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

Review/approval of Summary Notes from January NLC Meeting

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

Business Arising from Summary Notes

Items raised:

NLC evaluation framework

Overall the evaluation framework was well received with the following comments:

- Completion dates included in the pilot evaluation framework should be eliminated, as evaluations are performed on an ongoing basis
- Evaluation process and outcomes should be revisited on an ongoing basis
- Designed to evaluate different activities such as processes and outcomes
- Add evaluation topic on working relationships within committee
- Use evaluation framework for CLCs

Newsletter article to introduce May Open board meeting in London, Ontario

- Article to be sent to NLC members for use in their organizational newsletters and Web sites, for advertising purposes by April 19
- Newspaper advertising to run two weeks prior to open board meetings
- Open board meetings could be held in more diverse locations

FOR ACTION BY: CBS

- NLC co-chairs will discuss with the Board the issue of open Board meeting locations
- Open board meeting newsletter article to be provided to NLC participants by April 19

How can NLC representatives support CBS through their organizations?

- It was agreed to table this item for discussion in the afternoon

Report on Board priorities

The co-chairs discussed the Board's priorities, namely;

- Safety and security of the blood system today and in the future
- Relationship management
- Cost effectiveness and utilization, managing supply and demand
- Organizational development
- Research and development; CBS is interested in further development in the areas of safety and transfusion medicine
- Donor recruitment and retention
- Options to increase the collection of plasma
- Protocols and policies for open Board meetings
- Development of RFP for fractionation

A discussion ensued regarding the RFP for fractionation. CBS has put together an advisory committee consisting of stakeholders from Høma Quøbec, the hemophilia community and users of IVIg, to advise the executive management team and the CBS Board of Directors.

Discussion:

A question was raised pertaining to September 11 and whether there was a need to re-examine any organizational processes as a result of the tragedy, i.e. emergency preparedness or transportation issues.

- CBS's Board requested executive management team review activities following September 11
- Board felt operations were handled efficiently, donors managed effectively
- 55 per cent of donors who donated within two weeks of September 11 returned to donate again compared to one per cent of donors in New York City
- Air travel challenges successfully handled
- Ground transportation became only option for transporting samples for NAT testing
- Current marketing campaign based on philosophy that personal tragedies occur everyday and need for blood is constant.

What benchmarking initiatives does CBS have planned? A five-year performance review of CBS operations will be carried out by consultants chosen by a Steering Committee including representatives from the governments of British Columbia, Alberta, Ontario and Nova Scotia, and Dr. Graham Sher, representing CBS.

A request was made that a briefing note on the five-year review be provided to NLC members. As the review is in its preliminary stages, it was explained that no further details are available at this time. As the process evolves, the NLC will be advised.

Presentations

Changes to CBS delivery model: Executive Vice-President of Operations

The Executive Vice-President of Operations made a presentation to the NLC on changes to the CBS delivery model.

Issues raised:

How does CBS ensure proper delivery of the donor questionnaire? The MAK Progesa project is looking at automating the first portion of the questionnaire. Other options may include the use of kiosks and a donor swipe card.

A discussion ensued regarding the National Contact Centre. A recommendation was made that CBS should monitor the impact of the NCC on local donor bases. How will this affect CBS communications between the hospitals and the blood centres? A few NLC participants would have preferred to be consulted earlier in the process.

Does CBS send test donors through the system to monitor the process? We monitor Record of Donations and test results. The CBS epidemiology department analyses these results on a regular basis. CBS also receives donor feedback on a regular basis through the Donor Advisory Panel.

Does standardized bar coding fit into the MAK Progesa model? Yes. A number of digits in the bar codes will be supported by ISBT (International Society of Blood Transfusion).

FOR ACTION BY: CBS

- Provide presentation to NLC participants

vCJD Update: Executive Vice-President of Operations

The Executive Vice-President of Operations provided an update to the NLC on the vCJD deferral policy. One potential change to this policy could involve adding Italy to the list of deferred countries as there has been one confirmed case of vCJD. It was forecasted that CBS would lose between 1600 and 4300 donors if the vCJD deferral policy is changed.

Issue raised

A comment was made that even though one case of vCJD was discovered in Italy, this should not be perceived as a high risk to Canada's blood system.

FOR ACTION BY: CBS

- Provide presentation to NLC participants

Blood Utilization (IVIg): Acting Vice-President, Medical, Scientific and Clinical Management

The Acting Vice-President, Medical, Scientific and Clinical Management made a presentation to the NLC on blood utilization, IVIg (usage and Consensus Conference update) and CBS's role.

FOR ACTION BY: CBS

- Provide presentation to NLC participants

“Roll up your Sleeves, Canada!” campaign: Chief Executive Officer

The Chief Executive Officer made a presentation to the NLC on donor recruitment and retention to the NLC.

