

Atlantic Regional Liaison Committee

Meeting Date: October 22, 2018

Location: St. John's, NL

Attendees:

Clay Corney	Collin Dares	Janice Davidson
Fraser Eaton	Gordon Jenkins	Tim Lea
Charles Leger (t)	Lawrence McGillivray	Heather Mingo
Jessica Pelley	Morley Reid	Calvin Taylor
Karen Turner-Lienaux	Hayley Walsh	

Absent:

Ahmed Elballushi	Alexa MacKay	Will Njoku
Alysha Pelley		

Presenters:

Chris Brennan	Beth Frise	Peggy John (t)
Peter MacDonald		

Welcome and Introductions:

Key Points:

- Peter MacDonald welcomed the new and designate committee members to the Atlantic RLC meeting. Round table introductions followed.

Review of Task Tracking Calendar & Agenda / Approval of Summary Notes:

Key Points:

- May 2018 Atlantic RLC summary notes were sent to committee for review/acceptance prior to the meeting.

Action Item:

- Committee members to review summary notes and post acceptance on Basecamp by November 9, 2018.
- Janice Phillips to submit the May 2018 Atlantic RLC summary notes for posting to blood.ca following acceptance by the Atlantic RLC.

National Liaison Committee (NLC) Update:

Presenter: Fraser Eaton, RLC Co-Chair & Atlantic NLC Representative

Key Points:

- NLC meeting held in Ottawa, Ontario, on September 7, 2018.
- Topics discussed/presented:
 - Diversity and inclusion
 - ♦ *Included a presentation by the Canadian Centre for Diversity and Inclusion.*
 - ♦ *The reasons why the Canadian Blood Services Diversity and Inclusion Strategy is crucial going forward were discussed during the presentation*
 - *to ensure representation among donors, staff and other stakeholders that reflects Canada*
 - *to develop skills within the organization to meet the challenges ahead*
 - *to continuously seek excellence in service to clients, donors and from suppliers*
 - *diversity is about you, who you are in all dimensions*
 - Strategic plan overview
 - ♦ *Provided preliminary introduction to future plans.*
 - Pathogen inactivation
 - ♦ *Provided an update on development of processes to further improve the safety of blood products and their side effects to some recipients.*
 - MSM policy
 - Plasma protein products
 - ♦ *Provided update on the procurement program and performance.*
 - ♦ *Announced new vice-president responsible for managing Plasma Protein Products.*
 - ♦ *Products account for 50% of Canadian Blood Services' expenditures. This appointment will add focus to this important segment of Canadian Blood Services operations.*
 - ♦ *Groups whose members rely on these products were well represented.*
 - Stakeholder outreach plans
 - ♦ *Partners and interested groups used the opportunity to inform NLC of upcoming planned activities.*

- The September 2018 NLC meeting was the first NLC meeting with the new Canadian Blood Services Board Chair, Mel Cappe. Two Board members from the Atlantic Region were also in attendance, Dr. Jeff Scott and new Board member, Judy Steele.
- Following the NLC meeting, attended the National Honouring Our Lifeblood (HOL) dinner and awards. Heard many stories from recipients and supporters of the blood system. It was a truly inspiring evening.
- During the last Atlantic RLC meeting, it was requested that Plasma be added to the agenda of the October 2018 Atlantic RLC meeting. Outreach was made to the Vice President responsible for Plasma. As the team is currently being formed, this agenda item has been deferred until the spring 2019 Atlantic RLC meeting.
- At the end of November 2018, Will Njoku will represent the Atlantic RLC at a Syntegration Workshop focused on diversity in Toronto.
- Peter MacDonald followed up with a trans donor who had recently completed a successful donation in the Atlantic Region but was not totally happy with the experience. This opportunity was used to revisit training with frontline staff. The donor was pleased with the follow-up and agreed to contact Peter after the next donation.
- The following Atlantic partners/individuals were recognized at the National HOL event held in Ottawa on September 7, 2018 – McCains (partner), Mohammad Harb (peer recruiter), Jim and Barb Urquhart (volunteers) and David Preston (Whole Blood donor). Mohammad came to Canada in 2016 as a refugee and this past April organized more than 60 new Canadians from Syria to donate blood in Halifax. Atlantic volunteers, Jim and Barb Urquhart from Truro, NS, have been volunteering for 20+ years. CTV Atlantic recently did a feature on the couple. In addition to being honoured at the National HOL event, Atlantic Whole Blood donor, David Preston, was recognized by the town council of New Maryland. KinCanada was recognized as the national partner. Last year, they arranged over 1,100 donations.

