COMMUNITY LIAISON COMMITTEE, CALGARY

Summary notes of the meeting of the Canadian Blood Services Community Liaison Committee held in Calgary on Thursday, October 9, 2003 at 4:00pm.

PRESENT:
Doug Caspar   Trevor Trinh
Matthew Hinshaw   Jane Taylor
Janene Hokansen   David Sonnichsen
Viki Jerke   Chrystal Roberts
Dale Lobsinger

OBSERVING:
Doris Kaufmann   Mike Nichol
Eileen Murtagh

REGRETS:
Dr. Deirdre Jenkins   Dr. Norman Yee
Tony Nicsik   Christine Wandzura
Tokie Onoda   Mike Plato

1.0 Opening of the meeting:
The Chair thanked everyone for attending today’s meeting and ensured that all members were provided a meeting package.

2.0 Round Table Introduction
The Co-chair initiated a round table introduction of all participants in attendance.

3.0 Review of Agenda
The agenda was approved with additions to Business Arising:
5.5 Report Back on Volunteer Ideas
5.6 Marketing Presentation

4.0 Approval of Summary Notes
The May 2003 Summary Notes were approved with changes under 5.2 last paragraph.
Also included in the Volunteer Training Program is a new role, the Donor Ambassador Volunteer. This Donor Ambassador role is responding to donor inquiries or directing them to the right person to respond to, assisting first time donors through the process and ensuring donor satisfaction. This program is presently running in the Edmonton centre and has been very successful. The Calgary centre started the Donor Ambassador Program in January 2003.

5.0 Business Arising

5.1 Report from NLC Representative
An update was provided to the CLC on behalf of Tokie Onoda. The focus of the National Liaison Committee over the past few months has been on the West Nile Virus issues. The National group provided feedback regarding donor and public safety issues and communication.
The CLC was provided a copy of the WNV information letter that was mailed out to donors on May 22, 2003. It was pointed out that comments in the last paragraph were the result of the feedback provided by this group at the May meeting.

5.2 Tour of Centre

The Committee was provided a tour of the Production and Distribution lab, the Donor Testing and West Nile Virus lab and the Plasmapheresis clinic. The tour took approximately 1.5 hours.

5.3 West Nile Virus Update

The Chair provided an updated presentation on WNV. The presentation summarized:

- human cases infected with WNV up to the end of September
- the history of the WNV infection
- contingency planning for blood and blood products
- key messages to the public

5.4 Feedback on WNV Communications

The Chair reviewed the stockpiling and utilization of blood and blood products during the WNV “off season”. WNV is expected to move further west next year and effect the province of B.C.

5.5 Report Back on Volunteer Ideas

The following is the original item from the May meeting:

**Suggestion:** Make a connection between my action of donating and the blood recipient.

**Response:** TV’s and VCR’s will be placed into fixed site clinics along with a video from the Honouring Our LifeBlood events. This project will also be run by the clinic volunteers.

The Committee was informed that CBS has approached SAIT and MRC students to develop a video recording of the journey of a unit of blood from the donor to the recipient. The students would use the project as a credit course, CBS would use the video for volunteer and donor information.

5.6 Marketing Presentation

It was suggested at the last meeting to run the Corporate Challenge twice in a year. Summer and Winter versions.

A proposal has been submitted to Corporate Challenge to run a winter version. There are presently 100 companies on the waiting list to sign up for the blood donor corporate challenge.

6.0 New Business

6.1 Donors for Life Presentation

The Director, Customer Service for CBS provided a Donors For Life Presentation. The Donors For Life Program has been established to build a partnership and loyalty with donors in order to increase the frequency of donations. The goal is to have whole blood donors donate at least 4 times per year and apheresis donors to donate 12 times per year. 8% of Calgary donors are in the Donors For Life program and they donate 15% of the total collections. They are the highest repeat donors at 3.78 times per year. They are a small group but highly dedicated.

The Committee was asked for ideas on how to build this program.
Discussions and Recommendations:
- Distribute the award pin from Head Office and include a special thank you letter.
- Provide special mailing to help donors make their target, let them know how many they have donated to date.
- At the end of the clinic have the volunteer ask for their donation card as well as their Donors For Life card. This will open conversation regarding the program for those who have not joined.
- Incorporate a logo onto their donation card that indicates how long they have been a Donor For Life.
- Make second donation more important than the first.
- Develop a Gold, Silver, Bronze type program.
- Hold clinics specifically for Donors For Life members. No lines, faster throughput and better treats.
- Provide guest speakers (recipients) at specific clinics to reinforce recipient connection.
- Provide mail out to 3rd donation donors to ask for one more donation this year.
- Make joint partnership with another company to allow first opportunity to purchase concert ticket using donor ID number.
- Make public more aware of actually how many donate to support the city’s blood needs. Almost 900,000 people in Calgary and only around 27,000 donate to support the city.
- It was suggested to offer points that a donor can order from a catalogue for gifts.
- Re-establish Club Pheresis and Whole Blood Clinic Club, place something on the donor ID to easily recognize they are DFL member.
- Create emotional connection to donating to sustain commitment to program.

It was indicated that CBS knows they need to do a better job to remind donors they are members and to get the inactive donors to return.
- Call back a four time donor and thank them for their dedicated donations.
- The recipient is a powerful communication to donors and needs to be used more in clinics to remind donors why they come. Build that reinforcement of the need by having a recipient call to say thank you.
- Place recipient letters on refreshment tables.

The group was thanked for their input and it was noted that a summary of the information gathered will be provided at the next meeting.

6.2 MAK Progesa
This item was tabled to the next meeting.

7.0 Future Topics for Discussion
These items were carried forward from the last meeting:
- Information on other Blood Services Operations around the world.
- Life Link Program
- MAK/Progesa information

8.0 Next Meeting Date
The next meeting has been set for Thursday, March 18, 2004 from 4 pm to 7 pm.

9.0 Adjournment
The meeting adjourned at 7:30 pm.