

British Columbia & Yukon Regional Liaison Committee

Record of Meeting:) 2018-11-17

Location:) Vancouver, BC

Members in Attendance:	Chris Brennan, CBS	Beth Frise, CBS	David Patterson, CBS, co-chair
	Joban Bal	Pam Wishart	Steve Raper, co-chair
	Sheetal Singla	Tanya Petraszko, CBS	Whitney Goulstone

Observing:) Annie Ho, recorder

Regrets:)	Katherine Krause	Katie White	Kayla DiBauda
	Kevin Adam	Lannon deBest	Rick Waines
	Simran Parmar		

Meeting Summary:

1.0 Welcome and Introduction / Review of Agenda:

Presenter: David Patterson, co-chair.

Major Points:

- DP welcomed everyone to the meeting and a round of introduction was made.
- The agenda was reviewed and previous meeting minutes from 2018-04-28 was approved.

2.0 NLC Update:

Presenter: Steve Raper, co-chair attended the last National Liaison Committee (NLC) meeting in Ottawa and provided a summary of the meeting.

Major Points:

- One topic is missing was Plasma.
- A lot of organizational changes, JP is going into Plasma portfolio.
- Regarding diversity workshop, there was a boot camp with the Board. DP-We had a session in Toronto regarding diversity training. Half of us were from CBS and half of us from diverse communities in all sphere of life to focus on diversity strategy for donor recruitment. CB-As the diversity training was just finished, we will put it into table in Spring RLC. **ACTION**
- We had a little bit of strategy plan of Corporate Strategy. We are not ready for this conversation. It will be put into table in Spring RLC. **ACTION**
- Regarding Pathogen inactivation presentation, it talked about the insurance policy for new Pathogens.
- The user satisfaction of PPP is not 100% in terms of the satisfaction of the process and the determination after the fact of the process as well.

Action Items: Highlighted above.

3.0 Partnership Program Overview

Presenter: Beth Frise, Manager, National Partnership Development delivered a presentation on Partnership Program overview.

Major Points:

- Danielle is based in Ottawa and Beth is based in Toronto and we took over National Partnership about two years ago. Both of us report to Gord Kerr who look after Marketing, Partnership and NCC and Gord report to Rick Prinzen.
- There are three-tiered approach of Partnership. They are National Partners, Monthly National #PartnersforLife and Regional and local Partners.
- National Partners now are Department of National Defence and Toyota. In Jan 2019, we will announce Great West Life as our National Partner due to success of them of being engaged in our monthly Partner.
- There are four ways that the Territory Managers can support us. They could organize a Group (3 people or more), adopt a blood donor clinic which the Partner take the clinic for the whole day, raise awareness through Social Media and set an annual blood donation pledge for organizations with at least 250 employees or members and achieved an annual pledge of at least 50 units.
- We have a link to partner page on our website, link to partners on video such as Hockey Gives Blood and Partner e-News, the content included national story, four regional stories, one submission from Marketing, Fundraising, OTDT and Stem Cells.

Action Items: N/A

4.0 Corporate Branding

Presenter: Chris Brennan, Manager Stakeholder Relations and led conversation on Corporate Branding.

Major Points:

- Sept. 28 was the 20th Anniversary of CBS and the new brand went live with over 18 months roll out.
- 7 Million were spent on rebranding.
- Two phrases of advertisement, the initial phrase is the Commercial we have been playing and the next is the follow up advertisement that is coming.
- Four different colour of our blood logo representing blood, plasma, stem cells and Organs & Tissues more than blood focus organization now.

Roundtable:

- JB-The younger generation do not know about CBS, they thought it is still Red Cross. CB-There is a gap between young people and we need more younger members.
- It is a simple logo and not too complicated.
- CB-Will share more during the Spring RLC. **ACTION**

Action Items: Highlighted above.