**Comments/
Questions:**

National Partnerships:

Presenter: Beth Frise, Manager – Partnership Development, Donor Acquisition Experience & Performance, Canadian Blood Services

- Key Points:**
- Three-tiered approach - National partners, monthly national #PARTNERSFORLIFE (formerly Give Life Partners) and regional and local partners.
 - All partner types are under the *Partners for Life* umbrella:
 - Organize a group – tracking through Group Bookers
 - Adopt a blood donor clinic – tracking in ESS/BI Warehouse
 - Raise awareness – social media support
 - Set annual blood donation pledge – for organizations with at least 250 employees/members, positioned to achieve annual pledge of at least 50 units
 - Monthly #PARTNERSFORLIFE:
 - Provide messaging on all business lines
 - Wholistic approach
 - More inclusive
 - Greater participation
 - Asking for support only one to two months per year results in less partner fatigue.
 - Partner logos, descriptions and website links are featured on the Canadian Blood Services website during their months of support.
 - National and monthly partners are provided with customized URL codes to blood.ca. Partners are provided with key messages that can be used in their internal and external communications. They are also provided with “bitly” links to use. Canadian Blood Services can track and report back to partners how many people have gone to blood.ca using the bitly links. From January – September there were 1,983 sessions, 56% new users.
 - Partner awareness videos are submitted for consideration by Territory Managers. Staff is encouraged to share the videos on social media and use in presentations.

- Partner E-news is published on blood.ca four times per year and electronically distributed to over 4,700 champions. It contains a national story, four regional stories, one submission from Marketing, Fundraising and OTDT & Stem Cells.
- Hockey Gives Blood (<https://www.hockeygivesblood.ca/>) was born out of the Humboldt tragedy and the death of the co-founder's father when he was travelling to watch him play Junior A. Confirmed support from Canucks, Flames, Leafs and over 10 CHL/CJHL teams.
- KinCanada is a national monthly partner and received the National Partner Award this year in Ottawa. KinCanada has eight districts and donated over 1,000 units this year.
- Eighteen percent of dealerships of national partner, Toyota, have exceeded support expectations.
- Telus supports Canadian Blood Services two months of the year. During May and June when Telus holds their "Telus Days of Giving", we see a lot of group donations. Telus donated over 800 units.
- A new national partner will be announced in January 2019.
- How can partnerships and the RLC work together?
 - Hope to have partnership representative on each RLC. This partner could provide quarterly updates during RLC meetings or post updates to Basecamp.
 - RLC members could help by identifying new potential partners.
 - RLC could provide input on better recognition and stewardship/growth of existing partners.

**Comments/
Questions:**

- How are the months chosen for partners?
Although partners usually choose the month that works best for their organization; we may try to "steer" them to months that still require partners.
- It appears the focus of partnerships is on Whole Blood. What about OTDT and Stem Cells?
Potential new national partners have multiple options as they are provided with information on all Canadian Blood Services' business lines.
- When partners ask their employees to donate, are they given time off to donate?
Partners often give their employees time off to donate. Canadian Blood Services' Lifebus commitment for Whole Blood is in and out, door to door in 90 minutes.
- A lot of companies provide employees with time to use for volunteering. Donating is volunteering.
- A player from the Humboldt crash is now part of the UPEI University team. It may be worth reaching out to him to help get university students involved.
- On November 2, 2018, the Swift Current Broncos in Saskatchewan will be holding a Broncos Strong Night. The team's Marketing Manager, whose brother was in the Humboldt crash (and is still in hospital), is receiving a lot of following for this event. The Boulet family has been invited to speak about organ donation and people to speak about brain injuries. An external Stem Cell group will be there to swab as well as a former NHL player who is part of Hockey Gives Blood.
- For the past three months, Canadian Blood Services' inventory levels have been quite high. Has anyone looked at the contributing factors for the increase? Did the Humboldt crash and Toronto terrorist attacks contribute to this increase?
These types of events often result in increased donations; however, the increases only last for a limited time. The biggest benefit has come from planning the use of trigger messaging during specific times of the year. Trigger messaging was used three times this year. Trigger messaging used prior to the third trigger messaging resulted in an 8 – 9% increase over target. There was a 27% lift in August. Upon review, it was determined that the timing of the news cycle lead to this increase. There was four times the pick-up of our story than there had been during the previous two trigger messaging events. The next trigger messaging is planned around Christmas.
- Has any thought been given to partnering nationally with groups that fall outside of the types normally considered (i.e., MUN alumni)?
Activating MUN alumni would be handled at a local level by the NL Territory Manager. There could be an opportunity to partner nationally with an umbrella organization for university alumni.
- Partnering with pharmacies would seem to be a natural fit.

