

Working Together to Save Lives

A publication of the New Jersey Workplace Blood Donor Coalition in partnership with the New Jersey Hospital Association. A public private partnership whose mission it is to increase workplace blood drives in order to eliminate New Jersey's reliance on imported blood products.

MORRIS COUNTY BUSINESSES JOIN FORCES TO INCREASE NEW JERSEY'S BLOOD SUPPLY

A Message from the Coalition Chairman Kevin Rigby

Welcome to the second edition of *The Unit*, our New Jersey Workplace Blood Donor Coalition's e-newsletter. As you know, this publication is the latest in a series of Coalition initiatives created to help New Jersey businesses conduct successful workplace blood donation drives.

In today's issue, we are spotlighting a new partnership model that demonstrates bringing the mission of the Coalition alive at the local level. By joining forces with the private, nonprofit, and government sectors in our Novartis Pharmaceuticals Corporation's own neighborhood of Morris County, we have begun to engage local employers in blood donation.

In July of last year, Novartis created the Morristown Workplace Blood Drive in collaboration with the Morristown Partnership, Morristown Memorial Hospital, and the County of Morris, along with drive sponsor, the Hyatt Morristown. This was followed by the Morris County Workplace Blood Drive in March 2010, which included a new partner, the Morris County Chamber of



KEVIN RIGBY
Coalition Chairman

Commerce, and sponsor, the Hilton Parsippany. Together, both efforts succeeded in saving potentially hundreds of lives "All in a Day's Work," while generating greater awareness and visibility among Morris County businesses about the need for blood donation.

My hope is that others can create similar models in other parts of the state so that we can ultimately reach more businesses and make

greater strides toward our ultimate goal – ensuring a self-sustaining blood supply in New Jersey. I extend heartfelt thanks to our local partners who helped move the blood donation dial upward so successfully, and look forward to the second Morristown Workplace Blood Drive on July 28 at the Hyatt Morristown.

I hope that this special feature on Page 1 – and the task list we've included – can serve as a toolkit to help others enlist partnering opportunities in their own communities or regions. If you have questions or need help getting started, please feel free to contact Kathy-Jo Hayden, who chairs this initiative's planning team. You can reach Kathy-Jo at 862-778-2585 or at Kathy-Jo.Hayden@novartis.com.

FEATURED IN THIS EDITION

- *Creative Local Program Serves as Model to Support Coalition Statewide*
- *Engaging Local Employers in Blood Donation Task List*
- *Letter to AB Blood Donors from Trauma Hospitals*
- *NJ State AFL-CIO Hosts Successful Drives with Partners*
- *Latest Blood Collection Data Reveal Mixed Results: Highlights*

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CREATIVE LOCAL PROGRAM SERVES AS A MODEL TO SUPPORT COALITION'S STATEWIDE MISSION

Novartis Pharmaceuticals Corporation, Morristown Partnership, Morristown Memorial Hospital, and the County of Morris created a model for how the private, non-profit, and government sectors can come together to engage employers in blood donation: the 2009 Morristown Workplace Blood Drive.

"When you get the right partners, anything is possible," said France Delle Donne, Director of Development, Morristown Partnership.

The goal of the July 2009 drive was to provide a convenient, central location for a blood drive advertised through local employers. To accomplish that objective, the drive was held at the Hyatt Morristown, a drive sponsor, and was advertised directly to area employers through calls, letters, emails, and posters. Employers were also provided with electronic and hardcopy publicity materials to distribute to their employees.

"As chair of the New Jersey Workplace Blood Donor Coalition, Novartis is pleased to be able to bring the mission of the Coalition to our own local community and to provide an opportunity for employers who may not have the ability to host a drive of their own to support blood donation," explained Kathy-Jo Hayden, who chairs the initiative's planning team. "Last summer's drive was the beginning of a terrific partnership aimed at increasing the participation of Morris County employers in blood donation and providing blood for our area trauma hospital,"

The success of this effort served as a springboard for a second drive, the Morris County Workplace Blood Drive, which was held March 5 at the Hilton Parsippany, a drive sponsor. By selecting a new location, the team expanded their reach further in Morris County and welcomed a new partner to their initiative, the Morris County Chamber of Commerce.

Building upon their learnings, the drive reflected growing success: 145 workers turned out to give blood, up from 90 workers at the first drive.



Blood donor Luis Home-Arango of Lafayette, NJ, is assisted by Lead Tech Wanda Lutzkow, Blood Donor Services, Morristown Memorial Hospital, during the March 2010 Morristown Workplace Blood Drive.