5.0 One Blood for Life Update

Presenter: Joban Bal, UBC Sciences Student

Winter Campaign

Major Points:

- One Blood for Life is a non-profit organization. We focus primarily in BC.
- We do things for CBS, that is all round from blood donations to stem cells recruitment, mostly ethnic diversity.
- Instagram is one of the best platform we used for recruitment, marketing and almost everything.
- (Q) DP-How many volunteers? (A) 1,600 volunteers. Most of them are youth.
- We will post our event e.g. stem cell drive, they will message us if they want to volunteer.
- We started the Winter Campaign three years ago. There was a shortage of blood after Christmas. We will have volunteers standing outside the clinic and holding the sign of blood donor needed poster.
- The volunteers very enjoyed it because it is community feeling and being a part of it.
- We at first started at Gilford Clinic in Surrey, then Oak Street and Downtown clinics. Downtown had the greatest response we got due to media portion we did.

High School program

Major Points:

- We have been working on is getting the High School in Lower Mainland to join in with Blood Clubs but not in traditional sense with the Young Blood Life Program or Partners for Life.
- Round one is testing the waters. We have 28 applicants, 12 schools and 7 schools currently with 1-2 leaders.
- Round two is using our Social Media to outreach again. This time is to highlight examples what we have already done.
- We have total 98 schools in different cities. We have not emailed the applications yet.

6.0 MSM Submission

Presenter: Chris Brennan, Manager Stakeholder Relations delivered a presentation on engagement today and what's next.

Engagement to date

Major Points:

- We are at the 12 month deferral from the last sexual contact with another man for male donors. Female donors is 12 month deferral from last sexual contact with the man who, in the last 12 months had sex with another man.
- Since we went to this 12 month model, TD positive donation rate was monitored for HIV and other markers and has remained stable. We have re-instated 98 donors. We carried an anonymous survey in male donors before and after implementation to assess compliance and provided two annual reports to Health Canada.
- No international consensus, in part due to different epidemiology and screening procedures. Many countries have moved to a 1 year deferral, often after detailed risk analysis. There is several years experience in Australia and UK with a 1 year deferral show low, stable HIV positive rates in donors. UK has now moved to a 3 month deferral on the recommendation of the Advisory Committee on the Safety of Blood, Tissue, and Organ (SaBTO), results have been positive to date.
- What we are proposing is to 3 months deferral instead of 12 months. Timeline to submit to Health Canada in late 2018, implement April-June 2019, depending on when approval is received and operational feasibility. (Q) If HQ is changing it as well. (A) Yes.

Emerging Pathogens)

- They are known, existing organisms that have increased in pathogenicity and/or expanded their geographic range (WNV, Zika virus) or new, previously unknown as (vCJD, SARS).
- Monitoring for emerging pathogens is a high priority at CBS and HQ and includes scanning of public health literature and websites, receiving alerts from list services, interaction with public health workers in Canada, and participation in AABB and ISBT working groups on transfusion transmissible diseases and surveillance.
- Risks for emerging threats have been related to geographic exposure, usually by an insect bite.
- MSM have not been at higher risk for any of these pathogens.
- The proposed change is highly unlikely to lead to an increased risk of emerging pathogens.
- Rapid mitigation measures would be taken if MSM donors were at increased risk of an emerging pathogens with potential for transfusion transmission.

Proposed change and HIV risk increment

- The window period for current nucleic acid testing for HIV is estimated as 8 days.
- The window period for the antibody test is estimated as approximately 21 days.
- Therefore, a 3 month deferral period should be sufficiently long to permit detection of HIV in MSM donors.

Stakeholder consultations

- Dialogue with external stakeholders has been an important part of evolving eligibility criteria for MSM.
- Stakeholder support from patient groups who depend on blood products or plasma protein derivatives, as well as LBGTQ advocacy groups and community organizations has been instrumental in getting previous changes approved by Health Canada, as many organizations have written letters of support.
- Consultations for this change have included presentations at the National Liaison Committee in Spring and Fall 2018, the Network of Rare Blood Disorder Organizations meeting, and a Canadian Hemophilia Society Advisory Committee meeting in fall 2018.
- A webinar was held with participation of 21 stakeholder groups in Sept 2018 which was followed up by 1:1 stakeholder discussions.

Action Items: N/A

7.0 Regional Performance Update

Presenter: David Patterson, Director Donor Relations gave an overview of our 2018/19 Q1&Q2 fiscal results.