Action Item:

- Chris Brennan to add the Atlantic RLC members to the Partner E-news distribution list.
- Peter MacDonald to ask the appropriate Atlantic Territory Managers to approach university alumni in their areas about partnering with Canadian Blood Services.

National Student Forum:

Presenter: Peter MacDonald, Director, Donor Relations Atlantic, Canadian Blood Services

Key Points:

- The Memorial University (MUN) and Dalhousie University (Dal) Blood Club Presidents were two of 15 student leaders who recently attended the National Student Forum in Brampton, Ontario, and were introduced to the Student Recruitment Program.
- Great-West Life Assurance Company has supported the blood system in Canada for over 50 years through group blood donations, adopting clinics and promoting the ongoing need for blood donations through social media. In 2017, 902 blood donations were made towards their national pledge of 1,200 units. In 2018, they pledged to donate 1,000 units. The Great-West Life Assurance Company has committed to a three-year partnership and made a financial contribution to create the Student Recruitment Program.
- A Student Recruitment program kit is available for community youth volunteer leaders wishing to become advocates for Canadian Blood Services
- Blood Clubs are established at Dal, MUN and the University of Prince Edward Island (UPEI). The Nursing Society has been the de facto blood club at St. Francis Xavier University (St. FX) for many years. This year, the seeds of the University of New Brunswick's (UNB's) first blood club have started and will hopefully also be established at Acadia University.
- Best practices, resources and materials are available on Canadian Blood Services' microsite.
- Update from Dal Blood Club:
 - The Dal Blood Club hosted a table at a Society Fair at the beginning of the year. Forty-five people signed up to become involved in the club.
 - Table to be set-up in Student Union Building where people can sign-up for the November campus clinic.
 - The Dal Blood Club President attended the National Student Forum in Brampton, Ontario. She found the forum interesting and enjoyed sharing ideas with her counterparts from other campuses.
- Update from MUN Blood Club:
 - The MUN Blood Club President attended the National Student Forum in Brampton, Ontario. He also found the forum interesting and enjoyed touring the distribution site.

**Comments/
Questions:**

- Are blood clubs sanctioned by the universities?
The Dal Blood Club goes through a process to be ratified every year. Once ratified, the blood club can use the university logo, book rooms and post information. Obtaining funding is possible; however, it can be difficult as students to establish a bank account. As there are limited expenses, the blood club doesn't really need funding.
The UPEI Blood Club is ratified at the start of each year. The ratification process can be a difficult one.
- Arrangements can be made for the MUN Blood Club to tour the Production & Distribution Lab at Canadian Blood Services in St. John's, NL. As well, a tour of the Production & Distribution facility in Dartmouth can be arranged for the blood clubs within the Maritimes. As there are several new members on the Atlantic RLC, it was suggested that another tour of the Production & Distribution Lab in Dartmouth be arranged for the committee the next time it meets in Dartmouth.
- Could members of the UPEI Blood Club be certified to perform WYT typings whenever Canadian Blood Services representatives are not available?
For regulatory reasons, a Canadian Blood Services employee must attend WYT clinics. However, volunteer typers can be trained. Students can be engaged in other activities on campus that do not require someone from Canadian Blood Services being on hand.

