SUMMARY NOTES of the meeting of the Canadian Blood Services Community Liaison Committee - London held at the Four Points Sheraton, London on Wednesday, 26 September 2001 at 2:00 p.m.

PRESENT:
- Theril Andrews
- Wesley Firth
- Bud Jardine
- Satinder Walia
- Kathie Leigh
- Bud Martin
- Cyndi Vienneau-Cormier
- Dr. Teresa Topic
- Jim McPherson
- Ruth McCallum
- Joanna Kerr
- Lisa Howe
- Joan Beavers
- Ron Pauls
- Glen Dietz
- Heather Fisher
- Elena Aggelopoulos
- Lorna Tessier

REGRETS:
- Graham Porter
- Barbara Garvin
- Margo James
- Mary Gillet

OPENING OF MEETING
The Centre Director opened the meeting by outlining the agenda and the possible flow for the meeting. The July meeting notes were approved.

REVIEW OF AGENDA
For possible next meeting date change 12 December 2002 to 2001.

ROUNDTABLE
As the committee is still new, everyone introduced himself or herself.

PRESENTATION - HIGH SCHOOL CURRICULUM "WHAT'S YOUR TYPE" PROGRAM
Carol Mitchell, Assistant Manager, Donor Services, London presented the "What’s your Type" program, outlining how this program was developed in London and is now being introduced across the country. The target audience is grade 11 but is clearly presented and generic enough that it can be tailored as required. As a curriculum program "What's Your Type" offers recruitment staff the opportunity to talk with students about the need for blood. When surveyed 25% of students who have participated in the program identify that they now
understand the need for blood and 90% rank the presentation as 4 out of 5. Often the teachers will lead the way in presenting it as a recruitment possibility.

When going to schools, a recruiter and a nurse present the program with the middle portion of the presentation consisting of students being blood typed. The current "Future Donor" cards are being redesigned, as the goal is to have the students leave with a reminder to donate. The last part of the program looks at case studies, is very interactive and talks about the science of blood typing but also shares how other countries view blood types. There are handouts for the students that mirror the information given in the presentation. The program talks about how in Japan they relate blood types to personality types. Included in this discussion is whether this is science or junk science. This gets the students thinking about the facts and leaves them on a fun and relaxed note. Questions are encouraged throughout the presentation and the program allows recruitment staff to dispel many of the myths surrounding blood donation. Usually while the CA's are typing the students, the nurse and recruiter go around and speak with the students.

Schools that regularly have "What's Your Type" presentations have a higher rate of donations and the schools provide more opportunities for donation. London has an active student body in regards to recruitment and some students are already doing the "What's Your Type" presentation.

**INTRODUCTION:**

**2001 General Public Tracking Survey Results**

It was decided to discuss this at the next meeting when members have had chance to read the results. Sections of page 6 "General Awareness of Blood System" and page 40 "Prospect of Future Donation-Non-Donors" were highlighted as of particular interest to the committee. This is a summary and more details are available from Lorna Tessier, Manager Public Involvement, Head Office if members have an area of interest.

Suggestions from the committee during the overview included:
- A weekly blood availability index in the local papers
- Market the message that "the need never ends"

**DISCUSSION TOPICS**

- **How should the Committee Liaison Committee proceed?**
  - It might be good to have a young person as part of the committee.
  - This is an opportunity to link organisations and co-promote and improve partnerships
  - Participants act as "ambassadors" for CBS
  - Learn about and share new tools to recruit
  - Strategize and bring ideas forward to the National Community Liaison committee and CBS Board of Directors
  - Share summaries with the other Community Liaison committees
  - Would like to see the notes from other CLC's (Winnipeg & St. John's) on the net
• National Liaison Committee (NLC) representative to forward ideas from local CLC and bring back information from the NLC
• Committee wants feedback as to whether the ideas were successful
• Feedback can be brought back from the NLC via the local CLC representative
• A sub-group of the committee could be formed to take items forward
• It was confirmed that everyone saw the national representative bringing information to the NLC and bringing information back to the local Committee
• Look at possible key/unique focuses to London and area and focus on that area
• CBS believes that public participation is crucial to the success of the blood system and this committee is one area of public participation that CBS is relying on
• CBS Board of Directors is expecting to put questions to the committee in areas where they are seeking feedback.
• Summary of each meeting will be produced and mailed to members, submitted to the Consumer Representatives of the CBS Board of Directors and posted on website. Prior to forwarding the meeting notes to CBS, members of the CLC will be given the opportunity to respond by a set date
• A request for agenda items will be sent out before the next meeting, to be responded to by a set date.
• Include an “Items for Action” section in the agenda

How can CBS improve the High School Curriculum?
• Giving the program to school libraries
• Making it available to student teachers at the college level.
• Put the program on the web site
• Develop a teacher’s package that includes a lesson plan and quiz
• Make a video/CD available. Which is more useful to teachers, a video or CD?
• Use the link to personality with caution, as the focus should continue to be on the science of blood.
• A suggestion was made to provide cards to give out to the various clubs as a reminder to give blood.
• It would be beneficial to track students who experienced "What's Your Type" and subsequently became donors.

How can CBS better educate the public about blood related issues
• At clinics, a charge nurse could use the opportunity of a group setting to answer questions for donors who are waiting to donate.
• Form partnerships with similar agencies.
• Other opportunities to partner in dissemination of information could include lunch and learns in the workplace.
• Make available the information regarding how many units of blood are used for various medical procedures. Feedback from Participants
• Meeting length of 2 hours is good
• Keep agenda items focussed and specific
• Meeting time change to 3:00 p.m. to 5:00 p.m.
• Better Serving the hospitals
• How to maximize community work.

FUTURE DISCUSSION TOPICS
• Brainstorm ideas to come up with something unique that will make a difference and sell London.
• How to involve ethnic groups and encourage them to donate.
• Brainstorm on how to educate the public i.e., lunch & learns.

NOMINATION OF TWO NATIONAL LIAISON COMMITTEE DELEGATES
Jim McPherson and Kathie Leigh volunteered to participate in the NLC. Joan Beavers and Glen Dietz volunteered as alternatives.

NOMINATION OF COMMUNITY LIAISON COMMITTEE CO-CHAIR
Jim McPherson was nominated and Lisa Howe was chosen as an alternate.

ITEMS FOR ACTION:
• "What’s Your Type” program
  • Give to school libraries as a resource
  • Present to student teachers at college prior to graduation
  • Target grade 8 students
  • Put on web site
  • Develop a Teacher package that includes lesson plan & quiz
  • Make video/CD available
• Include a "young" participant on the Community Liaison Committee

SET NEXT MEETING DATE
Next meeting scheduled for Wednesday, 09 January 2002 from 3:00 p.m. to 5:00 p.m. at the Four Points Sheraton 1150 Wellington Road South, London.

ADJOURNMENT
Meeting adjourned at 4:05 p.m.