FOR ACTION BY: CBS

- Provide presentation to NLC participants

CBS Marketing Strategies on Recruitment and Retention of Donors: Executive Vice-President of Operations

The Executive Vice-President, Operations made a presentation to the NLC on CBS's strategic approach to national marketing and donor recruitment to the NLC.

Issues Raised

A question was raised regarding the use of non-scientific based marketing, for example: facts about diet as it relates to blood typing was included in a CBS-produced flyer. It was agreed that although these facts are included for fun, CBS is reviewing the content.

Does CBS measure the effect of advertising local clinics? CBS has statistics on how new donors hear about the clinics.

How much money is spent on advertising? CBS spends between \$2-2.5M per year on paid advertising. A discussion took place regarding the merits of increasing spending on recruitment advertising and other ways to advertise via word-of-mouth.

FOR ACTION BY: CBS

- Provide presentation to NLC participants

Discussion: Supporting CBS in recruiting and retaining donors as well as promoting ownership of the blood system during the “Roll up your Sleeves, Canada!” campaign.

Discussion Topics

Committee members were asked to identify resources and support tools within their organizations that could be leveraged by CBS, as well as any ideas they may have to support donor recruitment and retention.

Summary of Recommendations

Venues for communicating RUYSC messaging:

- Access CLC’s for greater public outreach
- Utilize stakeholder Web sites, newsletters, display booths and pay envelopes stuffers
- Partner with other health organizations during their national campaigns
- Utilize organized labour movement groups (locally and nationally)
- Develop brochures and videos for donors waiting to donate at clinics, school kids, potential donors
- Approach new Canadian citizens to become blood donors
- Target ethnic, women’s and religious groups
- Develop pamphlet for committed donors containing information snippets to reinforce their commitment
- Seek sponsorship of a service group or corporation to support campaign
- Acquire a champion or local hero
- Develop speakers bureau with training and presentation package that can be tailored
- Highlight local people using posters
- Expand cinema marketing
- Increase number of Bloodmobiles
- Target elementary and secondary schools
- Advertise in partnership magazines and sports events, ie hockey arenas
- Build strong relationships with service clubs and professional organizations

Tools

- Pay stuffer message
- Web site notice
- Newsletter advertisement
- RUYSC brochure
- RUYSC video

- Speakers bureau, tool kit that contains take away brochures, donor pledging at door, training, presentations that can be tailored
- Elementary school presentation and colouring books

Other ideas:

- Link deferred donors to appropriate health organization
- Ensure understanding of why CBS needs 160,000 new regular donors by 2005

Summary

- Develop ways to measure success
- Build on what CBS has already developed
- Motivate people to donate or volunteer
- Identify best practices of current initiatives before developing new ones

CLC Updates

It was agreed that CLC reports would become a standing item for all NLC meetings.

CLC London

The highlights from the report include:

- Efforts have been made to improve the clinics in London, focusing on the comfort of the donor
- They are looking for a London champion to promote the blood system
- Trying to tie in the city's culture with the donation experience

* Summary notes, from the CLC meeting in London, are available on the CBS Web site.

CLC St. John's

The highlights from the report include:

- CLC looked at objectives that parallel the NLC
- Focus was on short-term, realistic goals
- Focus on youth as a way to increase blood donors
- Seek cooperation of high-schools in rural and urban areas
- Organize leadership seminars for students including presentation on need for blood

* Summary notes, from the CLC meeting in St. John's, are available on the CBS Web site.

CLC Winnipeg, electronic forum

The highlights from the report include:

- March face-to-face meeting successful
- Group committed to articulating strategies
- Participants felt earlier face-to-face meeting would have been beneficial

Emerging Issues

A discussion ensued regarding the centralizing of donor testing and what impact it may have. Emphasis was placed on the necessity to have strong communications between hospitals and CBS locations. Members of the NLC want to have input on CBS transformation initiatives that impact hospital patient care specifically regarding hospital blood inventory management.

The NLC requested more opportunity to communicate with CBS on issues before they are decided on by the Board.

The issue of health-care funding was raised. Many NLC participants expressed their willingness to help ensure the CBS budget is secure.

An update was requested on the French version of the PNS (patient notification system). It was launched in English only. This information to be provided to the Canadian Hemophilia Society

The future compatibility of MAK Progesa with provincial health-care computer systems was raised. Requestor to communicate with the Manager of Public Involvement for this information.

It was decided that the number of presentations during NLC meetings be reduced in order to allow more time for discussion.

FOR ACTION BY: CBS

- Provide the NLC with a hard copy of presentations one week prior to the presentation
- Confirm the date for the next NLC meeting in July.
- Provide update on PNS.

Adjournment

The meeting was adjourned at approximately 3:30 p.m.