REGIONAL LIAISON COMMITTEE MEETING
PRAIRIE REGION

Summary Notes of the meeting of the Canadian Blood Services Regional Liaison Committee
held in Regina on Tuesday, June 13th, 2006 at 1315 hours

PRESENT:
- D. Wunderlich, Co-Chair
- I. Freynet, Co-Chair
- L. Beitel
- A. Pempengco
- S. McIvor
- L. Perrin
- B. Flowers
- J. Zhang
- C. Weimer
- S. Lipset (Shannon)

OBSERVING/PRESENTING:
- M. Hyduk (Recording Secretary)
- L. Tessier
- L. Persicke
- L. Johnson

REGRETS:
- K. Olson
- J. Nicholas
- J. Canart
- H. Janssens
- Dr. K. MacDonald

1.0 OPENING OF THE MEETING
The meeting was called to order at 1320 hours. A welcome was extended to new members
Candace Weimer, Steve Lipsit and Barbara Flowers.
Note: A tour of the Regina Centre and a brief introduction to Canadian Blood Services was
provided to new members prior to the start of the meeting.

1.1 Round table introductions were conducted.

1.2 The agenda was reviewed.

1.3 The Summary Notes from 28 February 2006 were approved.

2.0 BUSINESS ARISING

2.1 National Liaison Committee (NLC) Representative Report
A. Pempengco provided a report from the last NLC meeting in Sudbury:
- The meeting included a tour of the National Contact Centre.
- A. Pempengco outlined the reports of the Regional Liaison Committees.
- I. Mumford, COO, reported that CBS has reached 100% efficiency in meeting need, and
this year, for the first time, hit its collection target. However, there is concern that 50% of
first-time donors never come back.
- Trust in CBS is at an all-time high of 89%. There is a need to reinforce the message that it is
safe to donate and to receive blood.
- Overall, hospital customers are satisfied with CBS.
- I. Mumford said the effort to shift the paradigm from “collect what we can” to collect what
we need” has challenges, including finding greater efficiencies to reduce discards,
attracting and retaining new donors, and an aging donor base. He proposes a five-year strategy to efficiently meet hospital demand.

- S. Shimla provided an update on Buffy Coat implementation.
- Dr. H. Hume outlined the processes for recalls and directed donations.
- The Committee broke into three working groups to discuss the deferral relating to Question 28 ("having sex with a person whose sexual background you don’t know"). The groups raised issues such as the vagueness of the Record of Donation (RoD), low donor satisfaction with health screening, errors in completion of the RoD due to misinterpretation, and length of the RoD.

2.2 Pandemic Flu Update

L. Tessier gave a presentation on CBS planning to mitigate the impact of an influenza pandemic.

- The lead time before a pandemic flu strain may be very short.
- It will take months to produce a vaccine.
- CBS planning will address staff, volunteer, donor and supply shortages, possible bans on public gatherings and changing blood product needs.
- Surveillance data from health organizations nationally and globally is monitored.
- CBS is engaged in broad consultation with customers, blood organizations internationally, communities, governments and Regional and National Liaison Committees.
- In consultation with customers, CBS is examining inventory management, donor recruitment, pre-screening, infection control and communication issues.
- CBS is consulting with its Canadian suppliers to examine how we can work together.
- Human Resource policies are being reviewed for possible modification in order to effectively respond to a pandemic.
- CBS has initiated internal influenza education programs and infection control training.
- Information is being posted on the CBS website, in clinic posters, and in a series of pamphlets for staff and volunteers.
- CBS is engaged in broad stakeholder consultation.
- The Pandemic Planning Committee includes Communications Directors.
- CBS is in communications with its hospital customers regarding blood product hoarding and over-ordering of platelets or plasma.
- CBS is looking at ways to effectively communicate with donors via e-mail.
- It was suggested that the CBS Pandemic Planning pamphlets be offered to hospitals and other health agencies for distribution.
- In response to a question regarding adequate supply of product to support chemotherapy and other patients, D. Wunderlich explained that CBS is now collecting enough blood, but not necessarily the right types. We are now working to identify the need for other components and to ensure the right balance in inventory management.
- L. Tessier reported that CBS has developed messaging and a process for rapid rollout of information to media.
- Committee discussed potential issues, such as the internet crashing, the need to move collection sites, cross-border movement of people and supplies, and possible government restrictions affecting CBS operations.
- L. Johnson was invited into the meeting to explain hand hygiene program introduced within CBS in May. He demonstrated proper hand washing techniques and provided the committee with posters illustrating the techniques for hand washing and using a hand sanitizer.
- In response to a Committee member’s question, L. Johnson responded that CBS does not yet have a policy regarding false fingernails, but is in discussions on possible scenarios such as that.
- Committee members discussed the use of anti-bacterials and the possibility that over-use could lead to development of resistant "superbug" viruses.
3.0 NEW BUSINESS