20th Anniversary and Branding:

Presenter: Chris Brennan, Manager, Stakeholder Relations, Canadian Blood Services

Key Points:

- Canadian Blood Services' new brand was launched on its 20th anniversary (September 28, 2018) and will continue to roll out over the next 18 months.
- The brand is not just a logo or a tagline. "We are Canada's biological lifeline." We work passionately to help every patient, to match every need and to serve every Canadian. We do this by demonstrating integrity, collaboration, adaptability, respect and excellence. The renewed corporate brand better reflects the true value Canadian Blood Services delivers to Canadians and healthcare systems.
- Canadian Blood Services focuses on life essentials for transfusion and transplantation, including blood, plasma, organs and tissues and stem cells.
- The new visual identity is a prominent expression of who we are, what we do, what we believe in and how we deliver on our promise to Canadians.

Comments/ Questions:

- Until the infinite symbol was explained to him, one committee member commented that the new logo didn't mean anything to him because he didn't see that it reflected what Canadian Blood Services was and will be. Since Canadian Blood Services is now working in other areas in addition to blood, he now sees the need for the new logo. However, the new logo doesn't have the same impact on him as the old one. He was surprised that there was no consultation with the Regional Liaison Committees.
Regional Liaison Committees were consulted on the initial conversations regarding mission, vision and values. Focus groups that were established did include representation from Regional Liaison Committees.
- What was the cost of rebranding?
The cost of rebranding was \$7 million. Part of the reason for the 18-month rollout is so Canadian Blood Services can exhaust its stock of existing materials and supplies which will be replenished using the new branding once old stock has been used up.
- The new logo is in no way like the Canadian Red Cross Society. This may help break away from the holdover public belief that the Canadian Red Cross Society manages Canada's blood program.
- The Atlantic RLC Co-chair commented that when he was introduced to the new branding at the NLC meeting, he understood immediately how it evolved and what it represented.
- One of the younger committee members commented that she was not aware that the Canadian Red Cross Society ever ran the blood program. She likes the new logo because it is modern, minimalistic and still includes the blood drop.
- The new logo really "clicks" when you hear the story. How do we tell this story to the public?
Seeing the logo presented with the different quadrants (blood for life, plasma for life, stem cells for life and organs & tissues for life) really drives the story home. Regional Liaison Committees can help by sharing the meaning and story behind the logo with others. A brand toolkit is being developed and will be posted to Basecamp.
- As a proud Canadian was disappointed to see that the Canadian logo was not part of the new brand.
There is still equity in the name of the organization, "Canadian" Blood Services.
- Hopefully the blood pin will remain the same as students are often excited to receive them.
- Advertising should include the moving visual of the logo coming together.
- Donors and the public need to be educated on the story behind the new logo.
Team meetings will be held in Dartmouth in two weeks. One day of meetings will be dedicated to the new brand and how to sell it to donors and the public.
- Canadian Blood Services' new branding should be published in healthcare and university newsletters.
Many of the publications in hospital settings are the domain of fundraising foundations and they decide what can and cannot be published.
- Why is Canadian Blood Services transitioning from donor "clinic" to donor "centre"?
Canadian Blood Services does not perform donor health assessments. It determines whether donors are healthy enough to donate on a specific day.

MSM and Corporate Strategy Updates:

Presenter: Chris Brennan, Manager, Stakeholder Relations, Canadian Blood Services

Key Points:

- **MSM Update:**
 - Looking to move from a 12-month MSM deferral period to a three-month MSM deferral period. This next step will require research.
 - Research priorities:
 - ◆ *Evaluate impact of alternative risk reduction technologies on donor screening.*
 - ◆ *Evaluate operational feasibility of alternative donor deferral policies and their acceptability to Canadians.*
 - ◆ *Risk modeling and surveillance to assess risks associated with alternative donor selection policies.*
 - ◆ *Research to inform the development of an individual risk assessment donor policy (behaviour-based) or to strengthen existing policy (population-based).*
 - Eleven projects are currently being funded. A summary of the projects is available on blood.ca.
- **Corporate Strategy Update:**
 - Canadian Blood Services refreshes its strategy every five years.
 - Four roundtables comprised of innovators and various experts in healthcare and public policy were established across the country. Roundtable participants were asked what strategic challenges were facing healthcare in Canada, what innovations were coming, how could Canadian Blood Services leverage its national capabilities, national infrastructure and supply chain to improve things for patients. Great feedback was gathered. A similar conversation was held with the regional liaison committees and a web survey of Canadian Blood Services employees was conducted. This input was considered when the renewed corporate strategy was finalized.