"The blood collected through these drives goes directly to the Morristown Memorial Hospital blood bank, saving the lives of many patients," said Loretta Ferrara, Atlantic Health Blood Donor Recruiter for the Morristown Memorial Hospital/Overlook Hospital Blood Donor Services. "Because of this team effort, Atlantic Health has increased its blood donations and we are very thankful for this collaboration."

"This initiative unites the small business community and team members around an important objective – an adequate blood supply," added Paul Boudreau, President of the Morris County Chamber of Commerce. "We are proud to help provide local county leadership for this effort."

"As a major employer and in our role of protecting the health and well-being of the community," said Mary Jo Buchanan, Director, County of Morris Department of Human Services, "the County has been a proud partner in this initiative since its inception."

Both drives were also publicized in the media and included a press event with publicity handled by Morristown Memorial Hospital. The Morris County Freeholders also awarded a proclamation in recognition of each drive.

The 2010 Morristown Workplace Blood Drive will be held July 28 at the Hyatt Morristown, and another Morris County Workplace Blood Drive is planned for October.



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ENGAGING LOCAL EMPLOYERS IN BLOOD DONATION TASK LIST

For others who may wish to implement this model in their regions, here's a task list that can help. You may wish to divide roles between participating team members.

- Begin the process at least three months prior to date selected.
- Find local partners:
 - A city's Special Improvement District (SID), regional Chamber of Commerce, or another nonprofit entity that can serve as the primary outreach source to local businesses
 - A hospital with donating facility or blood center
 - A county or city leader that can offer support, recognition, and outreach
- Identify a location for the blood drive that is convenient to a large number of employees of businesses who currently do not have their own blood drives
- Develop a plan and timeline for outreach to local businesses
- Create promotional materials to help

advertise the drive, such as letters, emails, posters, and a script for phone calls.

- Develop a media advisory to help announce the event to local media sources, especially if a press event is included.
- Work with the hotel or meeting location, and the blood center, to arrange a suitable space for the drive, including a separate room for a press event, if you wish to include this.
- Arrange all logistics for blood donation, including a registration area, cots, and a section for post-donation snacks.
- Take pictures of a few participants giving blood (remember to get signed consent forms) and distribute to local media sources after the event to help bring continued awareness about the effort and the need for blood donation. Include the photo with a short caption.
- Consider asking your mayor, county leaders, or state elected officials to award a proclamation, thus providing an additional opportunity for visibility before or after the drive.

LETTER TO AB BLOOD DONORS FROM TRAUMA HOSPITALS:

New Jersey hospitals that are major trauma centers are implementing new processes and procedures to successfully handle acute trauma patients and Type AB blood is needed. Hemorrhagic shock is the primary cause of avoidable mortality in combatants and trauma victims. Data from the recent US army war experience show clearly that in cases of massive transfusion the transfusion policy strongly impacts mortality.

Namely, for massive bleeding the ratio between red blood cells and clotting factors should be close to the composition of whole blood. Plasma is thus essential for massive transfusions. Aggressive early use of fresh frozen plasma (FFP) may improve outcome in massively transfused trauma

patients. The mortality rate decreases significantly with increased FFP transfusion.

As a part of the change in procedures we need to increase the availability of a rare commodity – AB plasma. As a Type AB blood donor, your plasma is considered to be “universal” which means that it can be transfused to a person with another type in an emergency. You are indeed unique and special. A donation by you 2 to 3 times per year would certainly help these patients in need and also ensure a steady supply of the rare, difficult to acquire AB plasma.

Only four out of every 100 people have Type AB blood, and therefore the red blood cell demand for use by Type AB patients is also rare. Since such a small percentage of

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A WARM WELCOME TO OUR NEW COALITION MEMBERS

This quarter we have the pleasure of welcoming two new members to the New Jersey Workplace Blood Donor Coalition.

Joan Verplank is the President of the New Jersey Chamber of Commerce. She heads the 99-year-old Trenton-based business advocacy organization, which represents over 1,700 companies throughout the state.

Scott J. Ross is the Vice President of Government Affairs for the New Jersey Food Council. The Council, established in 1969, is an alliance of food retailers and their supplier partners and serves as an advocate on legislative and regulatory issues.



the population is AB, it is important to realize that even less qualify and meet all donor eligibility criteria to give this plasma.

The AB blood type serves as the universal donor for the FFP product. The best way for Type AB donors to help patients is to donate their universal plasma. It is a great responsibility for Type AB donors to donate their plasma for our local trauma patients since this definitely saves lives.

Blood Centers have the technology to collect plasma using automated component collection devices. This technology is safe and efficient and uses a single needle for donor comfort.

Your involvement in this program would be greatly appreciated by us and the patient and their families. The entire time you would be spending at a donor center would be approximately 1.5 hours. The

hours are very convenient, so please consider making automated plasma donations.