Major Points:

- Lower demand nationally again this year in Whole Blood.
- Overall, 4.7% change in % yoy nationally and BCY is in line with it. From a regional perspective, this drop allowed us to increase effectiveness of our mobiles, i.e. rightsizing some locations as well as continue to evolve our 4/12 week rotation timing to align with female intervals of 84 days.
- First time we have planned “Trigger” messaging on urgent need to address these slower periods as part of a plan versus a reactive tactic. We had tremendous responses you can see in the month of August and early half of September.
- Whole Blood collections was 97% to target in BCY versus 101% nationally in Q1 and 103% to target in BCY versus 105% nationally in Q2. Diversity strategy is still a gap in our recruitment efforts.
- In both donor recruitment and the Collections area, BCY delivers highest productivity rates in the Country.

- For platelets collections, equivalent units are slightly behind target due to a combination of factors such as periodic staffing issues and strategic decision.
- Multi-Plasma program is new in FY 2018-19. Sites across the country have been able to greatly exceed targets. As program is new, there was not a good understanding of what targets should be and underestimated collections targets. FY 2019-2020 targets will be set at FY 2018-2019 run rates to better reflect true collections.
- New donor gap this year due to decrease in Promo clinics in BCY, e.g. University sites.
- For donor base, BCY led the country last fiscal and continued strength in 18-19.
- BC continues to lead the country in Self Serve appointments. (Q) Are they younger generation using self serve? (A) Yes, they are younger demographic especially in Victoria and Victoria.
- Regarding of re-branding, DP added some slides on Organ & Tissue Donation & Transplantation (OTDT) from OTDT group.
- The roles of CBS are operation of interprovincial organ sharing registries, leading practice development, professional education, engagement and awareness, public education, engagement and awareness and system performance improvement, data and analytics.
- Leading practice development such as pediatric donation after circulatory death and optimizing organ utilization of kidneys.
- National Organ & Tissue Donation Awareness Week (NOTDAW). Over 100,000 Canadian registered their intent to donate in support of organ and tissue donation during the month of April 2017, a record month for registration. DP will send information on NOTDAW Program. **ACTION**
- For OneMatch Program, the successes where we held 54 events and supported 5 patient campaigns in Western Canada. Events, self-swab and online stream combined achieved 61% ethnically diverse registrants (target was 40%) and 53% male registrants collections (target was 50%). BCY Territory Manager now looks after Western Canada in this fiscal. The challenges were online and self-swab streams continues to collect below male & ethnically diverse registrant targets.
- For Cord Blood, ethnicity of 3,037 listed includes 17 shipped CBUs. Target is 60/40, Non-Caucasian /Caucasian. Actual up to and including 2018-09-10 is 60/40, Non-Caucasian / Caucasian.
- The demand for plasma is staying relatively flat.
- The 2018-2019 Plasma for Fractionation forecast is 175,710 litres.
- Calgary and London started collecting Large Volume Source Plasma (LVSP) in the last few weeks.
- Plasma collection performance of 500 ml performance (not collected in BCY) was 558 under target YTD. 250 ml performance of concurrent % of procedures is higher than forecasted resulting in more collections. Multi plasma was over performed to 'ramp up' target in Q1/Q2 and is forecasted to collect to Q3/Q4 targets.
- Plasma plans are:
 - National target of 20-21K for 500 ml Transfusable plasma.
 - Increase concurrent plasma plans to higher than 25% of procedures (35%); this brings the target to 6,000 (from 4,411 in 18/19).
 - National target of 5,000 multi plasma units (3,332 in 18/19).
 - Source plasma national target in 2019-2020 is 11,550 L.

Action Items: Highlighted above.

8.0 Member Roundtable

- JB briefed the Mismatch event for his action item. Mismatch is a movie or documentary done by Jeff. We are connected by Dr. Dana Devine with Dr. Conway of CBR and run the event together. We had 110 people showed up.

9.0 Closing thoughts and spring date selection

Presenter: David Patterson, co-chair

Major Points:

- Next meeting will be on 2019-04-13. Meeting was adjourned at 3:00 pm.

Action Items: N/A