3.1 Donor Satisfaction Survey Results
D. Wunderlich provided an overview of the June Ipsos-Reid survey on donor satisfaction.
- Overall donor satisfaction has increased from 34% in March to 41% in June.
- Donor satisfaction in the Prairie Region has climbed from 41% to 45%. The Prairie Region and Southern Ontario lead in donor satisfaction.
- Donors are most satisfied with clinic cleanliness, staff friendliness and professionalism. Donors are least satisfied with waiting times, updates provided and insertion of the needle.

A Committee member suggested that aging donors deferred for health reasons might be recruited to serve as Donor Ambassadors, having a good knowledge of the donation process and the importance of the program.

D. Wunderlich described how CBS is actively recruiting youth donors, with information provided to Grade 11 students. An audio/visual firm has produced a DVD of the donation process which will be used by CBS as an educational tool. CBS is working to develop community partnerships, such as with the Regina Qu’Appelle Regional Health Authority, as educational vehicles.

There was a discussion about what needs to be done to convince first-time donors to return. D. Wunderlich said there has been some surveying to guide efforts to “win back” donors. L. Tessier said Canadian Blood Services is working to develop a program that would allow CBS to ask such donors “what did we do?”

3.2 Collections Summary – Championship Review
D. Wunderlich reported on the Championship Review, showing how national collections of all blood types are ahead of hospital demand.
- Nationally, O negative has year-to-year growth rates significantly higher than average.
- Similar growth is shown on the Prairies, in Saskatchewan and Manitoba.
- While collections kept up with demand in Winnipeg, O negative growth was significantly lower.
- Nationally, order fill rates for all components have risen year-to-year.
- In the Prairie Region, the fill rate for platelets and O neg red cells was up, while cryoprecipitate was down.
- The national trend for component outdates is down.
- Overall trust in CBS has risen from 80% in December 2005 to 89% in March 2006.
- All regions exceeded their year-end whole blood collection targets.
- Nationally, platelet collections exceeded target.
- Plasma collections came within 1% of plan, but improved by 800 units in Q4.
- NCC was well over target in appointments booked nationally and on the Prairies.
- Nationally, new donor recruitment came within 494 donors of target.

3.3 Donor Deferral Letters
D. Wunderlich outlined how donors who are deferred by letter for positive or indeterminate TD testing results.
- CBS uses the mail for notification for most post-donation infectious disease results due to time and logistical issues involved.
- Letters are carefully crafted and reviewed by medical staff, focus groups and regional and national liaison committees, as CBS recognizes that letters can be upsetting to donors.
- Future revisions to donor deferral and other notification letters will include input from the liaison committees.
3.4 Annual Satisfaction Survey
L. Tessier reported that CBS is moving toward an annual formal survey of Regional Liaison Committee and National Liaison Committee members. The on-line survey should be in place by mid-August, and would include about 10 to 12 questions.

4.0 FUTURE TOPICS FOR DISCUSSION
Suggested topics for discussion were:
- A copy of the Donor Deferral letter be provided to members for discussion.
- The Donation Process DVD be shown to the Committee.
- A demonstration of the Donor Ambassador program.
- Including a Donor Ambassador on the Regional Liaison Committee.

5.0 NEXT MEETING
The date of the next meeting will be Tuesday, September 26th, 2006 in Winnipeg. Start time of meeting to be determined once flight schedules are received.

Post Meeting Note: The date of the next meeting was changed to October 17, 2006 from noon to 3:00 pm with lunch provided.

6.0 ADJOURNMENT
The meeting was adjourned at 4:15 p.m.