Sikh Nation
Campaign toolkit 2019

In partnership with:
Sikh Nation is an active and dedicated group of blood donors who host various donation events in select provinces across Canada. During the month of November, they aim to raise awareness for blood donation amongst diverse communities and inspire others to join Canada’s Lifeline.
Key messages

1. Half of all Canadians will need blood or know someone who will at some point in their lives.

2. Every year, 100,000 new donors are needed in Canada to help maintain a strong national inventory of blood and blood products for patients, where and when they need them.

3. Donated blood lasts no longer than 42 days. Due to its limited shelf life, the need is constant.

4. Sikh Nation is committed to safeguarding Canada's system for life essentials by doing their part to ensure blood and blood products are available to all patients where and when they need them.

5. Book now to donate at blood.ca, call 1 888 2 DONATE or download the GiveBlood app.

Facts

- Sikh Nation has saved close to 140,000 lives since 1999.
- Sikh Nation donors are committed to supporting patients all year. Approximately 30 per cent of the Sikh Nation group's yearly blood donations occur during the month of November. The remaining donations occur throughout the year.
- Sikh Nation has become Canadian Blood Services' largest partner group in the B.C. and Yukon region.
- In 2018, Sikh Nation collectively donated 2,400 units of blood. This year they aim to meet a target of 2,600 units.
There are lots of ways to be part of Canada’s Lifeline

- **Donate blood. Become a regular blood donor.** To donate, you must:
  - Be 17 years or older and in good general health.
  - Carry government-issued ID or Canadian Blood Services ID.
  - Meet our height and weight requirements and other eligibility requirements.

  *Review the included eligibility criteria summary and visit blood.ca to learn more.*

  *Register for the Partners for Life program (page 5) so your donations can count towards Sikh Nation.*

- **Register to join Canada’s national stem cell registry.** Registrants with diverse ethnic backgrounds are especially needed as 75 percent of patients in need of a stem cell match have greater odds of finding a match with someone who shares their ethnic background. Register now at blood.ca/stem-cells.

- **Volunteer your time.** Whether it’s supporting blood donors, recruiting new donors, or raising awareness about the importance of blood, plasma, stem cell or organ and tissue donation; our volunteers help save lives. Sign up at blood.ca/volunteers

- **Spread the word on social.** There are lots of reasons to join Canada’s Lifeline. Share the following prebuilt graphics and captions to inspire your followers to join our cause. Tag us @CanadaLifeline so we can like and share your post and use the hashtags #SikhNation #CanadasLifeline and #BloodForLife whenever possible.
Annual blood donation goals

Teamwork, dedication and commitment are essential to meeting goals. The Sikh Nation community has joined the Partners for Life program. This program allows organizations to track donations from registered members and work towards a yearly donation goal.

Over **2,600 donors** are needed to help meet this year’s annual goal.

Register your donation with Partners for Life (PFL) and ensure all your donations are counted towards Sikh Nation’s annual goal.

Members in British Columbia (PFL #SIKH002719)
[Register]

Members in Alberta (PFL #SIKH009755)
[Register]

Members in Saskatchewan and Manitoba (PFL #SIKH014417)
[Register]

Members in Ontario and Eastern Canada (PFL #SIKH012467)
[Register]
Am I eligible?

Let’s find out! If you answered “yes” to all the following questions, you may be able to donate as of today. Please note that final eligibility is determined by a Canadian Blood Services representative at the time of your appointment.

I have not had a tattoo or piercing in the last three months. If you have, please come back after three months.

I am not taking prescription medications. (please check acceptable prescription list or call 1 888 2 DONATE before continuing).

I have not been pregnant or had a baby in the last six months.

I have not resided in the UK, France or Saudi Arabia from 1980 to 1996? Or Western Europe from 1980 to 2007?

I weigh more than 110 lb.

I have not travelled outside Canada or the continental USA in the last 12 months.

Visit blood.ca/blood/travel or call 1 888 2 DONATE for more information on how travelling outside of Canada may affect your eligibility to donate blood.

I have not had a cleaning or a filling in the last 24 hours or dental surgery in the last 72 hours.

I am over 17 years old.
Have you travelled or resided in India over the past three years?

Travelling to certain regions of the world may put you at greater risk of exposure to diseases. In some cases, even if you feel fine and have no symptoms at all, you might still have an infection that could be transmitted through your blood. To safeguard our national blood system, our screening process includes checking for time spent in higher risk areas.

The waiting period to donate blood or platelets depends on the length of your stay in certain countries/regions.

- If your stay in India was less than six months, you will need to wait one year from the date of your return until you are eligible to donate blood.
- If your stay in India was six months or more, you will need to wait three years from the date of your return until you are eligible to donate blood.

Visit blood.ca/blood/travel or call 1 888 2 DONATE for more information on how travelling outside of Canada may affect your eligibility to donate blood.
The blood donation process

Before you donate

- Drink lots of water, eat a healthy meal (avoid fatty foods) and make sure you had a good night’s sleep.
- Bring you government-issued ID or Canadian Blood Services ID.

At the donor centre

- Check in with one of our team members.
- Complete the donor questionnaire and interview. Please note that donors must be able to read and understand English.
- You will be provided with 500 ml. of water to drink and a salty snack to have before your donation.

After you donate

- We will apply a pressure bandage to your arm.
- We will ask you to do muscle tensing exercises.
- We will encourage you to stay for at least 15 minutes.
- Rehydrate and enjoy a snack in our refreshment area.
Sikh Nation is a committed community of blood donors dedicated to helping patients across Canada wake up healthy each day.

Visit blood.ca or call 1 888 2 DONATE to find a #SikhNation blood donation event near you and book your blood donation appointment today.

#CanadasLifeline

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Social media assets
Click images to download

Our next blood donation event will take place on [Day of the week, Mmm., DD] at [Location, address].

Book now at blood.ca or call 1 888 2 DONATE.

#CanadasLifeline

Facebook

Donate blood with Sikh Nation
Book now at blood.ca

Instagram

Donate blood with Sikh Nation
Book now at blood.ca

Twitter

Donate blood with Sikh Nation
Book now at blood.ca
Over 2,400 blood donors are needed to surpass Sikh Nation’s previous annual blood donation record.

Visit blood.ca or call 1 888 2 DONATE to find a #SikhNation blood donation event near you and book now to donate.
Every year hundreds of patients in Canada may need a stem cell transplant to save their life, and more than 75% of those patients will rely on someone they don’t know to save their life. Join Canada’s national stem cell registry today at blood.ca/stem-cells.
Canadian Blood Services is a not-for-profit charitable organization. Regulated by Health Canada as a biologics manufacturer and primarily funded by the provincial and territorial ministries of health, Canadian Blood Services operates with a national scope, infrastructure and governance that make it unique within Canadian healthcare. In the domain of blood, plasma and stem cells, we provide services for patients on behalf of all provincial and territorial governments except Quebec. The national transplant registry for interprovincial organ sharing and related programs reaches into all provinces and territories, as a biological lifeline for Canadians.

Visit blood.ca to learn more.