Donor Concierge:

Presenter: Peter MacDonald, Director, Donor Relations, Atlantic, Canadian Blood Services

Key Points:

- In September 2018, Donor Concierge was rolled out to the permanent clinics across the country.
- Will contribute to reaching the digital self-serve target and reducing the burden of manually booking appointments by DSRs thereby making their time available for higher value tasks.
- Will contribute to an improved donor experience specifically via enhanced donor queuing/queue visibility and through a more modern donor experience.
- Donor Concierge is currently in use at perm locations and will eventually be in use at mobiles.

Comments/ Questions:

- Is the Q-pass available through the app?
Although it is coming, it is not yet available through the app. As well, the Q-pass is not available to new donors because new donors haven't gone through the process yet.
- Donors wishing to donate who arrive without an appointment are slotted into a walk-in appointment. If there are no walk-in appointments available, they will be slotted into the next available, empty appointment.
- When will Donor Concierge be used for Plasma?
Although using Donor Concierge for Apheresis is part of the plan, the specific date has not yet been set.
- Reviews of the Donor Concierge system have been positive.

Diversity Initiative:

Presenter: Chris Brennan, Manager, Stakeholder Relations, Canadian Blood Services

Key Points:

- Canadian Blood Services has placed a renewed emphasis on diversity and inclusion over the past year. The organization is committed to creating an inclusive culture based on fairness and equity; embracing diversity to better serve Canadians. A culture built on diversity and inclusion will result in an engaged, passionate workforce and will attract a varied, dynamic pool of donors.

Organ and Tissue Donation and Transplantation:

Presenter: Peggy John, Associate Director, Program Operations, Canadian Blood Services

Key Points:

- Part of a team that manages the national organ waitlist and the patient registries that facilitate inter-provincial organ sharing for organ donation and transplant across the country. Also works together with the Organ and Tissue Donation and Transplantation community on developing leading practices and sharing new knowledge across the country.
- Patients with the highest need and who are the most difficult to match benefit when organs are shared across provincial boundaries. To do this, there needs to be a level of national system cooperation.
- About ten years ago, the Canadian Council for Donation and Transplantation focussed on the development of recommendations, leading practices and policy. There was some degree of inter-provincial organ sharing but this sharing occurred without formal policies and processes to govern it and no system was in place to track the outcomes. Federal, provincial and territorial governments recognized the need for a greater level of collaboration and system development and approved the transition of this work to Canadian Blood Services.
- Canadian Blood Services developed an operational Living Donor Paired Exchange Program. Representatives from all living donor programs in the country were brought together to decide on how the program would operate despite differing legislation, policies, priorities, finances and politics in the various jurisdictions.
- The National Organ Waitlist was created in 2012. Transplant programs across the country can register patients in need of transplants and can update the status of those patients 24/7.
- The Highly Sensitized Patient Registry went live in 2013. This program is for patients who are difficult to match because, for various reasons, they are more likely to reject a potential donor than the typical population.
- The Kidney Paired Donation Program, the National Organ Waitlist and the Highly Sensitized Patient Program are serviced using the Canadian Transplant Registry, a technology platform that allows matching of donor organs to potential wait lists.
- In 2017, there were three match cycles. There were 33 proposed chains, 21 of which included inter-provincial organ sharing. Of the 33 chains, 22 proceeded to transplant. Seven required one or more repairs to the chain to complete. The match cycles resulted in 77 transplants across the country.
- Last year, Canada reached a milestone of 1,000 transplants due to the Highly Sensitized Patient Program and the Kidney Paired Donation Program.
- Individuals going through the medically assisted dying process had expressed interest in becoming organ donors. The critical care community was looking for guidelines so medical experts were brought together from across the country to develop a framework and guidelines for organ donation from this conscious competent patient population.
- The Listing and Allocation team worked with the cardiac transplant community to develop new policies for inter-provincial organ sharing.
- A Donation Physician Network comprised of critical care physicians from across the country who may also be involved in organ donation was created last year. Physicians can share information, access educational information and consult on challenging cases with colleagues across the country. All leading practice work is housed on a professional education website where professionals from across the country can access the information.
- Canadian Blood Services coordinated a Public Education and Awareness Working Group which focusses on consistent messaging, collaborative campaigns, sharing best practices and discussing emerging issues (i.e., interest in presumed consent). Work is shared on the organtissuedonation.ca platform.
- During the week of November 26, 2018, all organ donation agencies across the country will focus their social media platforms on communicating stories about living donations. They will also be reaching out through community events and traditional media channels to share stories of living donors and the impact they have across the country.