Plasma donors must be 16 years old, weigh a minimum of 110 lbs. and be in good health. They can donate as often as once a month.

Prospective Type AB plasma donors are asked to call a local blood center to schedule an appointment or ask any questions about the donation process. Staff will be happy to speak with you.

References:

J Trauma. 2009 Mar;66(3):693-7. Impact of plasma transfusion in massively transfused trauma patients. Teixeira PG, Inaba K, Shulman I, Salim A, Demetriades D, Brown C, Browder T, Green D, Rhee P. Division of Trauma Surgery and Surgical Critical Care, University of Southern California, Los Angeles, California, USA

NEW JERSEY STATE AFL-CIO HOST SUCCESSFUL DRIVES WITH PARTNERS

Recently the New Jersey State AFL-CIO teamed up with Middlesex County Central Labor Council and IBEW Local 456 to organize a union blood drive aimed at raising awareness of the critical and severe shortage of blood in New Jersey's blood banks. In the words of the New Jersey Blood Center that staffed the blood drive, "the number of folks who turned out was amazing." The Blood Center estimated approximately 25-30 blood donors for the day, however, at the urging of Carmine Ragucci from Local 456, a champion for organizing blood drives for the local for 20 plus years, they expanded the capacity for blood donors to 6 beds and 6-8 blood center staff. Not to the surprise of Coalition member Komilla John, the members of the local and Middlesex CLC turned out over 50 blood donors.



At a subsequent drive hosted by the State's AFL-CIO, Coalition member Bruce Peyser of MetLife showed his support by donating dozens of MetLife "Give A Gift From The Heart" Snoopy giveaways



NEW JERSEY NEEDS YOU!

- While many people donate blood during a disaster, blood is needed 365 days a year.
- Blood is in constant demand for treatment of injuries, cancer, hemophilia and for use during surgery.
- Nine out of 10 New Jersey residents will need blood some time in their lives.
- There is no substitute for blood as the human body is the only "manufacturer."



LATEST BLOOD COLLECTION DATA REVEAL MIXED RESULTS: HIGHLIGHTS FROM NEW JERSEY'S 2009 REPORT

After three years of increasing blood collections in New Jersey, including the largest (9 percent) ever increase in 2008, New Jersey's 2009 blood collections decreased by 3,400 units, or 2 percent. A recent survey of the eight blood centers serving the State, which are responsible for 95 percent of statewide collections, frequently cited the economy and reduced workplace blood collections as major contributing factors for the decrease.

So what is the outlook for 2010 Collections? Despite the slight decrease in 2009 collections, there are a number of positive signs to be found when the blood collection numbers for 2009 are examined more closely than the bottom line. For example:

- 2009 allogeneic collections (blood from volunteer donors for someone other than themselves) were the second highest number since at least 2000.
- The 2009 allogeneic deficit was the second lowest since at least 1994.
- There was a 50 percent increase in double red cell collections in 2009. This is a new technology that enables donors to give two transfusable units of red blood cells in one donation.

- Legislation allowing 16 year olds to donate with parental authorization was signed into law in May 2009 and resulted in nearly 3,500 units of blood donated by 16 year olds. This number is projected to increase to 7,000 units in 2010.
- A month long collaborative initiative between the New Jersey Hospital Association, the New Jersey Blood Bank Task Force and New Jersey Workplace Blood Donor Coalition has reported significant increased collections in January 2010 over 2009 and 2008.

New Jersey continues to rely on imported blood from other states to meet our transfusion needs for trauma victims, cancer patients, burn patients and others. It is imperative that we continue to increase statewide blood collections and move towards self sufficiency. We need to continue to educate and convince more New Jerseyans that our hospitals have a daily need for blood to save the lives of unknown recipients, family members, friends and fellow New Jerseyans. Help Save3Lives. Donate blood at your first opportunity and become a regular blood donor.



NEWS DROPS

Watch for the release of an *online calendar* that will give the public access to information about open blood drives scheduled in the community ...

- The Coalition has produced *Save3Lives* radio public services announcements ... go to www.njsave3lives.com, click on *Blood Drive Resources* and *Audio/Video Assets* in the menu box to download the PSAs ...
- Register today for the *2010 New Jersey Society of Blood Bank Professionals Spring Meeting* planned for May 18th by going to <http://njsbbp1.org>. What's in store on the agenda? A discussion with Coalition members about creative ways to make donation a priority beyond recruitment ...
- Having difficulty viewing *The Unit*, or wish to unsubscribe? Contact NJHA's Mary Ditri at mditri@njha.com for assistance ...