- The Public Education and Awareness Working Group is planning activities for next year's National Organ and Tissue Donation Awareness Week. The Boulet family has been working with a group to organize National Green Shirt Day for launch on April 7, the day that Logan Boulet of the Humboldt Broncos became an organ donor. Donation agencies across the country will work together to support this initiative.
- Canadian Blood Services will host an event on Parliament Hill on April 3, 2019, to raise organ donation awareness. Members of Parliament will be encouraged to share the message and to encourage their constituents to share the message. "Green Light" will be a specific initiative during the month of April. Municipal buildings will be encouraged to light up green in support of donors and to relay the importance of becoming an organ donor and registering the decision to do so.
- Goal is to change the culture within the critical care setting in Canada to one where organ donation is considered a normal part of end of life care. In collaboration with the donation community across the country, we have been working on developing educational curriculum pertaining to organ donation. Five educational modules are being developed. By 2020, this curriculum will be required training for all new critical care residents in Canada. Starting next month, the program will be available to practicing professionals working in critical care across the country.
- "Intent to Donate" registries exist in most provinces and are managed and operated at the provincial level. The system enables individuals to register their intent to donate after death. Registering their intent to donate does not mean that a person will become a donor. In Canada, less than 2% of people die in a way that would allow them to be an organ donor. In Canada, deceased donors must be patients in a hospital, on life support and with no hope of recovery.

**Comments/
Questions:**

- If Canada were to use an "opt out" system, would this not result in a significant increase in donations and transplantations?
Until the system can identify the medical criteria and there is an understanding and ability to manage the process at the ICU level, moving to an "opt out" system wouldn't make a significant difference. The priority is to focus on putting foundational elements in place across the country that will ensure that potential donors are identified in the ICUs and referred as potential donors to organ donation agencies.
- There is still a lot of work to be done to understand the specific concerns and needs of cultural communities.
- How does Canada's criteria for donation differ from that of countries with higher success rates for donation?
Spain is the highest performer in the world. There may be slight differences in timeframes and processes; however, the medical criteria for determining death is similar. Spain has been at some aspects of this for much longer than Canada.
- In the current system, a terminally ill person who doesn't happen to be on life support would be excluded from becoming a deceased donor.
Last year a forum was held to develop guidelines and a framework for organ donation from patients at end of life who are both conscious and competent. Initially, the thought process within the medical community was that this would be a small group of people; however, the number of people who have expressed interest through this process is much greater than the medical community anticipated. Although early days, it is anticipated that there will be a greater opportunity for individuals faced with terminal situations to be organ donors. However, part of the process would require the terminally ill patient to have their end of life or withdrawal of life support occur in a hospital setting.
- Would individuals approved for medically assisted suicide be able to donate?
Approval would be on a case by case basis and would require the death to take place in a hospital setting.

Action Item:

- Atlantic RLC to share the information pertaining to "Giving Tuesday" provided by Canadian Blood Services and its partners via their social media networks.
- Peggy John to forward specific information regarding the different consent models to the Atlantic RLC.

Next Meeting:

- The next meeting is scheduled for May 27, 2019, at the Canadian Blood Services site in Charlottetown, PE.
- A 'save the date' e-mail will be sent to Atlantic RLC members.

The meeting was adjourned at 2:45 pm.